



**SNS COLLEGE OF NURSING**



**SARAVANAMPATTI, COIMBATORE-35**

**DEPARTMENT OF NURSING**

**COURSE NAME : BSC (NURSING) I  
YEAR**

**SUBJECT : PSYCHOLOGY**

**UNIT VI: MEMORY & ATTENTION**

**TOPIC : COGNITIVE PROCESS**



# INTRODUCTION

- In cognitive psychology, memory refers to the mental process of encoding, storing, and retrieving information. It is the ability to retain and recall past experiences, knowledge, and skills.



# TYPES



- **Sensory Memory**

Iconic Memory, Echoic Memory, Visual Perception, Auditory Perception

- **Short-term Memory**

working memory, attention, concentration, mental capacity, cognitive load.

- **Long-term Memory**

explicit memory, implicit memory, declarative memory, procedural memory, semantic memory, episodic memory

# COGNITIVE PROCESS OF MEMORY

- Encoding
- Storage
- Retrieval



# MEMORY THEORIES

- Atkinson-Shiffrin model
- Levels of Processing model
- Dual-coding theory
- Multiple Memory Systems theory
- Consolidation theory





# ATTENTION

- Attention is a cognitive process that involves selectively focusing on certain aspects of the environment, while ignoring others. It is an essential component of perception, learning, and memory, and plays a crucial role in everyday life.

# TYPES

- Selective attention
- Divided attention
- Sustained attention





# THEORIES OF ATTENTION



## AUDITORY ATTENTION

- **Auditory attention** was researched and theorized by **Cherry** and **Murray** in **1959**. Visual inattention theory was explored by **Simon and Chabris (1999)**.
- Simon and Chabris (1999) noted this when examining intentional blindness.





# AUDITORY SELECTIVE ATTENTION



- Selective auditory attention is the ability to focus on an audio stimulus that interests the person while ignoring others.



# VISUAL INATTENTION

- Simon and Chabris (1999) noted this when examining intentional blindness.
- Visual inattention, like auditory attention, is when a person fails to see something that is apparent.

# EXTERNAL FACTORS

- **Intensity of the Stimuli**
- **Size**
- **Motion of the Stimuli**
- **Contrast, change, variety**
- **Repetition of the Stimuli**
- **Duration and degree Of the Stimuli**



**Interest**

**Motives**

**Mindset**

**Moods and Attitudes**

**Desire**

**Aim/ Goal**

**Past experiences**



# INTERNAL FACTORS



# CONCLUSION

Memory and attention are important aspects of how individuals interpret and interact with their surrounding world. After an individual perceives something, they can pay varying amounts of attention to that thing



- What are all the factors influencing memory?
- What are all the factors influencing attention?
- How to differentiate attention from perception?



# REFERENCES

- Coon, D (1988); Essential of psychology: Exploration and Application. West publishing, St. Paul
- Elliott, S et al (2000); Educational Psychology; Effective Teaching, Effective Learning; McGraw Hill, Boston.



