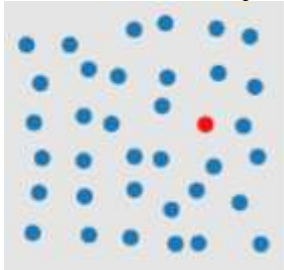


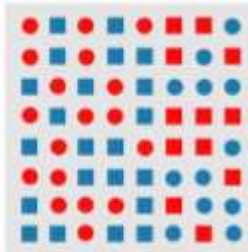
## LEC 2 – attention – conjunction vs others

### TREISMAN AND GELADE 1980

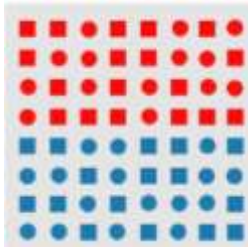
- Combination of different features to segregate and find goal one
- Absent and non-absent response to targets
- Feature task - shape/colour difference
  - Before attention allocation, features are stood out - effortless
    - Distractors as the same as actual feature - no clear distinction - easier rejection due to sameness - DUNCAN AND HUMPHREYS



- **Conjunction task** - more complex - similar features



- **Texture segregation** - easier for distinctiveness - separation



### WOLFE

- Parallel vs serial - bimodal proposition but wrong - guided search through attention map as a result of combining feature map

### PALMER

- Share features with distractor but still different and challenging

### Automaticity/preattentive processes - pop outs

- Consistent mapping - same target/distractor relationship
- Varied mapping - target change between numbers/letters
- Between display and memory displays
  - Over time - automaticity rises

### Errors

- Perseverations - performing repeated routine action
- Datadriven - outside source influence
- Loss of activation error - "what am I doing here"

## LEC 4 – PRP paradigm

### **PRP paradigm Pashler**

- When dual speeded tasks overlap - overlap in central stages (decision and response selection)
- Second task is slowed depending on stimulus presented - rapidly together
  - Already sent a message while receiving another signal - central process
  - SOA = time between customer arrival
    - Short SOA (close in time) - processed but no decision can be made - bottlenecked - dealing with task one - growth in reaction time - long wait of customer
    - Long SOA - better reaction time due to process - no wait

### **CONCLUSIONS:**

- Modality makes a difference
- Support of bottleneck theory - capacity sharing
- Parallel processing is consistent with AOC curve (allocation of resources) and bottleneck)

### **Control over attention**

- Big since 1890 and Ribot
1. Endogenous - top down - voluntary - depression via chemicals which can be corrected - linked to eye movements
  2. Exogenous - stimulus driven - involuntary - depression via chemicals + trauma
- Arrow would = endogenous
  - Aim to ignore sudden onset
  - Spotlight and focuses attention - POSNER 1980
  - Arrow pointing to location - "valid" aka true aka fast reaction
  - Can reverse effect - IOR (inhibition of return)
    - Faster at first to location spot then a drop in attention
      - Gap influences (300ms)
        - IAT - Implicit association test - cue to probe relevance - absence of Inhibition of return

### **Steve Yantis**

- Less frequency = more attention
- No endogenous/exogenous together

## LEC 12 – higher order cognition

### **Thinking**

- Higher order thinking - creating and using knowledge
- Mental representations (how we think) -> characterisation to transform into other possible states of the world

### Difficult reasoning

- Might misperceive
- Built on other aspects of cognition

### Evolution

- Frontal lobe - most distinguish human brain
- Frontal - activated by all forms of thinking
  - Piltdown man - human skull/ape-like jaw - 50, 000 yrs. old
  - Larger brain evolution resulted in ape features lost
    - Confirmation bias - see evidence in terms of what we already believe (genuine find)
    - **Bystander apathy** - external assistance (experts from other fields assisting)
      - Also error

### Cognitive illusions - thinking system defence when fooled

- More confidence in it
- Thinking as more primary

### **The Monty Hall problem**

- 3 doors and grand prize
- 2/3 and not 50% chance of winning if you switch

### Uncertainty

- Of future, other information, no confirmation

### **Short-cuts (heuristics)**

- Tversky/Kahneman - making up info due to lack of it
- Often effective but not guaranteed - umbrella decision
  - Can lead to predictable errors - assuming chance unless we have the knowledge - we use old info
    - Analogies (water to electrical flow) - do guide decisions
      - Hypothetical international crisis dilemma - Munich vs Vietnam

### Representations (important)

- Reasoning

### **Aspects of thinking**

1. Problem solving
  - Generating a route to a goal
2. Decision making
  - Evaluating outcomes
3. Reasoning
  - Drawing further reference from knowledge and other things
4. Expertise and skill acquisition
  - Knowledge as a routine (process)

## LEC 29 - liking (part 1) - tactics of manipulation

Tupperware party - FRENZEN/DAVIS 1990 - liking the host can influence decision x2 than opinion of product

### **Physical attractiveness**

- From a young age - story books
- Halo effect - decides how we see them
- Dominates trait (more attractive qualities)
  - Positive attribution
    - More positively judged
      - Internal attribution when they do something good etc.

### **Benefits**

- Report card rating correlation - good results = good looking person - CLIFFORD/WALSTER 1973
- More essay marks for better looking - LINDY/SIGNALL 1974
- More likely to earn more and get the job
- Attractive politicians as getting more votes - EFRAN/PATTERSON 1976
  - Attraction = 32% and 11% for not
  - 73% denied influence of looks
    - Suggests awareness
- Aussie 2004 election KING/LEIGH 2006
  - 1 SD increase in attractiveness for 1.5/2% in voter share
    - Attractiveness benefitted more challengers than existent
      - Trust "the other guy"
        - Kevin Rudd > John Howard
- Recidivism rates (justice system) - offending to reoffending - KURTZBURG 1968
  - 2 disfigured - plastic surgery or not (+ rehab or not)
    - RESULTS: no effect of rehab -> surgery = significant less to return to jail
      - Surgery = more confidence (no need to be bad)
      - Surgery = they get treated better
        - Might be viewed better by judge
- Sentencing rates - STEWART 1980
  - Rating unattractive to attractive -> charged or severity
    - RESULTS: attractive = 2x likely to avoid jail (lighter sentences)
    - No difference on conviction or not
      - No initial difference, but it comes to play (sentencing but not guilty/innocence verdict)
- Damages - KUKLA/KESSLER 1978 - mock trial on damages
  - Same evidence but attractiveness for defendants/plaintiffs
    - RESULTS: more favour for attractive
    - Defendant > victim - victim = \$5.6k
    - Victim > defendant - victim = \$10k

### **In the real world**

- For ads
  - American heart foundation = 2x donations when person is attractive

### **Similarity**

- Similar = validating own beliefs
- More trust

## Studies

- Hipster vs normal - asking for 10c - giving money when similar
- Hipster in hipster environment = more signatures on petition
  - Match = more likely to give in
- Same birthday of confederate and participant - critiquing 8pg essay - 2004
  - Same birthday = 62.2% compliance vs 34.2% for different birthday on judging 8pg essay
- Manipulators - AUNE/BASIL 1994 - saying ur a student 2x the contributions received at uni fundraiser
- Housewife in cleaning ad - relating (had tried all products)
- "mirror and match" - mimicry
  - CHATRAND/BARGH 1999 - chameleon effect
  - Unconsciously mimicked behaviour of confederate - liked the person more who mimicked their own behaviour
    - Social glue = creating rapport
- Waitresses mimicking
  - Repeat order or say okay -> bigger tip when mimicking