

Attention

- Most mental processes are “unconscious”
- Kahneman: **System 1** (rapid, unconscious) vs **System 2** (effortful, conscious)
- Limit to what can be consciously **attended** (Miller 1956: **7 ± 2 items**)
- Learning and automaticity

As tasks become more automatic, control is less conscious

Stroop task

Red

Blue

Green

Red

Green

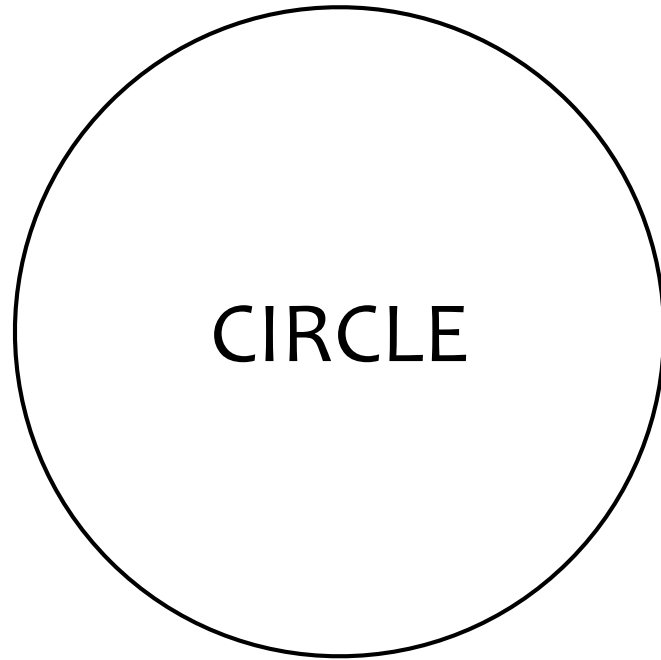
Blue

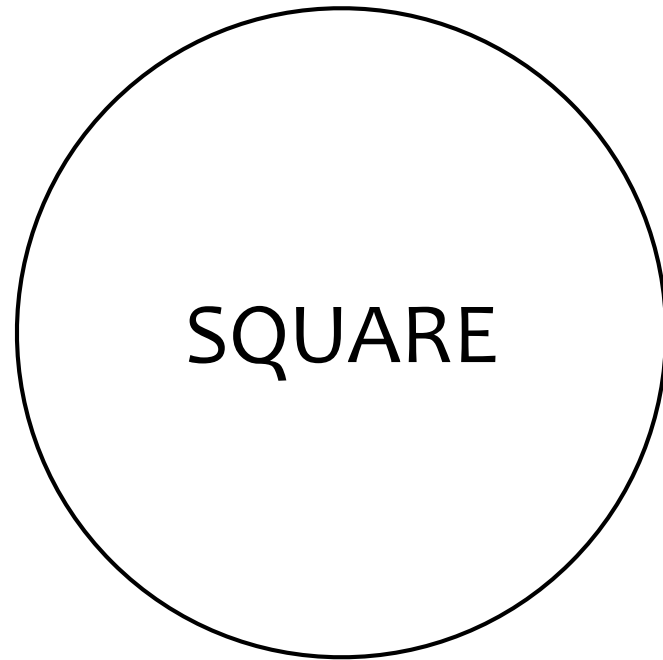
What shape? (square or circle)

CAT



DOG







A square with a black border and a white fill. The word "SQUARE" is centered inside the square in a black, serif, all-caps font.

SQUARE