Attention! If you notice what I do.

As we saw in Part Two, much of what we do is done automatically.

Selective Attention! Don’t see what I don’t want you to see.

A generic definition of attention is the process of focusing on certain aspects of the environment and ignoring others. Attention is a selective process that allows us to prioritize information and process it more efficiently. It helps us to focus on relevant stimuli and ignore distractions. In the context of human-computer interaction, attention is crucial for effective communication and user experience.

To illustrate the importance of attention, consider the following scenario:

You are working on a computer, and you receive a notification that a new email has arrived. Your attention is immediately drawn to the notification, and you decide to read the email. However, in the background, a progress bar is updating, which is usually not something you need to pay attention to. Without proper attention control, the progress bar might distract you, causing you to lose focus on the main task.

Selective attention is the ability to selectively focus on certain stimuli and ignore others. It is a critical component of successful human-computer interaction, as it allows users to prioritize information and ignore irrelevant stimuli. This is particularly important in complex environments, where users are bombarded with a large amount of information daily.

To conclude, attention is a fundamental aspect of human-computer interaction. It allows users to focus on relevant information and ignore distractions, improving overall productivity and user experience.