

## TOPIC OF ATTENTION AND ITS FACTORS

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**Annotation:** Attention is a fundamental cognitive process that enables us to selectively focus on specific stimuli while disregarding others. It plays a crucial role in shaping our perception, learning, and behavior. There are various types of attention, including selective, divided, and sustained attention, each with its unique characteristics and functions.

**Keywords:** attention, factor, selective attention, emotional state, cognitive, disorders

One of the most important concepts in psychology is attention. It's the process in which we concentrate on some stimuli and ignore others. Attention is necessary to ensure that we are functioning properly, since it influences our perception, learning and behaviour. Attention is the doorway into our consciousness. It's the one thing that tells us what we notice, what we miss and what we do not remember. Attention provides us with a means of filtering out unimportant information and focusing on what matters. We'd be overwhelmed by a cacophony of signals that bombard us in every waking moment, unless we were paying attention. There are several types of attention, each with its unique characteristics and functions. Selective attention allows us to focus on a specific stimulus while ignoring others. Divided attention enables us to attend to multiple stimuli simultaneously. Sustained attention enables us to maintain our focus over a prolonged period.

There are a number of factors that affect attention. We can be influenced to attention by stimulus features, like intensity, novelty and complexity. Attention may also be influenced by personal factors like motivation, interest or emotional state. Our attention may be stimulated or impeded by environmental factors such as noise, temperature and light.

### Types of Attention

There's a variety of different kinds of attention, all with their own special characteristics and functions. The following are the most frequent types of attention:

1. Selective attention: this type of attention allows us to focus on a particular stimulus while ignoring others. We're selective in our attention to the text and filter out all distractions when we read a book. For tasks that require concentration and focus, special attention is required.

2. Divided attention: this way we're able to focus on multiple stimuli at the same time. We must also take care to follow the road, traffic signals and vehicles at once if we drive a car. Multitasking and simultaneous execution of more than one task requires a divided attention.

3. Sustained Attention: This type of attention allows us to maintain our focus over a prolonged period. For example, we need to keep our attention for a longer time in order to be able to retain information while studying for the exam. For a task that requires constant focus and concentration, continuous attention is required.

Factors that Affect Attention Our attention may be influenced by a number of factors, including:

1. Emotional state: Attention can be significantly affected by our emotional state. Positive emotions, such as happiness and excitement, may increase our attention, while negative emotions, such as anxiety and stress, may reduce it.

2. Personal factors: Our attention may be affected by a personal factor such as motivation, interest or personality. It's easier to respond to stimuli that are relevant to our objectives, interests and personality traits.

3. Environmental factors: Our attention can be influenced by environmental factors like noise, temperature and lighting. We may be distracted by noise or an uncomfortable environment, reducing our attention.

4. Stimulus Characteristics: Attention may be affected by the characteristics of that stimulus, such as its intensity, novelty and complexity. It is likely that we will be attracted to stimuli of a more intense, novel or complex nature.

5. Cognitive Factors: Cognitive factors, such as working memory and executive function, can affect our attention. Individuals with better working memory and executive function are better able to sustain their attention and filter out distractions.

Attention problems are a group of psychologic disorders which interfere with the ability to focus, remain focused and control impulses. The most common attention disorders are Attention Deficit Hyperactivity Disorder (ADHD) and Attention Deficit Disorder (ADD). These problems may have a considerable impact on academic, social and work life.

Symptoms of Attention Disorders. There may be a difference in symptoms of attention disorders, but they typically include the following:

- Inattention: Difficulty sustaining attention, being easily distracted, and making careless mistakes.
- Hyperactivity: Impulsive restlessness, fidgeting and impulsivity.
- Impulsiveness: acting without thinking, interrupting others, and finding it difficult to wait for their turn.

Diagnosis of Attention Disorders. A comprehensive evaluation, including the patient's history, physical and psychiatric evaluations, is usually required in order to

diagnose attention disorders. In order to assess attention and other cognitive functions, assessments may involve interviews with the individual, family members or teachers as well as standardised tests.

**Treatment of Attention Disorders.** Treatment for attention disorders typically involves a combination of medication and behavioral therapy. Improving attention, reducing impulsiveness, increasing focus can be helped by medications such as stimulants and nonstimulants. Individuals can learn how to increase attention, manage impulsiveness and improve control of their own behaviour through psychological treatment such as cognitive behavioral therapy.

**Impact of Attention Disorders.** Attention problems can have a major effect on education, society and work. Attention deficit disorder may make it difficult for children and adults to do their academic work, have difficulty with social interaction or face problems in the workplace. They may also have difficulties in organisation, time management and planning, which may have an impact on their functioning.

In conclusion, attention, the critical factor of psychology that governs perception, learning and behaviour, is crucial. We can improve our focus and concentration by understanding the different types of attention, the factors that affect them, and the disorders of attention. Improving our attention will allow us to improve learning, social and professional functioning as well as enjoy a more fulfilling life.

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