



Università degli Studi di Genova

Genoa University



Scuola di Scienze Sociali

BA TOURISM SCIENCES: BUSINESS, CULTURE AND TERRITORY

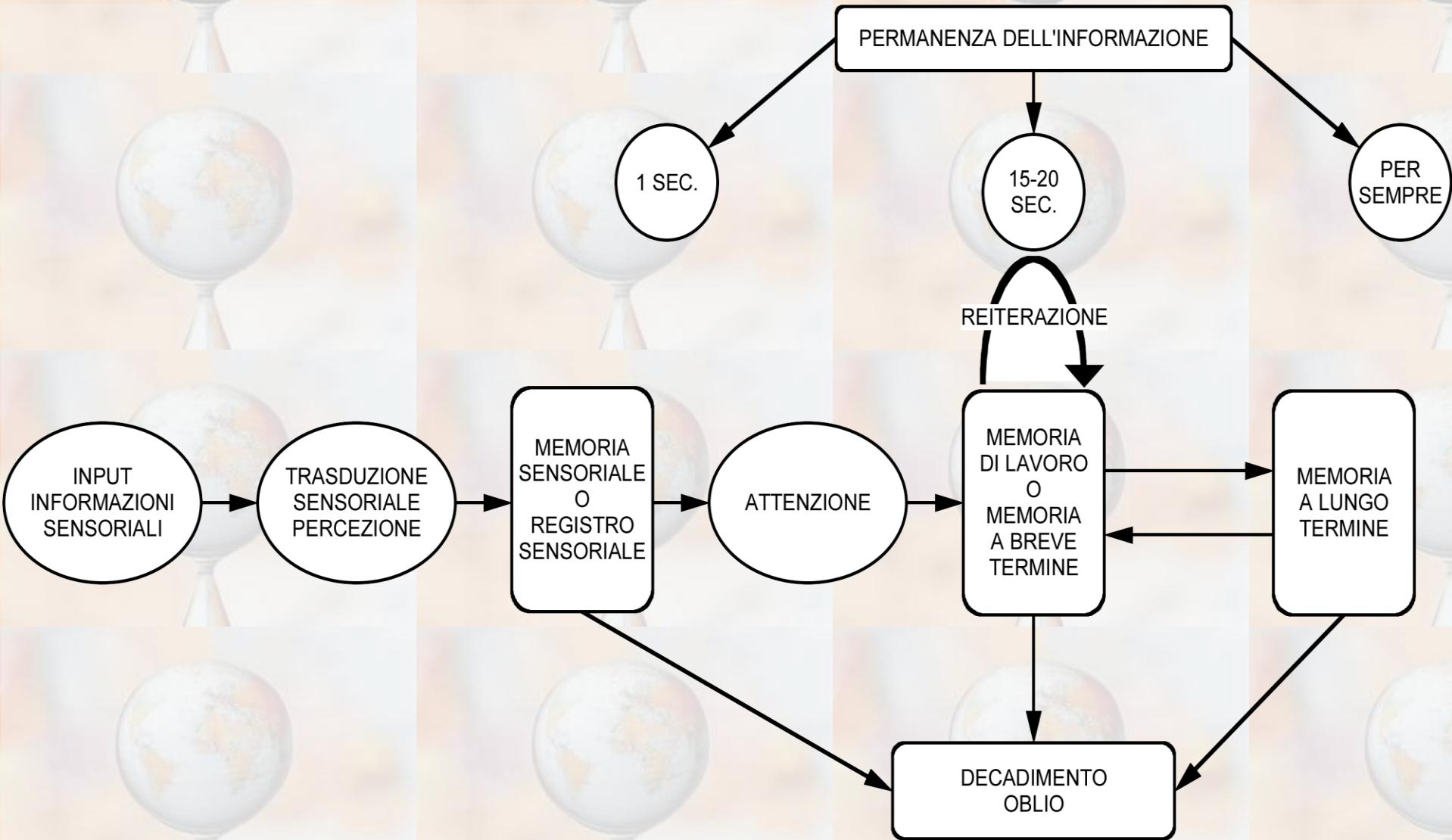
TOURISM PSYCHOLOGY

Teaching Unit No. 2

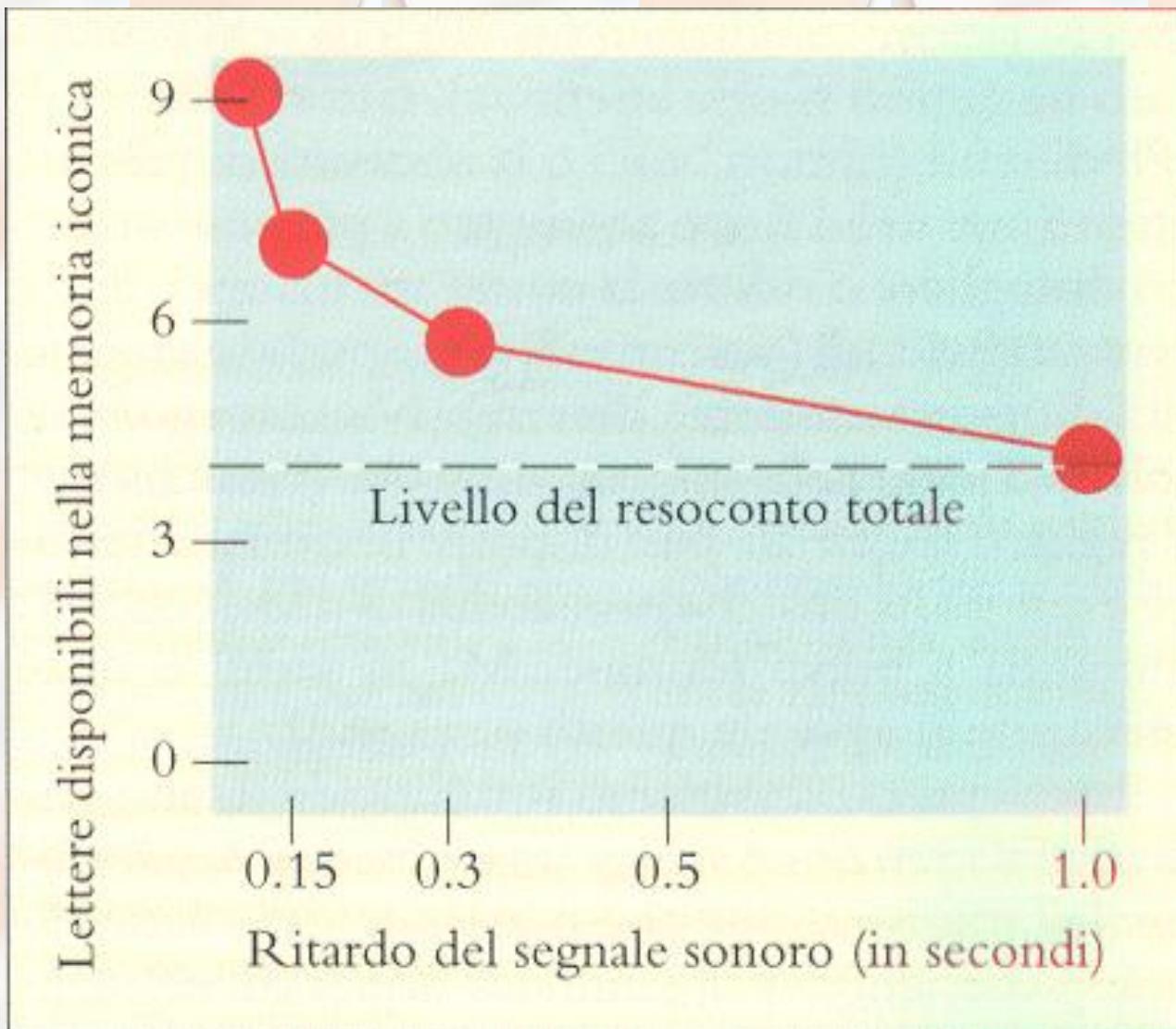
TEACHER: Guido F. Amoretti

Department of Education Sciences

Information processing



Sensory register (or sensory memory)



The filter theory

D. Broadbent

Metafora del filtro →

Ipotizza un filtro unico che seleziona gli stimoli provenienti dai canali sensoriali, sulla base delle caratteristiche fisiche più salienti, i quali potranno essere ulteriormente elaborati. Gli stimoli scartati dal filtro ricevono solo una elaborazione minima, senza che da essi venga estratto alcun significato.



Risultati:

I soggetti esaminati mostravano una chiara tendenza a ricordare i numeri orecchio per orecchio, piuttosto che coppia per coppia



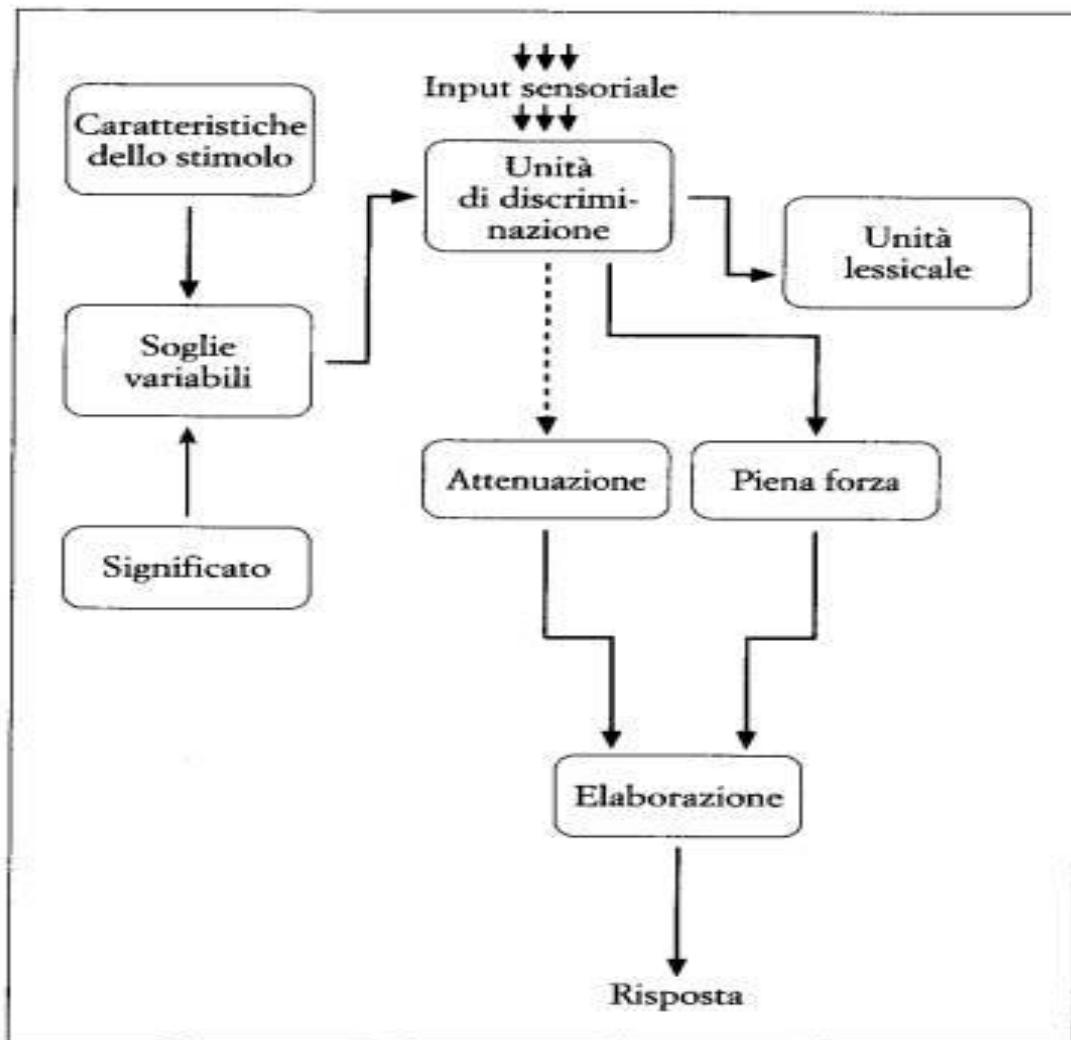
496852

- The filter theory cannot explain the perception of subliminal material.
- In the theory of the attenuated filter (Treisman) it is hypothesized that the attentive resources are limited and that the incoming information (input) gets into a real bottleneck: the less interesting/useful part of the information would be attenuated leaving space and salience to the more attractive one (in attentional terms) that would be elaborated first and with greater probability of success.

The theory of the attenuated filter (Treisman, 1964)

L'attenzione

Fig. 4.2. Il modello di Treisman dell'attenuazione dei processi atten-
tivi (tratto da T. Malin, op. cit.)



Divided attention

- It is the ability to perform, almost simultaneously, two or more distinct tasks/actions.
- The greater the diversity between tasks, the greater the likelihood of being able to perform both successfully.
- The effectiveness of divided attention depends on the amount of attentive resources available, therefore it is age sensitive [as age advances it becomes more and more difficult to perform several tasks at the same time].

Encoding, storage and recovery

Short Term Memory [STM]

- Memory warehouse where information first acquires meaning
- May contain approximately 7 (plus or minus 2) sets or chunks of information
- A chunk is a significant grouping of stimuli that can be stored as a unit in the short-term memory warehouse
- Keep the information for about 15–20 seconds

PCIMSI~~PSI~~PCPLIPRIUDC

PCI
MSI
PSI
PRC
PLI
PRI
UDC

Reiteration buffer

Canvas

NPSea

Pear

Moon

Serial position effect

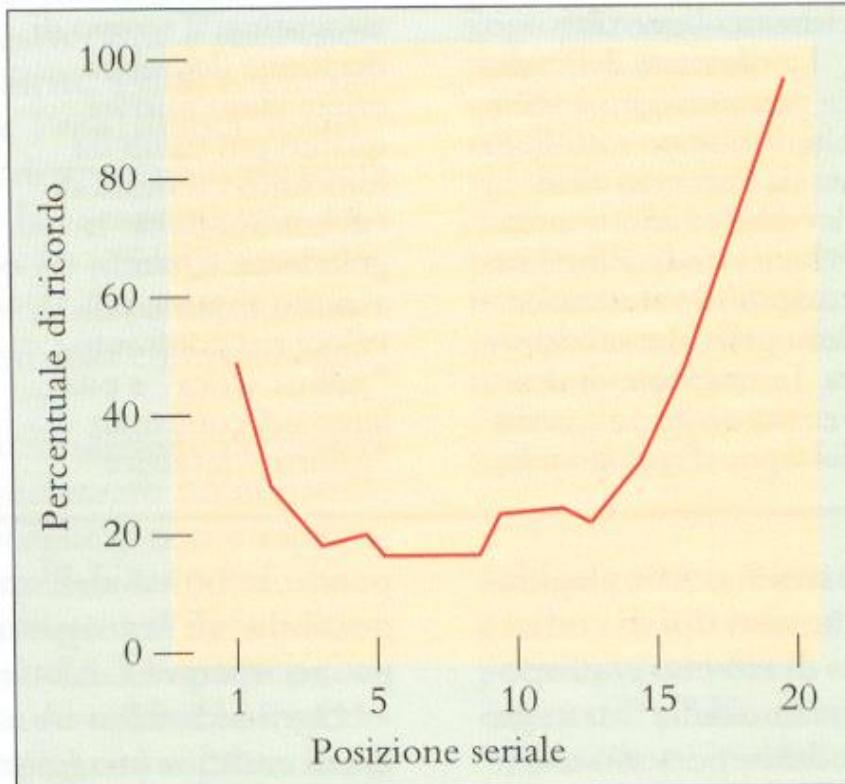
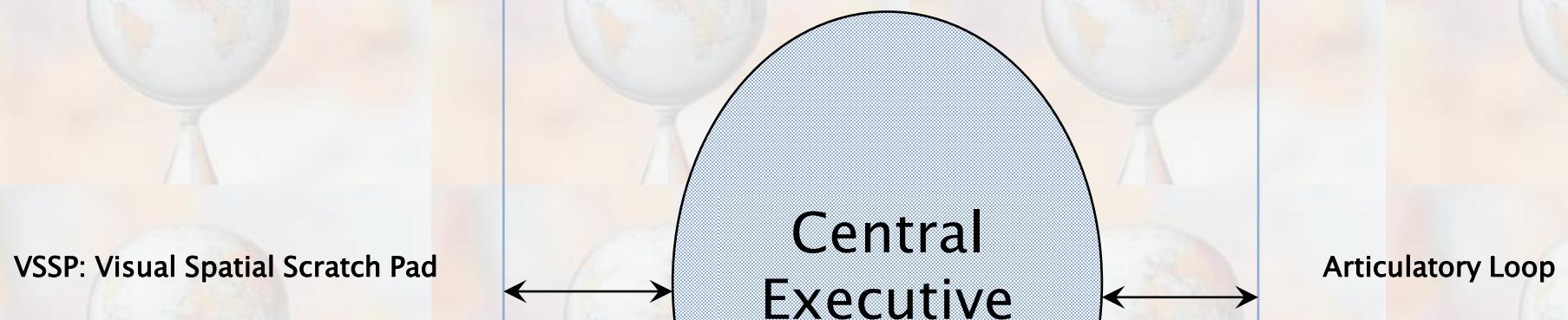


Figura 6.8 – Effetto primacy e recency. I soggetti hanno ascoltato 20 parole d'uso comune, presentate una al secondo. Subito dopo aver ascoltato la lista, ai soggetti è stato chiesto di scrivere tutte quelle che riuscivano a ricordare. I risultati mostrano che le parole presentate all'inizio (“primacy effect”) e alla fine (“recency effect”) erano ricordate più spesso delle altre.

Baddeley's Working Memory Model



Encoding, storage and recovery

- **Reiteration [Rehearsal]**
 - Repetition of information that has entered the short-term memory
- **Processing repetition**
 - It occurs when information is considered and organised in such a way that it is more likely to be transferred to long-term memory.

- **Mnemonics**
 - Techniques for organizing information in a way that increases the probability that it will be remembered

Long Term Memory

- A memory warehouse with almost unlimited capacity
- The information in the long-term memory is stored and encoded so that it can be recalled when needed.

Encoding, storage and recovery

Reti semantiche

◆ **Associative modules**

- Memory is made up of mental representations of interconnected information

◆ **Priming**

- Phenomenon in which exposure to a word or concept (called prime) subsequently facilitates the re-enactment of related information, even in the absence of conscious memory of the word or concept.

◆ **Spreading activation**

- Activating a memory induces the activation of related memories

Encoding, storage and recovery

Memory modules

◆ **Explicit memory**

Intentional or conscious recollection of information

◆ **Implicit memory**

Memories of which people have no conscious awareness, but which can influence subsequent performance and behaviour

Long Term Memory

- Procedural
- Episodic
- Semantic

Other types of memory

- Perspective
- Remote events
- Autobiographical

Long Term Memory

◆ Tip of the tongue" phenomenon

- Inability to recall information one is persuaded to know

◆ Recovery cue

- Stimulus that makes it easier to recall information that is stored in long-term memory

Long Term Memory

Constructive processes in memory

- **Constructive processes**
 - Processes in which memories are affected by the meaning we attribute to events
- **Schemes**
 - Organized bodies of information stored in memory, which distort the way new information is interpreted, stored and evoked

Long Term Memory

◆ Processing level theory

- It emphasizes the degree to which the new material is mentally analyzed

◆ Flash-bulb memories

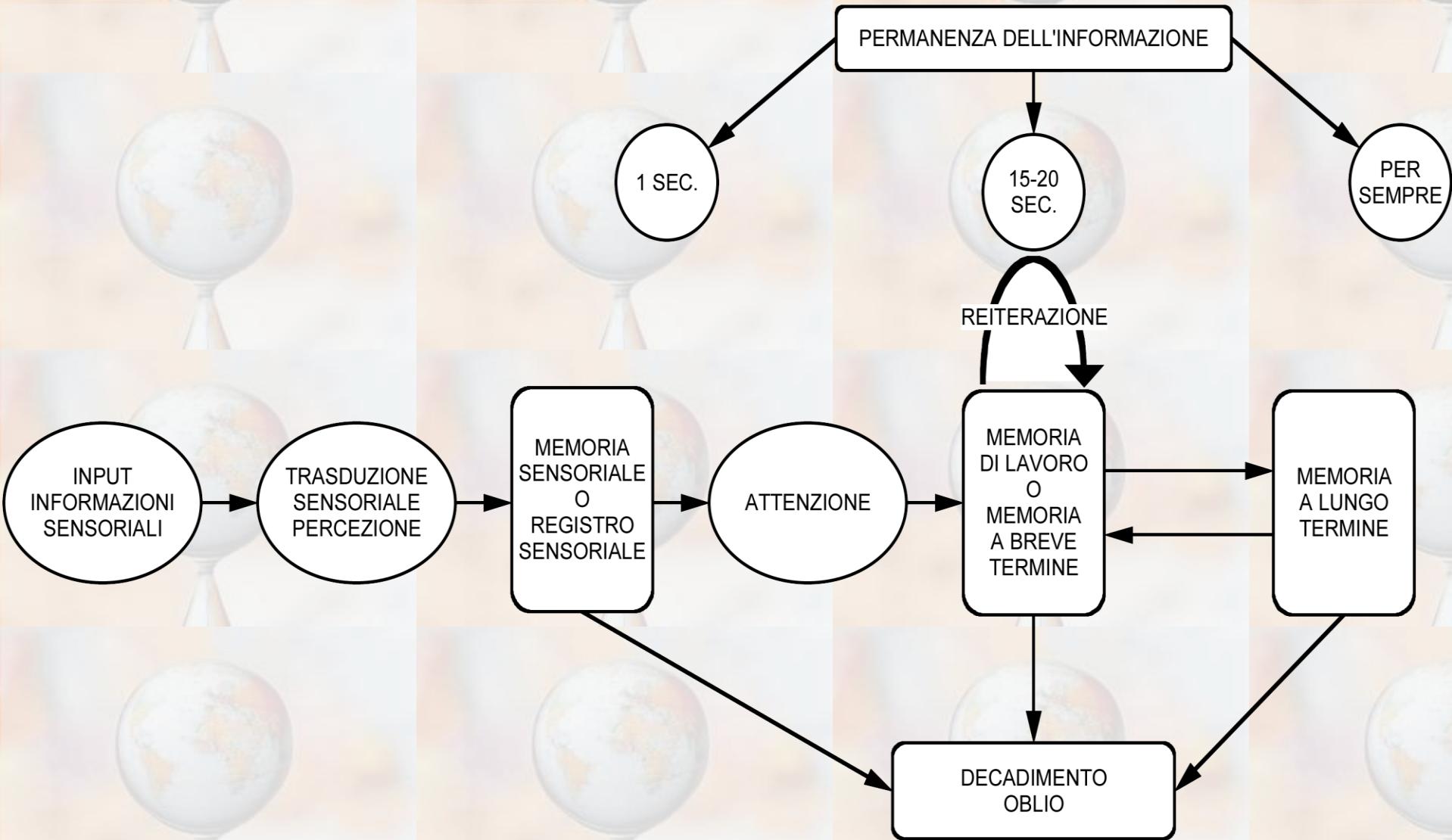
- Memories focused on a specific event, important or surprising, which are so vivid that they represent a snapshot of the event

Long Term Memory

Long-term memory recall

- **Memory in court**
 - Repressed memories
 - False memories
- **Autobiographical memory**
 - Memories of circumstances and episodes in our lives

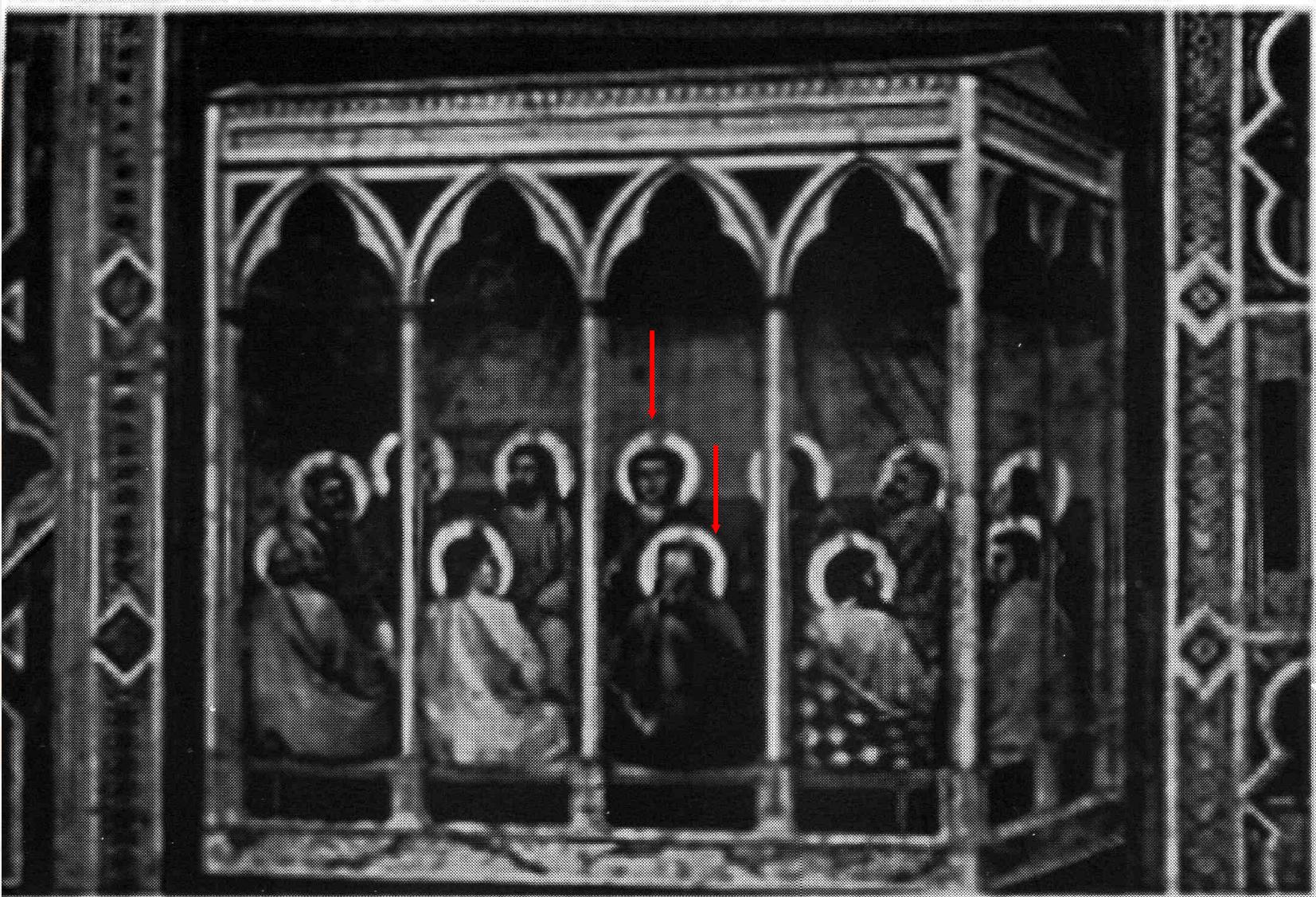
Information processing





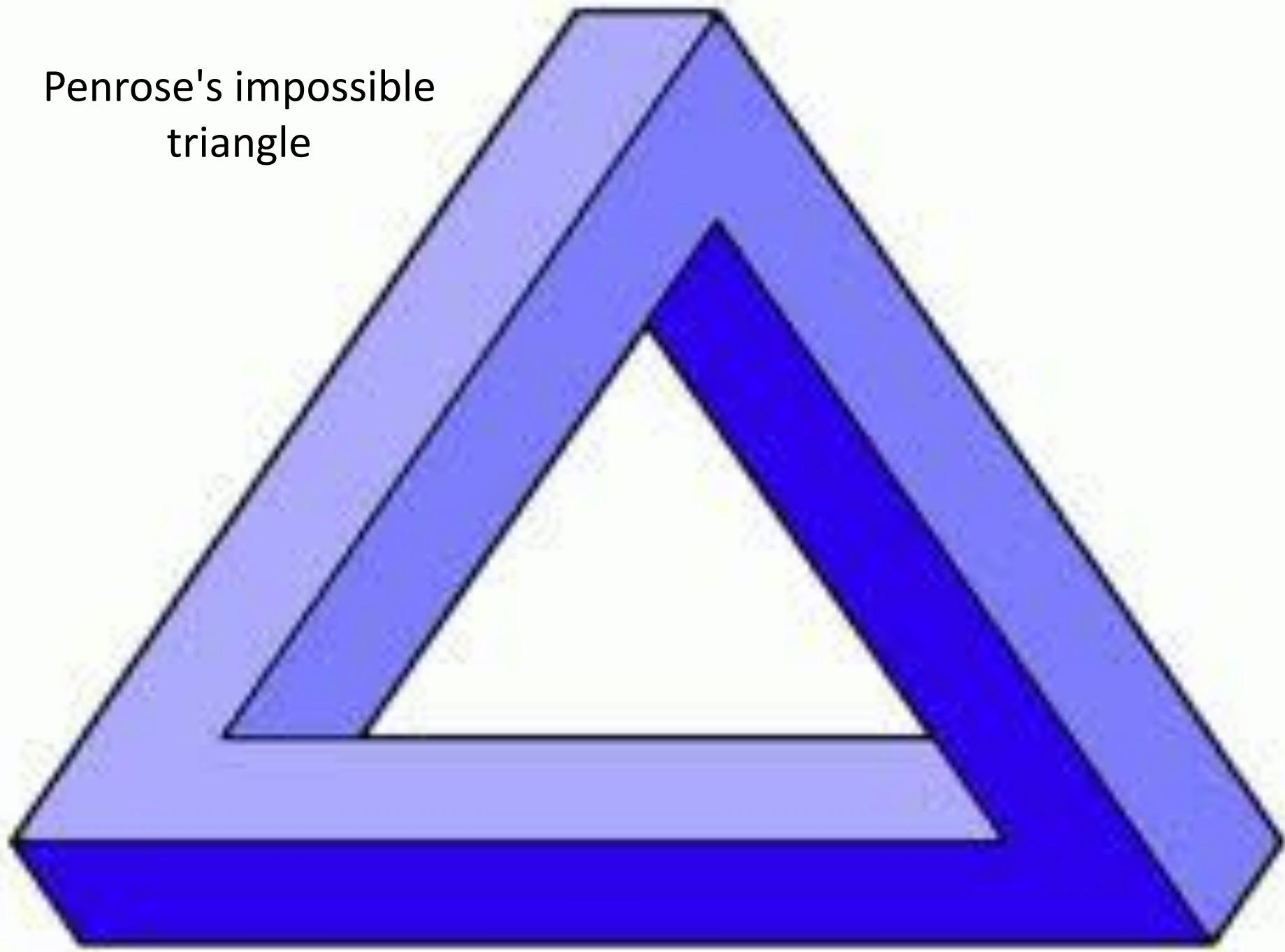








Penrose's impossible triangle



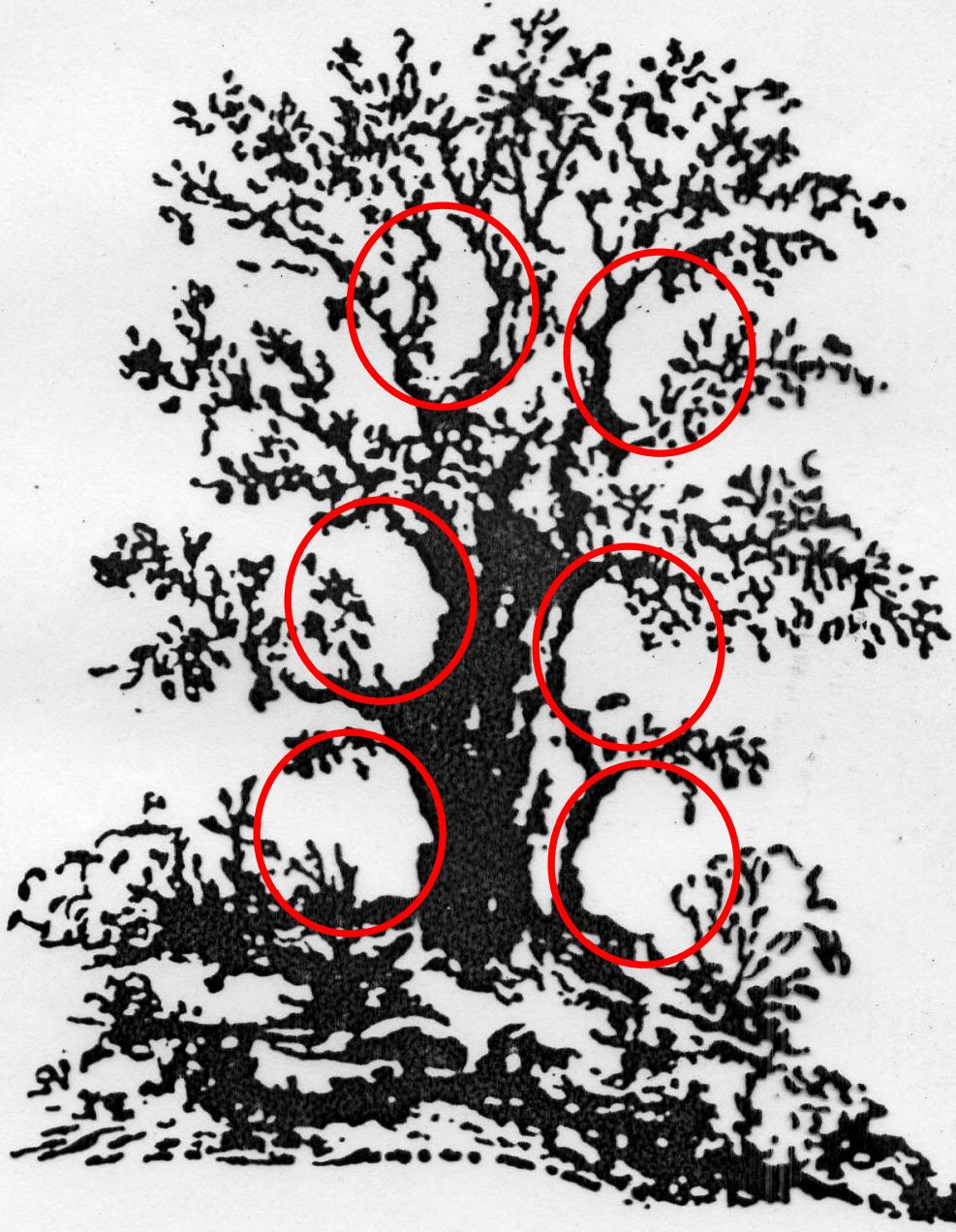
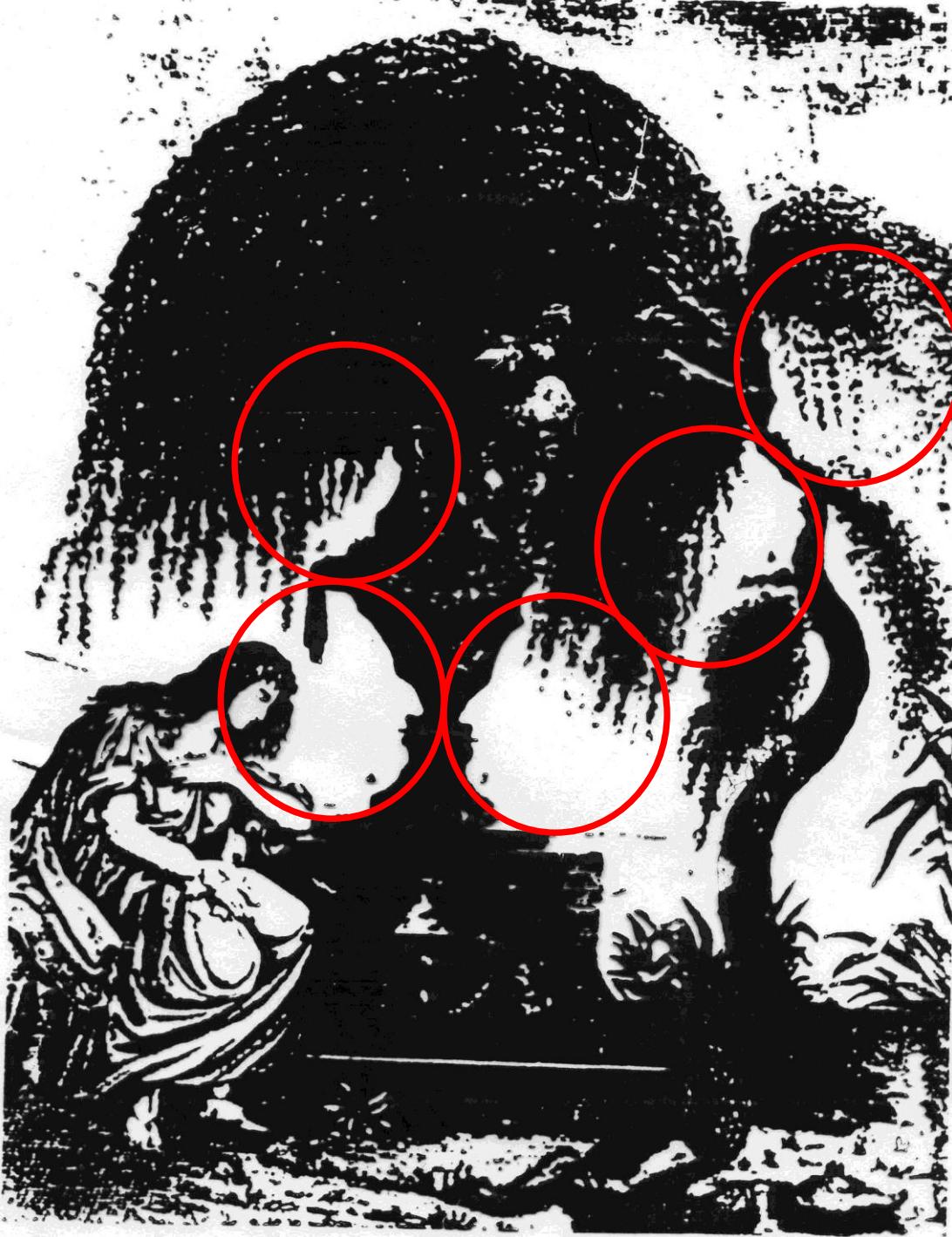


Fig. 2



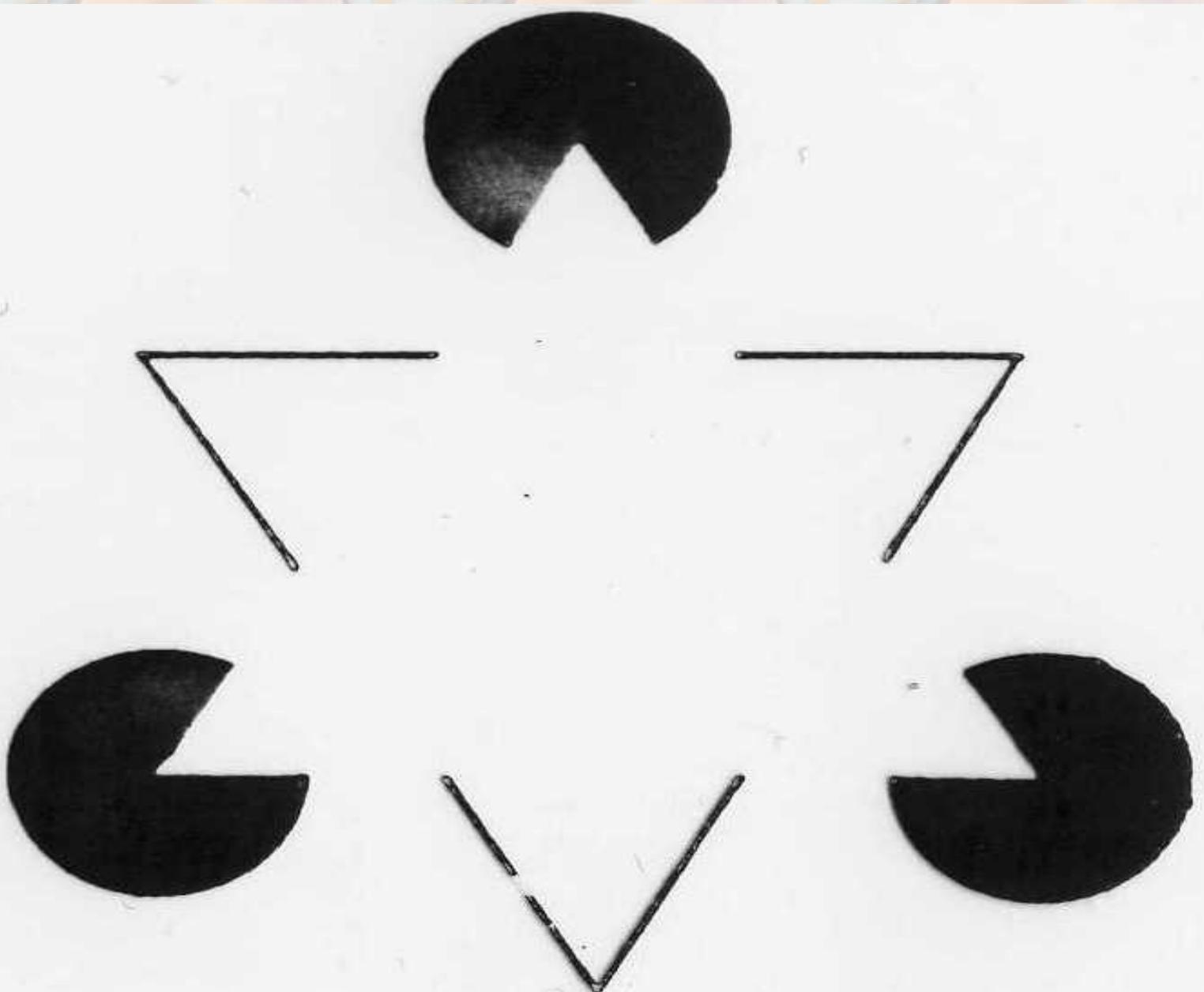


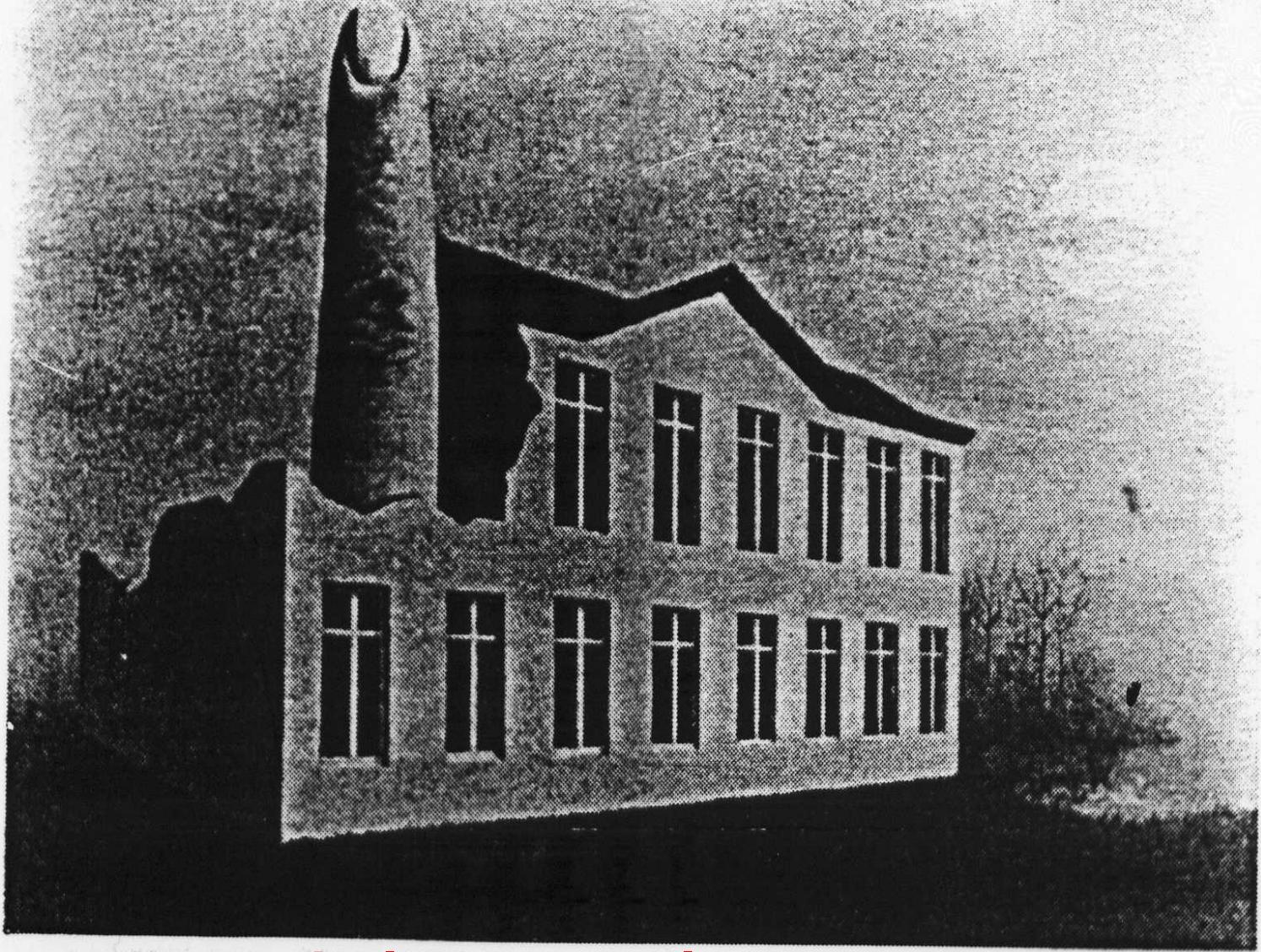
Empirical factors 1

[[[

Empirical factors 2

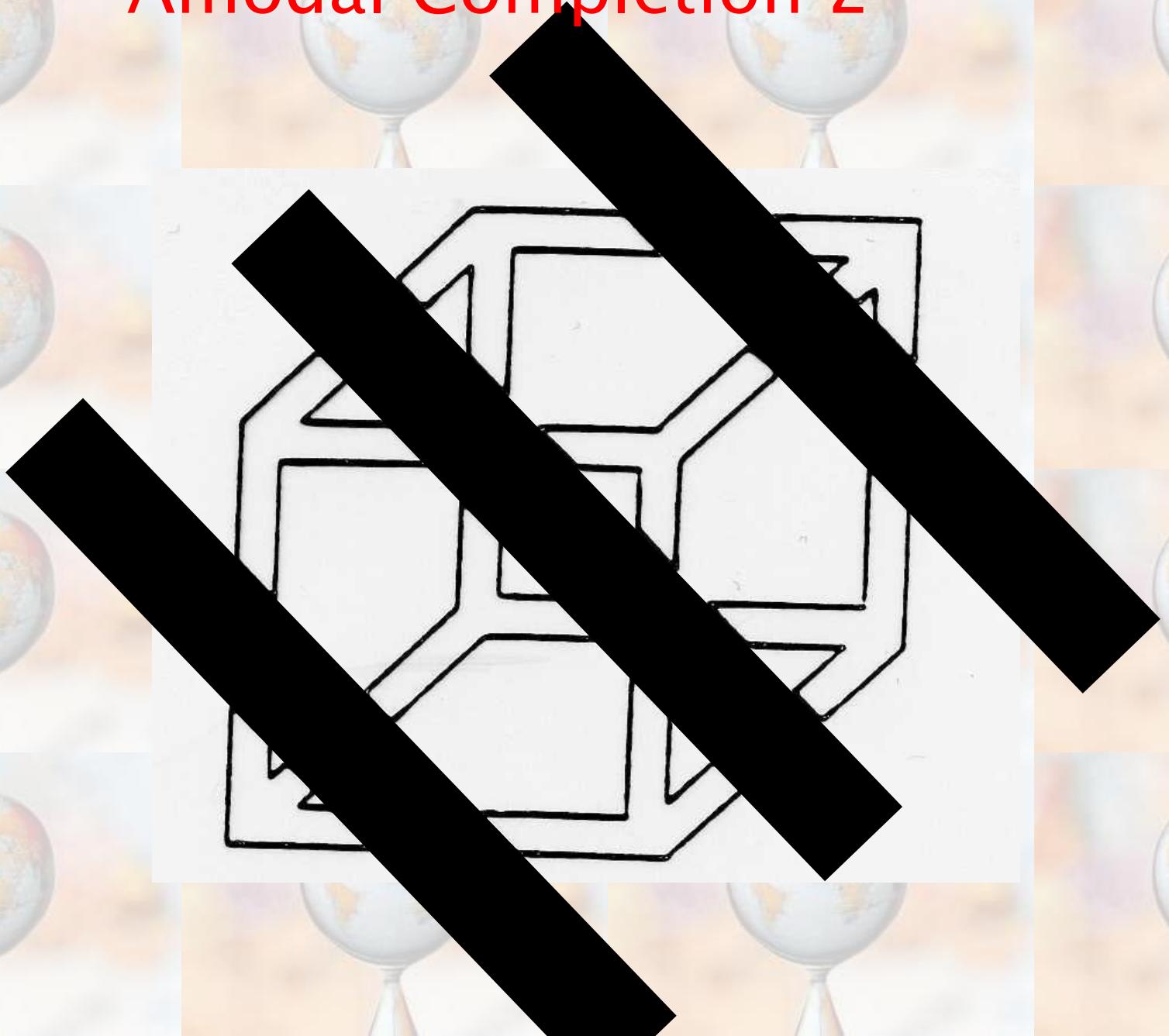
Illusionary margins





Amodal Completion 1

Amodal Completion 2



Inattentive blindness and blindness to change

- When you are focused on one task you can fall victim to two phenomena:
- Inattentive blindness: the inability to catch an unexpected element in a visual scene.
- Blindness to change: difficulty in understanding if some object has changed [the monkey illusion: the color of the curtain changes and a member of the black team leaves the game when the gorilla intervenes].