

Q.2 "The Cognitions of an individual are selectively organised." Discuss. or Discuss the stimulus factor & personal factors of Cognitive Selectivity. or Discuss the factors of influencing the Cognitions of an individual.

Ans. 2. ① (The Cognition of an indiv. has ~~two~~ ^{three} chs.) (Firstly that it is organised) & (secondly that it is selective.) (Thirdly that the organisation & the selectivity of the Cognition ^{depends upon} may be moulded or altered ^{acc. to the} to fit the requirements of the individual.) (The person sees organised objects such as buildings, people, flowers etc.) (This Shows that Cognition is always organised.) (But the indiv. does not see all the objects present in the physical environment.) He selects only a few of the objects & sees them organised.) So Cognition is selective also.) (But this selective organization of cognition is not static rather it is dynamic & may change in accordance with the demands of the indiv. & the environment.)

From the preceding discussions it appears that the ⁵⁰ Cognitive Organisation of the indiv. is determined both by stimulus factors & personal factors. They are as follows:

a) Situational factors — By situational factors we mean the chs. of the situation or stimulus which determines Cognitive org.

By situational factors we mean the characteristics of the situation which determines the Cognitive organization.

organisation of the indiv. The foll. are the situational determinants of cognitive selectivity — 1) Contrast — (This is a situational factor which determines person's cognitive selectivity.) For e.g. A single red dot among many black dots ^{is in eye} must stand out in perception. (Similarly a single negro in a crowd of white people is highly visible.)

2) Frequency — This is again the attribute of the stimulus which determines person's perception. For e.g. — The slogan most frequently repeated is more likely to catch the attention of the indiv. This is why it has been remarked that repeat a lie hundred times, it becomes a truth.

3) Intensity — This is also the ch. of the stimulus which determines our perception. For e.g. — Intense sound catches our attention ^{more quickly} than a ^{mild} ~~int~~ sound. (Similarly a shout is more attention demanding than the normal speaking voice.)

4) Movement — (This is also a situational factor which determines our cognitive selectivity.) (For e.g. — A flying bird is more attention catching than a sitting bird.)

5) Change & Novelty — This is also a situational factor which influences the cognitive selectivity of a person. For e.g. we hardly pay any attention to our class mates who are always in the same dress or style. But if the class-mate

enters ~~not~~ into the class-room ^{with} ~~in the new~~ ^{we} dress or changed hair style we automatically ~~are~~ attracted towards him.

6) Number — (The number or the quantity of the objects is also a situational factor that determines our cognitive selectivity.) (The more the objects there are the greater the selectivity.)

7) Isolation — This is again a situational factor that determines our perception. For e.g. - An isolated tree in the field is more attention demanding than the tree among several other trees.

8) Duration — This is also the attribute of the object which determines our cognitive organisation. For e.g. - We may not attend to the sound which lasts for a moment but we must pay attention to the sound which continues for ^{some} ~~and~~ time.

9) Strangeness — This is also a situational factor which determines the cognitive selectivity of a person. For e.g. - If a strange person happens to come over the college premises, the students naturally must give attention to him or her.

10) Colour — This is also a situational factor which affects our cognitive selectivity. It is a common observation that ~~a~~ colourful objects are more attention demanding than the colourless objects.

If a strange person comes in the college premises, naturally the students are attracted towards him.

It is obvious that certain situational factors determine the cognitive selectivity. But this is not the whole story. ^{Beside these situational factors} There are also some personal factors as well which ^{determines} influence this ^{our} cognitive selectivity: -

b) personal factors — (By personal factors we mean the chs. of the person which compell him to perceive some objects & to ignore some other objects.) The foll. are the main personal factors influencing cognitive selectivity: — 1) Wants — (Motivation or Want is a great factor which determines the cognitive selectivity of a person)

give more importance to want motivational factors in perception
The supporters of dynamic theory of perception put greater emphasis on Wants or motivational factors in perception. It is our common observation that (e.g. hungry man is attracted toward food & ~~ver~~ where a thirsty man is attracted more towards

exp. 9
Relat (1950) conducted an exper. to determine the role of Wants
found in his exper. that the determination of cognitive selectivity is based on high school boys supported Relat (1950)
Several (In this connection Relat (1950) conducted an exper. to determine the role of Wants (the determination of cognitive selectivity). P + Pepitone (1950) found that Wants & goals have des-
troying effect upon our perception. He conducted an exper. on high school boys & confirmed his hypothesis.

2) Emotions — This is also a ^{personal} functional factor that determines Cognitive selectivity of an indiv. Cognitions tend to be congruent with the emotions of the indiv. (In this connection also the exper. conducted by Pepitone (1950) is a relevant experimental support.)

(5) He found that there is a close relationship between Cognition & emotion of a person.

He found that the distorted Cognition has a close relationship with the emotions of a person. It is our common observation that a person with happy moods generally is inclined to perceive things pleasant (but the same person with unhappy moods tends to perceive things unpleasant). Long before Aristotle remarked "Under the influence of strong feeling we are easily deceived regarding our sensations, diff. persons in diff. ways."

3) Mental Set — (This is also a personal factor which determines our Cognitive selectivity) to a great extent. Postman & Brown 1952 studied the effect of success & failure upon the Cognition threshold of words exposed briefly in a tachistoscope. They came to conclude that mental Set is a great determinant of Cognitive selectivity. It was found that the failure subjects were more sensitive to failure words such as unable, obstacle & defeat. On the other hand the success subjects were more sensitive to the success words such as excellent, perfection & winner.

They conducted experimental study on five diff. groups of subjects. The first group consisted of the first year law students, the second group consisted of second yr. law students, the third group consisted of first yr. medical students, the fourth group consisted of first yr. law students. They found that there was a significant difference in the results of the five groups.

on the responses of all the five groups (16)

groups of four
being 4th
high school
freshman
class of 1948

of second yr. medical students & the fifth group being a control group consisted of non-professional students. A list of forty diff. stimulus words was exposed to them & their responses were collected & it was found that there was a significant difference in the responses of all the four experimental groups & the control group. (This has been further confirmed by Dear Born & Herbert (1958) that mental set plays a significant role in cognitive selectivity.)

ent 94)
Woodworth (1938)
William
Hamilton

Span of Apprehension - (This is again a personal factor that determines Cognitive selectivity of a person) Woodworth (1938) observed that the number of objects perceived by an individual depends upon the span of apprehension of the indiv. concerned. (It has been found that span of apprehension varies from 8 to eleven dots as reported by William Hamilton. It has been further found that the span in the same person varies from moment to moment. However the span is a function of several other factors including age, experience, nature of the stimulus & so on.

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Thus we come to conclude that the Cognitive selectivity is neither wholly the product of situational factors, nor of personal factors rather of the both situational & personal factors. So we are justified to conclude that the cognition is the result of both the factors.