

ATTENUATION THEORY

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a part of the filter theory of attention, which proposes that unattended messages are attenuated (i.e., processed weakly) but not entirely blocked from further processing and entry into memory. According to the theory, items in unattended channels of information (for example, background noise) have different thresholds of recognition depending on their relevance and significance to the individual. Thus a significant word (e.g., the person

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