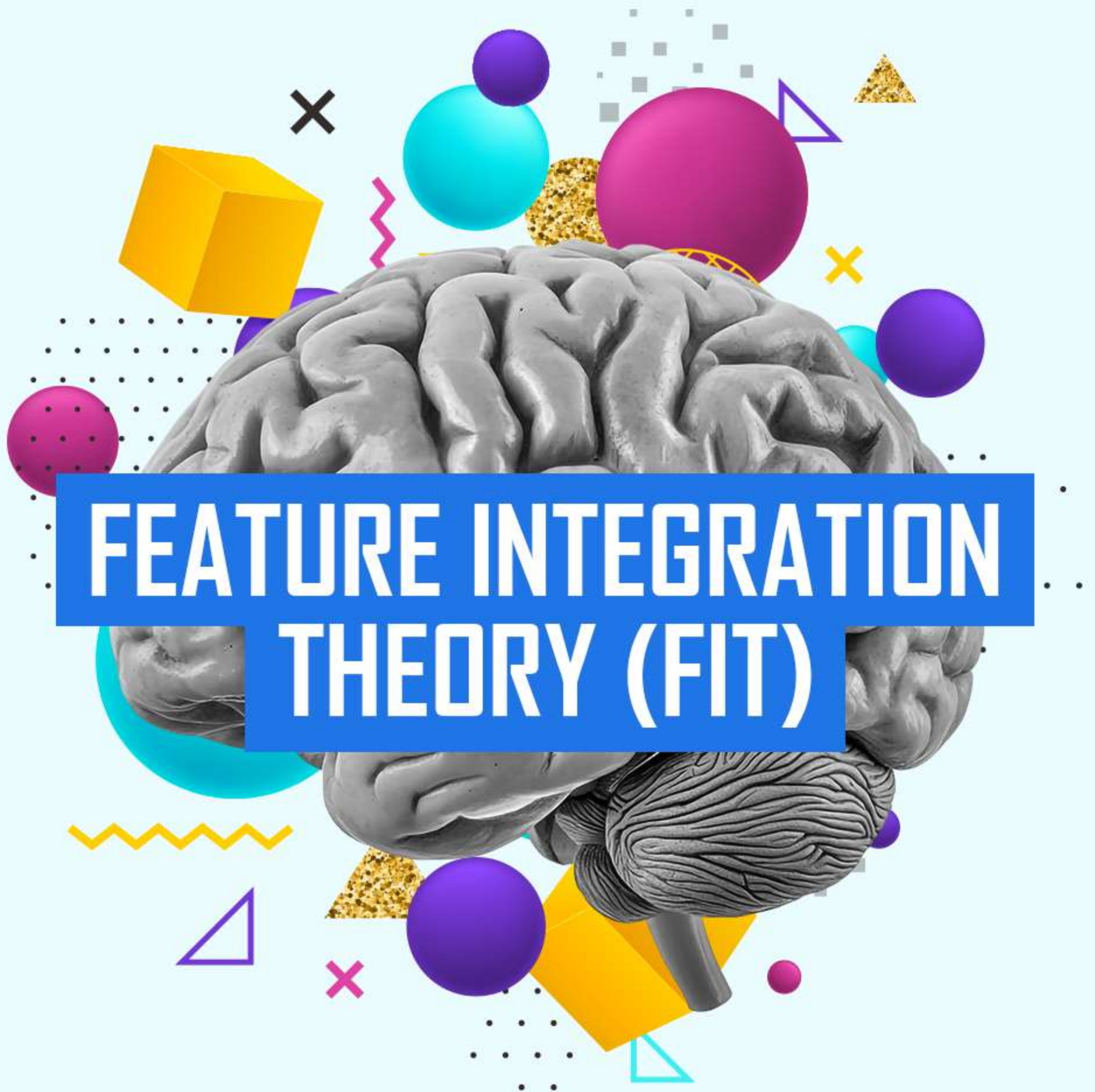




FEATURE INTEGRATION THEORY (FIT)

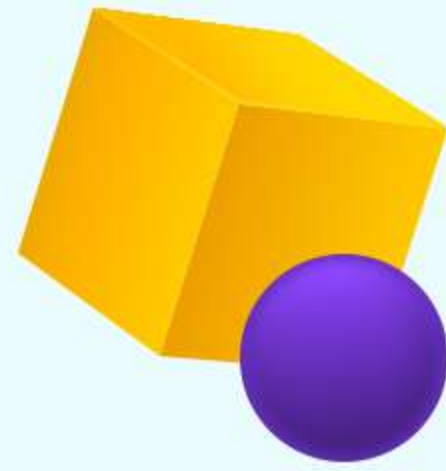
A must-know concept in cognitive psychology

Basic Idea of FIT

Feature Integration Theory was proposed by **Anne Treisman (1980)**. It explains how we perceive objects by combining individual features like color, shape, and orientation.

According to this theory, objects are not perceived as a whole instantly. Instead, features are processed separately, then combined through attention to form a complete perception.





FIT proposes two main stages of visual processing:

Preattentive stage:

Basic features (color, size, orientation) are detected automatically and in parallel.

Focused attention stage:

Attention is required to combine these features into a meaningful object.

This structure explains both efficient perception and common perceptual errors.

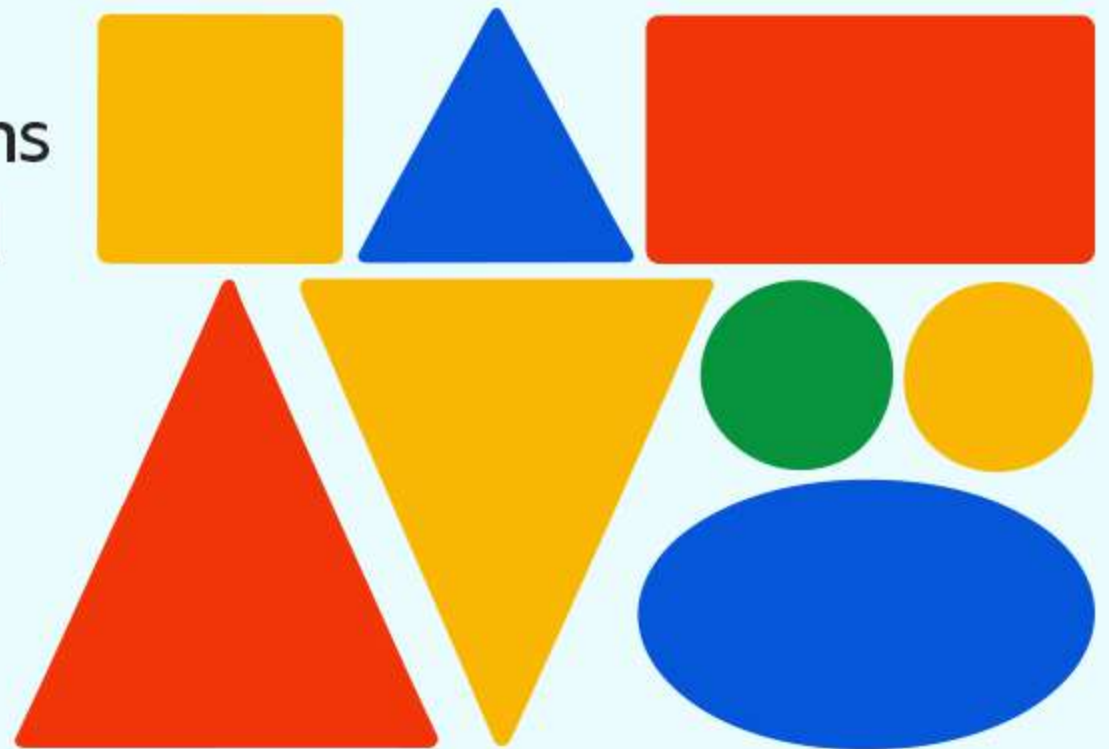


Preattentive Stage

In the preattentive stage, basic features are processed quickly and without conscious effort.

This processing happens across the entire visual field at the same time (parallel processing).

This is why a distinct feature, like a red object among blue ones, can be detected almost instantly. However, features are still separate at this stage.



Focused Attention Stage

In this stage, attention acts as a binding mechanism that combines different features into a single object.

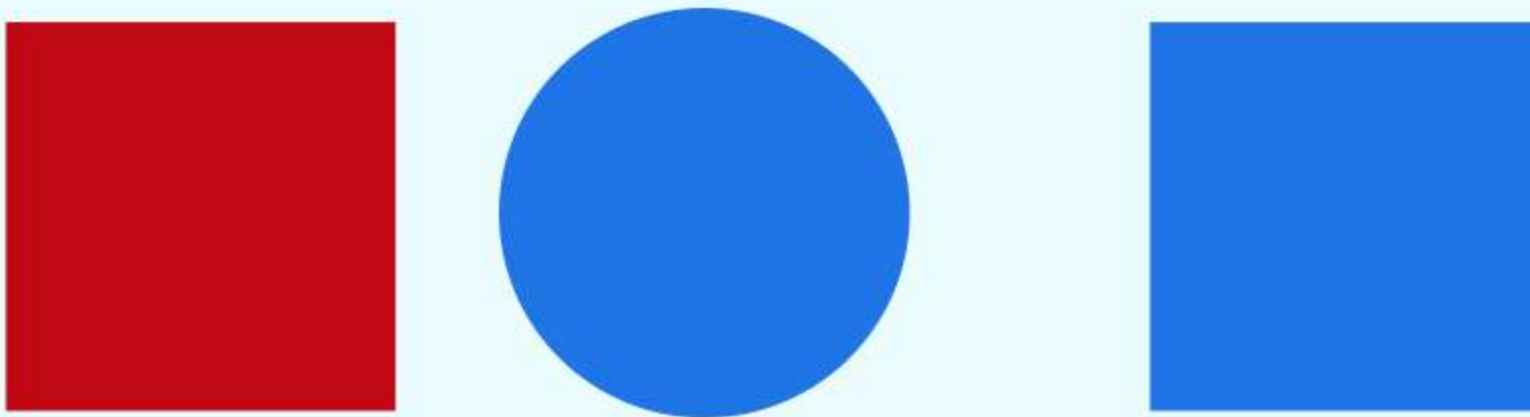
This process is slower and occurs in a serial manner, meaning one object is processed at a time.

If attention is not properly allocated, features may not combine correctly, leading to perceptual errors.



Illusory Conjunctions

Illusory conjunctions occur when features from different objects are incorrectly combined.

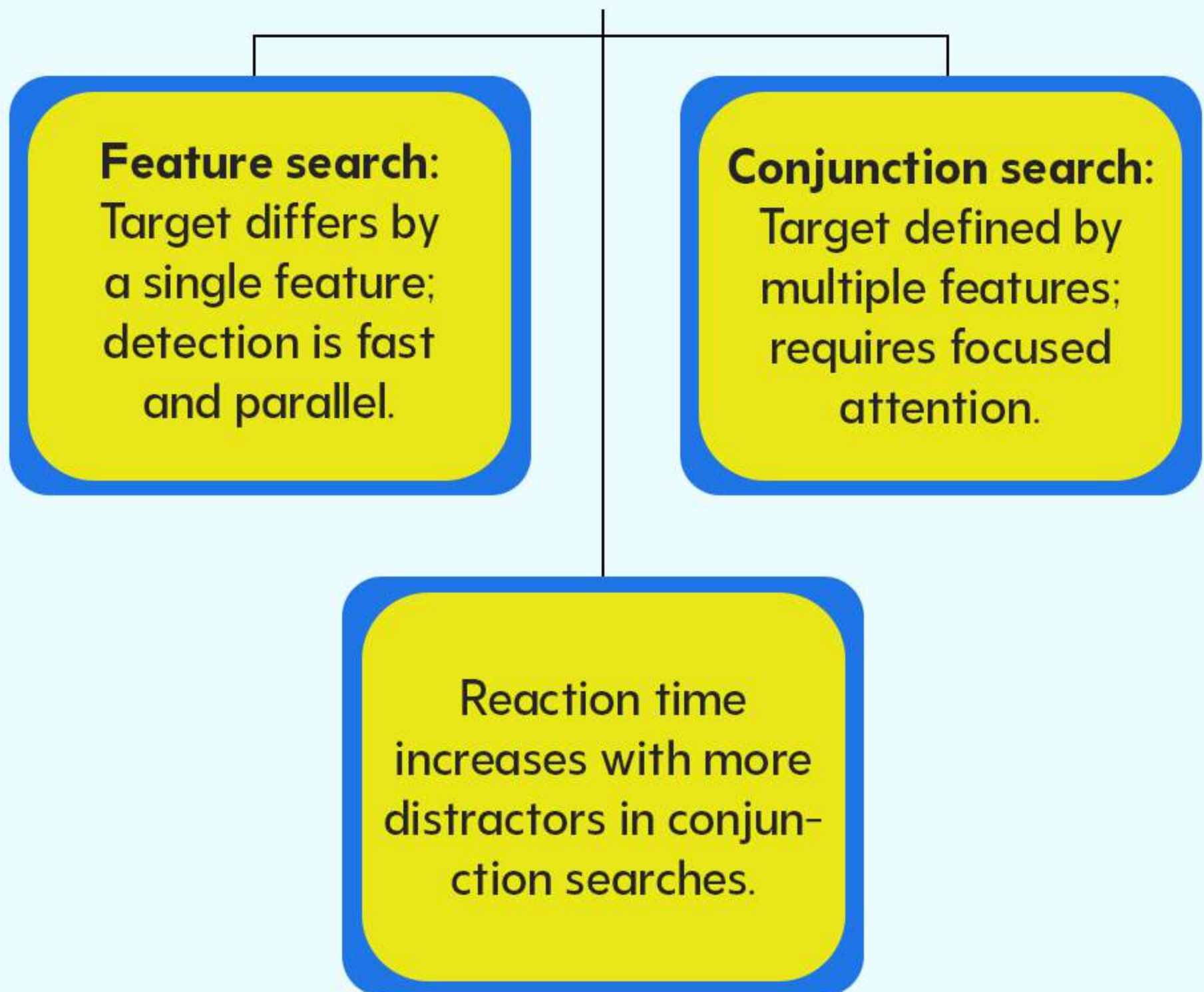


For example, an observer might perceive a blue square by incorrectly combining the color of a blue circle with the shape of a red square.

This usually happens when attention is divided or limited, showing that proper attention is necessary for accurate feature binding.

Visual Search

FIT explains two types of visual search.



Think & Answer!

Ques.

Illusory conjunctions occur due to failure in:

a

Feature
detection

b

Attention
binding

c

Sensory
encoding

d

Memory
retrieval

-Swipe carefully, next slide reveals the answer.

Follow for more exam-focused psychology content
and stay ahead in your preparation!

Follow us on :

    @upseducation

Correct Answer: b) Attention binding