

# Attention Formation: Triggers and Blockers

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## Abstract

Attention has long been acknowledged as pliable and context-dependent. This paper investigates choices under limited attention where attention is formed by interactions between alternatives. Specifically, given a choice problem, the presence of an alternative can trigger or block the attention of other options. An alternative captures the DM's attention when the effects of triggers outweigh the effects of blockers. This paper also provides valuable insights into the concept of signed orders within the decision-making process.

**Keywords:** Limited attention; Attention triggers; Attention blockers; Signed orders

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