The aim of this paper is to study the relationship between pain and attention, which is involved in so-called “distraction techniques” proposed by psychology. To do this, the theory of attention of Edmund Husserl is studied, showing how the deviation of attention allows to increase pain tolerance and thus becomes a good pain coping technique. Secondly, Max Scheler’s theory of affectivity is used to relate attention to the phenomenon of interest, which depends on the scope of values.