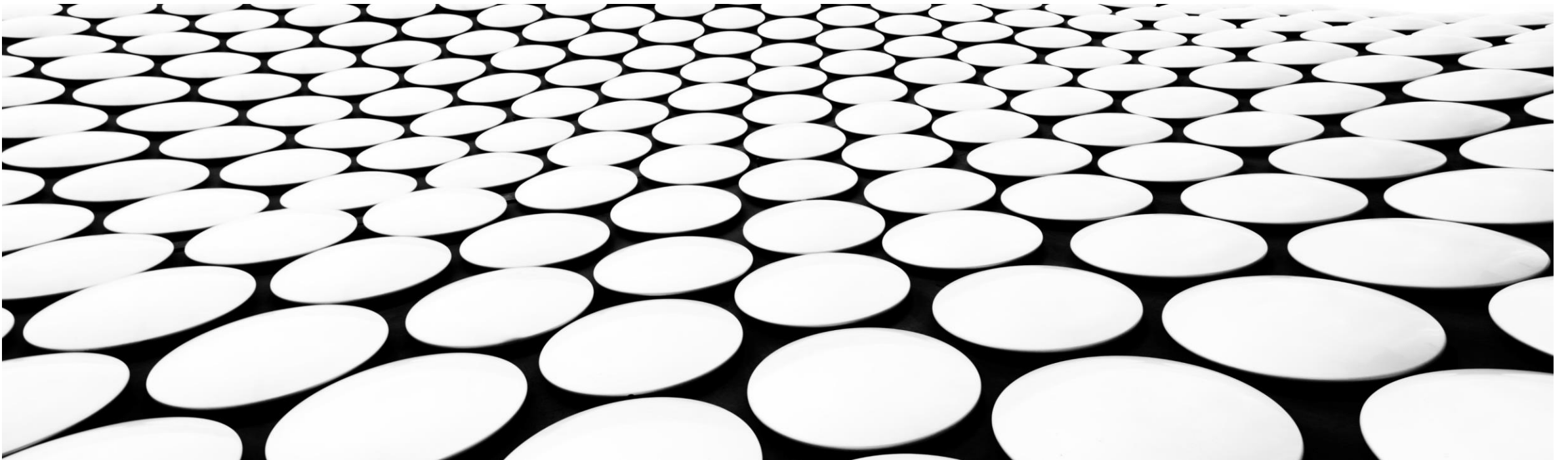

PERCEPTION

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OUTLINE

1. What is perception?
2. Basic concepts of perception
3. The perception process
4. Behaviour perception
5. Factor influencing perception

WHAT IS PERCEPTION?

1. Perception is the process of receiving information about and making sense of the world around us. It involves deciding
 - which information to notice,
 - how to categorize this information, and
 - how to interpret it within the framework of existing knowledge.
2. “ A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

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3. The process by which we become aware of objects and events in the external world.
 4. Many people ignore the fact that all of us are different and that these differences equip us to view the world from our very own points. Usually we spend more energy defending our own position than understanding others.
 5. We do not perceive the world exactly as our eyes see it

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6. Our brain actively tires to make sense of the many stimuli that enter our eyes and fall on our retina
 7. Perception does not consist of just seeing what is being projected onto your retina, the process is much more complex
 8. Your brain processes visual stimuli, giving the stimuli meaning and interpreting them.

BASIC CONCEPTS OF PERCEPTION

- **Sense:** Physical system that receives physical stimulation from surrounding environment and translates that stimulation into an electrochemical message
- **Sensation:** The electrochemical message in neurons transmitting information from the sense organ to the brain.

BASIC CONCEPTS OF PERCEPTION

- **Transduction:** All senses involve something called receptor cells. Their job is to transduce (transform or even “translate”) physical stimulation/physical energy from the environment into electrochemical messages that can be understood by the brain
- **Perceptual set:** is a mental predisposition to perceive one thing and not another. This is based on experiences, assumptions and expectations _Schemata.

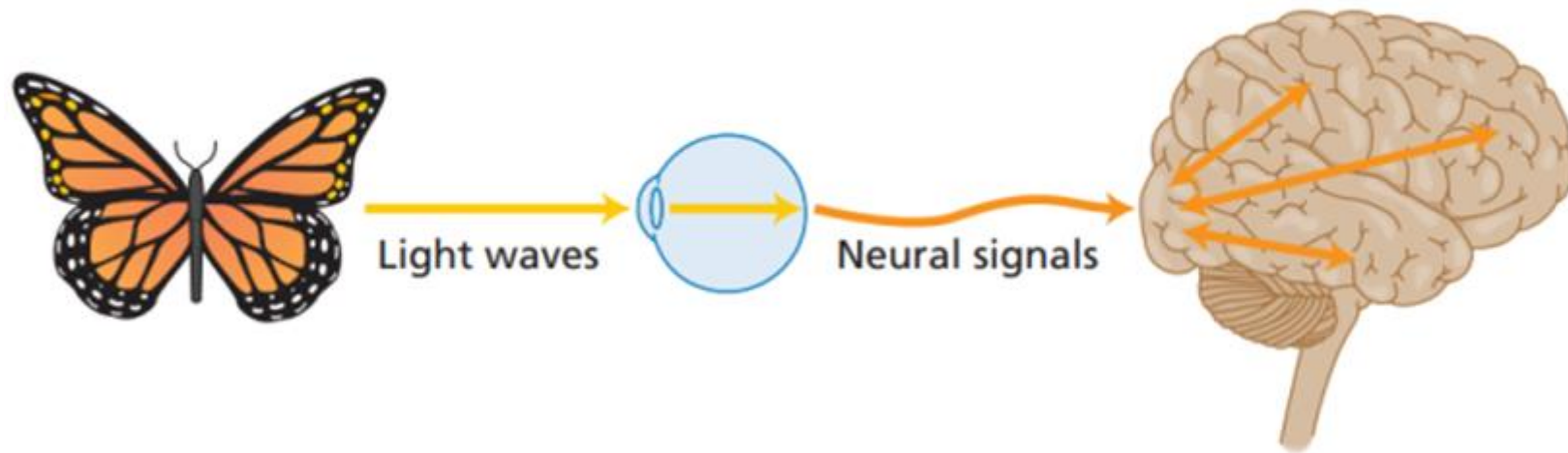
BASIC CONCEPTS OF PERCEPTION

- **Schemas:** Another word used to describe perceptual set is schemas. Schemas can influence our perception because we tend to see things that we expect to see or wish to. We interpret things based on similar things we have experienced in the past –this is called **assimilation**.

BASIC CONCEPTS OF PERCEPTION

- If we receive new information that doesn't not fit our schemas? When we receive new information, we can ignore it, or we can change our Schemas to fit the new box that we put information into. This is called **accommodation**

Stimulation → Transduction → Sensation → Perception





THE PERCEPTUAL PROCESS



Perceptual Process

Receiving Stimuli
(External & Internal)

Selecting Stimuli
External factors : Nature, Location, Size, contrast, Movement, repetition, similarity
Internal factors : Learning, needs, age, interest,

Interpreting
Attribution ,Stereotyping, Halo Effect, Projection

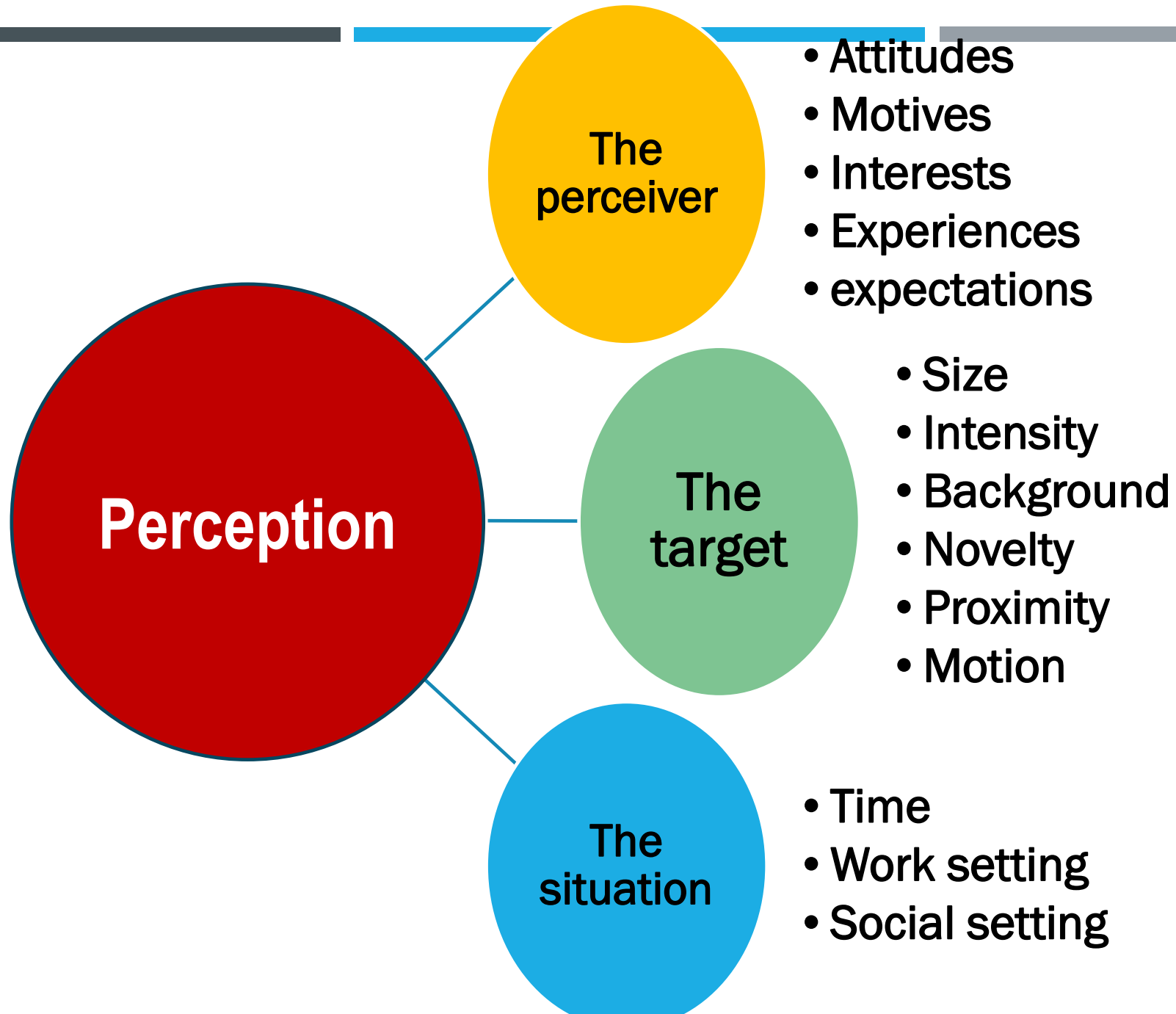
Organizing
Figure Background , Perceptual Grouping (similarity, proximity, closure, continuity)


Response
Covert: Attitudes , Motivation, Feeling
Overt: Behavior



FACTORS INFLUENCING PERCEPTION







Factor influence perception: A number of factors operate to shape and deform perception. These factors can exist in the perceiver, in the object or target being perceived, or in the context of the situation in which the perception is made.

The perceiver

Examples

1. People with certain attitude towards female colleagues or those speaking a particular language are likely to perceive various minor things about members of these groups which may otherwise go unnoticed.
2. The unsatisfied needs or motives stimulate individuals and may exert a strong impact on their perceptions.

The Target: Characteristics of the target that is being observed can affect what is perceived.

Examples

1. Loud people are more likely to be noticed in a group than are quiet ones.
2. Extremely attractive Vs unattractive individuals.
3. Motion, sound, size and other attributes of a target shape the way people see it.


The Situation: The background in which people observe objects or events is important. Elements in the surrounding environment influence our perception.

Example

People may not notice an operator working on a machine in company uniform during general shift.

THEORETICAL PERSPECTIVE OF PERCEPTION: ATTRIBUTION THEORY

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- It was proposed by Heider (1958) as “naive psychology” to explain the behaviours of others by describing ways in which people make casual explanations for their actions
 - It suggests that when we observe an individual’s behavior, we try to find whether it was caused internally or externally.
 - Internally caused behaviors are under the personal control of an individual, whereas externally caused behavior is due to some outside causes or situation.

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- An external attribution assigns causality to an outside agent or force. An external attribution claims that some outside force motivated the event. By contrast, an internal attribution assigns causality to factors within the person. An internal attribution claims that the person was directly responsible for the event

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- Fundamental **attribution error** occurs when the influence of external factors is underestimated and the influence of internal factors is overestimated in regard to making judgments about behaviour.
 - **Self-serving bias** is the tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors.

Examples

1. When workers make attributions about a negative event that happened at work, they tend to underemphasize internal (dispositional) factors such as ability, motivation, or personality traits and exaggerate (external) situational factors.
2. Managers are often in a position where they make causal attributions regarding an employee's behaviour or work pattern.

Kelley's (1973) model of attribution theory incorporates three attributions: consensus, consistency, and distinctiveness.

Covariation

Consensus

How do other people behave?

High: Most people behave like this

Low : Not many people behave like this

Consistency

Does he usually behave like this?

High: He nearly always behave like this

Low : He seldom behaves like this

Distinctiveness

Is his behavior in this situation different from that in other situation?

High: Most people behave like this

Low : Not many people behave like this

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- **Distinctiveness** is whether an individual displays different behaviors in different tasks. The behaviors are observed. If the behavior is unusual (high distinctiveness), it is due to an external factor. If it is usual (low distinctiveness), it is internal.
 - **Consensus** occurs, if, everyone responds in the same direction to a particular situation.
 - **Consistency** is the regularity in a person's actions. Whether the person reacts the same over time. Highly consistent behavior is due to internal causes

Observation



Interpretation



Attribution
of Cause

Individual
Behavior

Distinctiveness

High

External

Low

Internal

Consensus

High

External

Low

Internal

Consistency

High

External

Low

Internal

Attribution Theory

Under **distinctiveness**, we make a comparison with other actions of the same individual in different situations. This is done to determine whether the behaviour of the individual is usual or unusual.

Low distinctiveness (which means that other actions of the same individual are not distinct but similar) means that it is internally caused.

High distinctiveness means that this particular behaviour is distinct and thus caused due to some external factor.

For example, determining, whether an employee who is late for work is also the one who blows off commitments. If yes, it is a case of low distinctiveness and thus internally caused.

Under consensus, we try to determine whether everyone facing the same situation reacted in the same way. **Low consensus** means that other individuals did not react in the same way and thus the behaviour was internally caused by the one individual being examined.

For example, if everyone following the same route is late for work today, then there is high consensus and thus external causality.

Comparison of a person's reaction with respect to time determines **consistency**. If a person reacts in a similar manner all the time (high consistency), then it's internally caused.

For example, determining, whether an employee is always late for work or is today an exception? If today's late arrival is an exception, external factors are held responsible, and otherwise we perceive late arrival to be an internal behaviour of the individual.

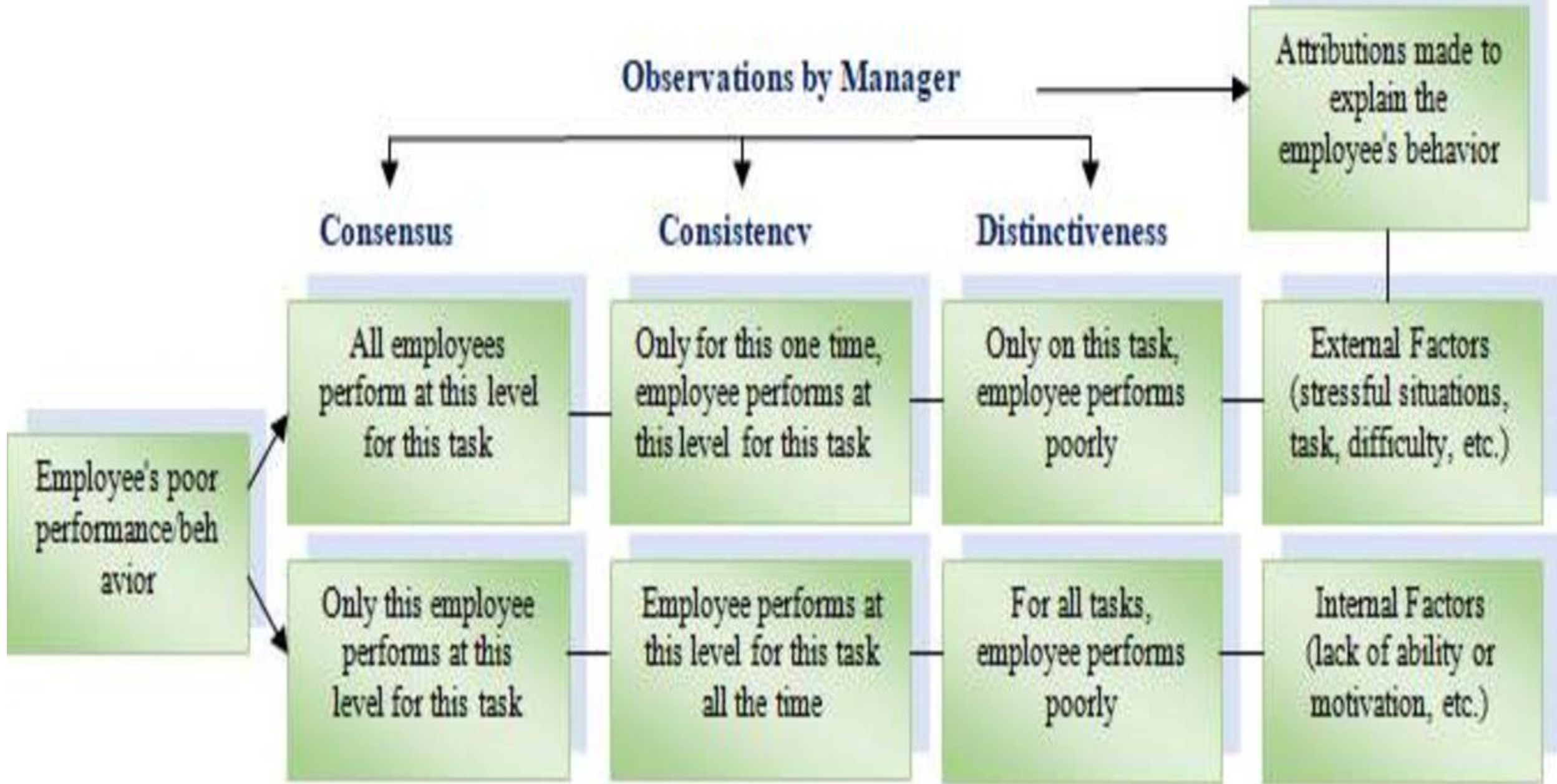


Figure 2: Kelley's Attribution Theory Model (Adapted from Pickens, 2005: p.59).



COMMON ERRORS WHILE JUDGING OTHERS



HALO EFFECT

Halo effect is an error in perceiving people in work environment. It is explained as judging an individual based on single characteristics for example academic ability, sociability and appearance. It normally occurs during performance appraisal where the manager rates a worker on the basis of only one trait e.g. intelligence, punctuality, cooperativeness appearance.

HALO EFFECT

For example, an employee may get promoted because of his extremely attractive physical looks and his performance may be ignored by halo effect of physical features. Similarly, a teacher might give more marks to students who are always taking guidance and are more social.

PROJECTION

It is the tendency of seeing one's own traits in others. Projection, an error that is widespread in any organization. Projection may be particularly strong for unwanted traits that the perceivers possess but fail to identify in themselves. People whose personality traits include stinginess, stubbornness, and disorderliness tend to rate others higher on these traits than do people who do not have these qualities.



PROJECTION

For example, an individual who is himself lazy may see others also as lazy and explain their lack of achievement as resulting from lack of hard work.

STEREOTYPING

It is the conviction that all members of a particular groups share similar qualities and behaviour. Most often, a person is put into a stereotype because the perceiver knows only the overall category to which the person belongs. However, because each individual is unique, the real traits of the person are usually quite dissimilar from those that stereotype would suggest.

WHAT WE TAKE

To be true is what we believe. What we believe is based upon our perceptions. What we perceive depends upon what we look for. What we look for depends upon what we think. What we think depends upon what we perceive. What we perceive determines what we believe. What we believe determines what we take to be true. What we take to be true is our reality."

Visual Ambiguity











