

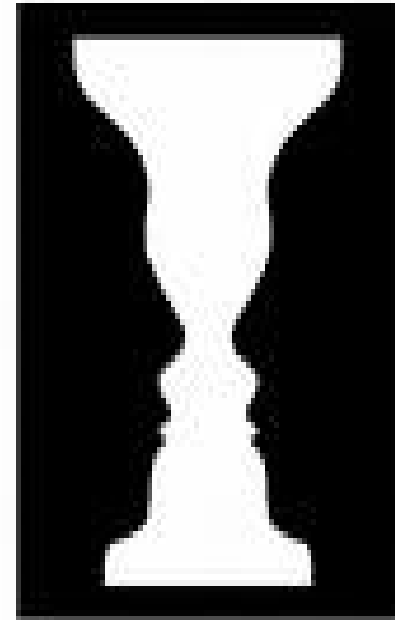
Lecture 5

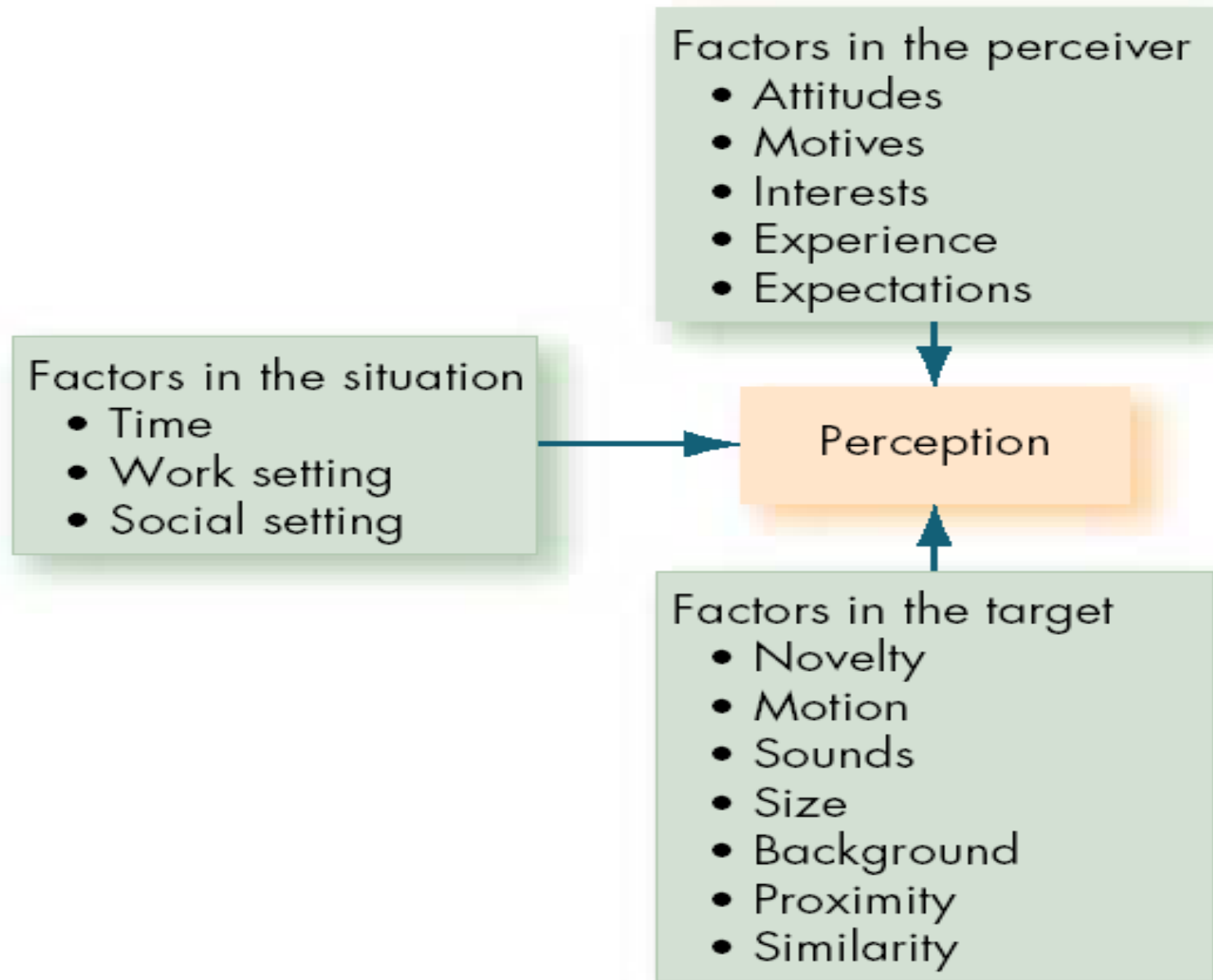
PERCEPTION & PERCEPTUAL PROCESS

WHAT IS PERCEPTION, AND WHY IS IT IMPORTANT?

perception

A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.





PERSON PERCEPTION: MAKING JUDGMENTS ABOUT OTHERS

attribution theory

When individuals observe behavior, they attempt to determine whether it is internally or externally caused.

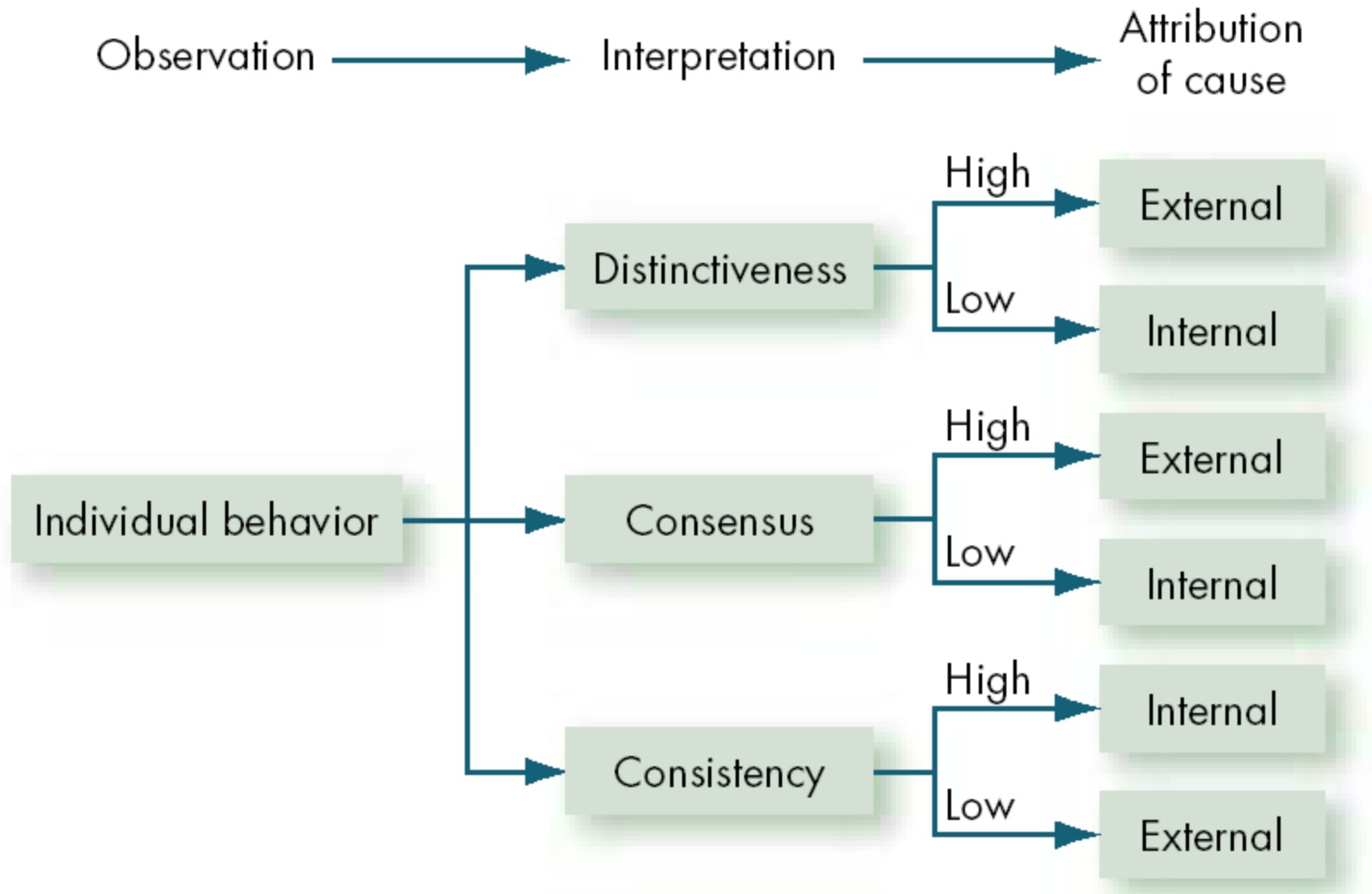


Distinctiveness: shows different behaviors in different situations.

Consensus: response is the same as others to same situation.

Consistency: responds in the same way over time.

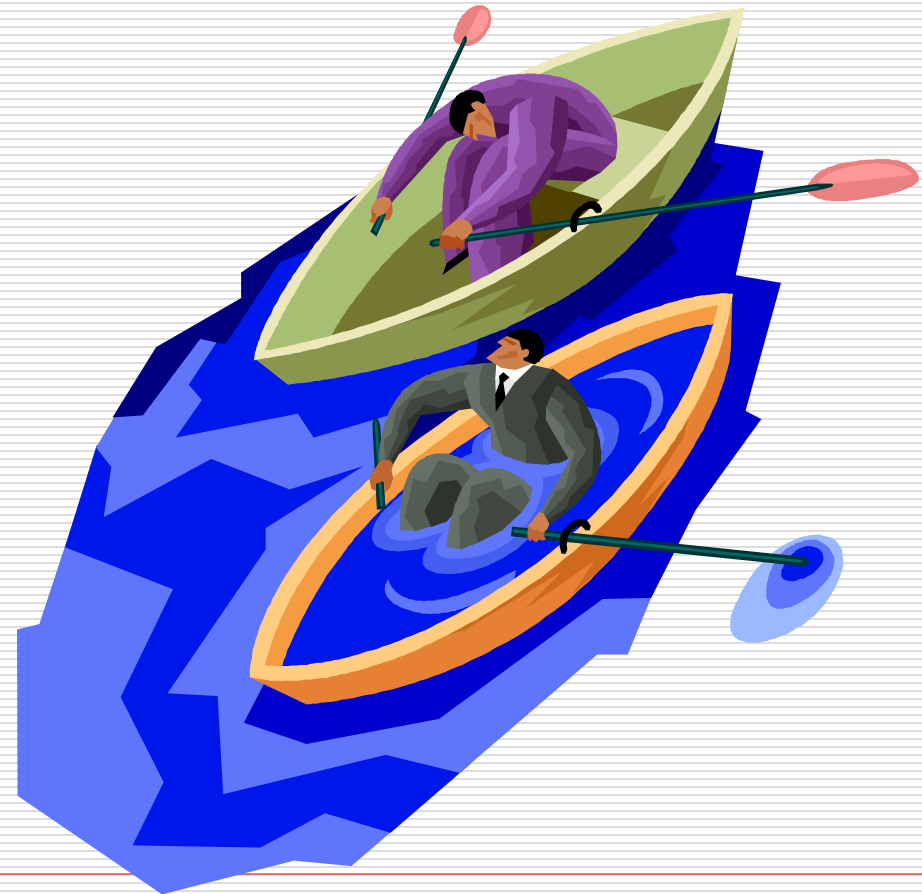
Attribution Theory



Errors and Biases in Attributions

fundamental attribution error

The tendency to underestimate the influence of external factors and overestimate the influence of internal factors when making judgments about the behavior of others.



self-serving bias

The tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors.



Frequently Used **Shortcuts** in Judging Others

halo effect

Drawing a general impression about an individual on the basis of a single characteristic.

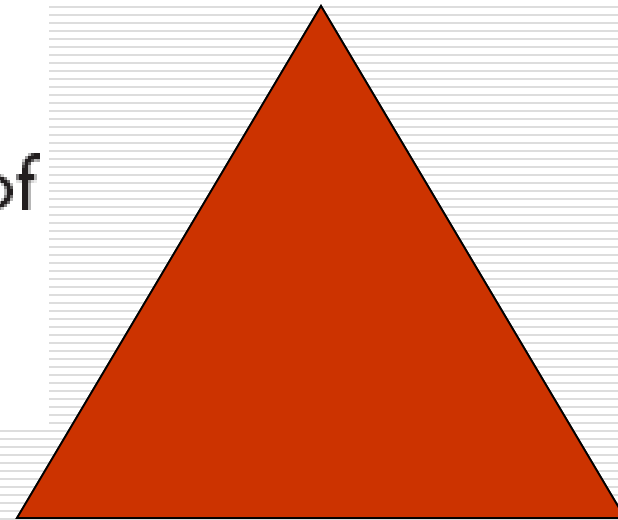
contrast effects

Evaluation of a person's characteristics that are affected by comparisons with other people recently encountered who rank higher or lower on the same characteristics.



selective perception

People selectively interpret what they see on the basis of their interests, background, experience, and attitudes.



projection

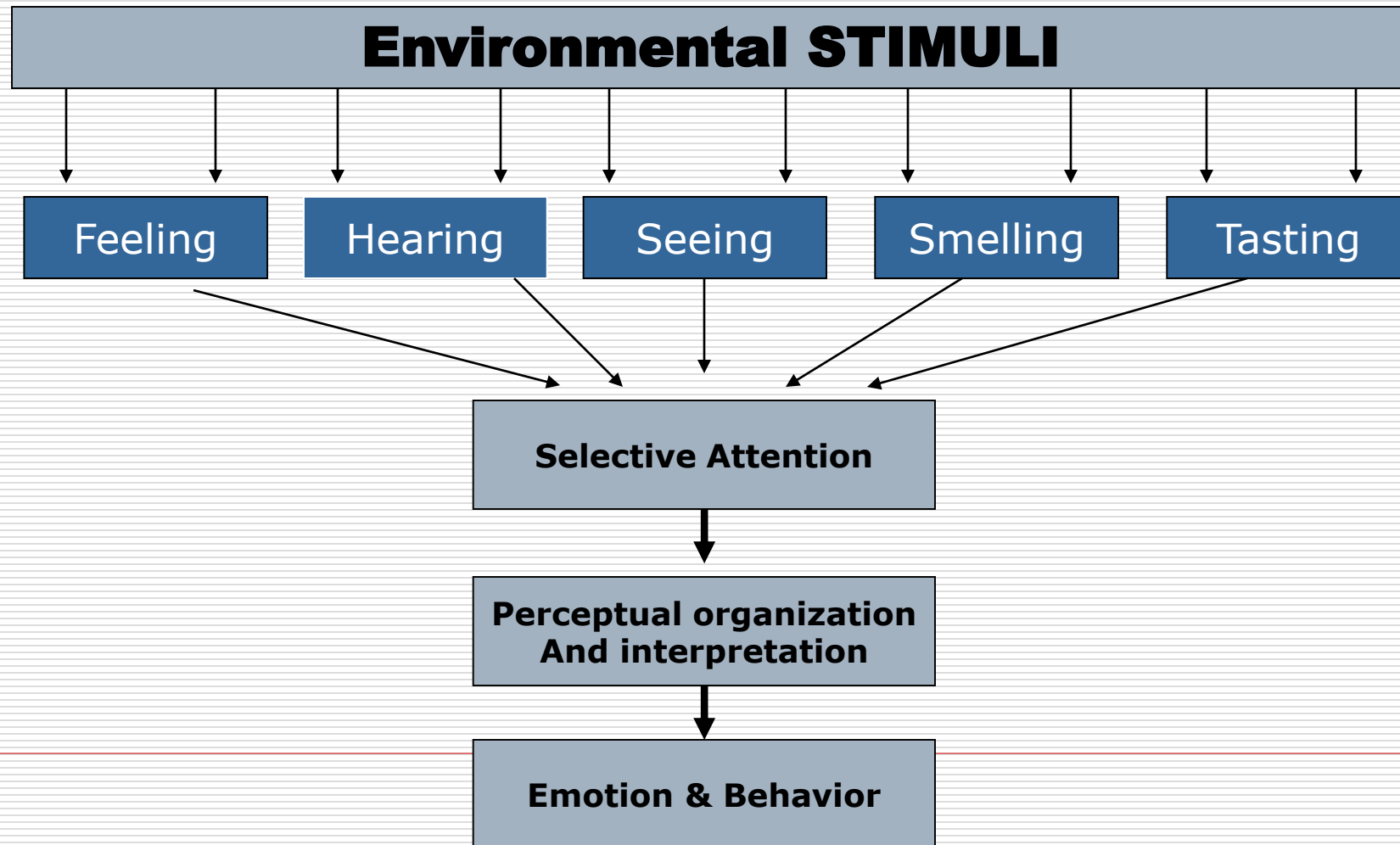
Attributing one's own characteristics to other people.

stereotyping

Judging someone on the basis of one's perception of the group to which that person belongs.



PERCEPTION PROCESS DIAGRAM



THE PERCEPTUAL PROCESS

□ The perceptual process can be defined as the process of:

1. Receiving Stimuli
2. Selecting Stimuli
3. Organizing
4. Interpreting
5. Checking
6. Reacting

1-THE PROCESS OF RECEIVING STIMULI

- The first process of perception is the reception of stimuli or data from various sources.
- Most data is received through the 5 organs (seeing, hearing, touching, smelling and tasting) and so learns about the various aspects of things.

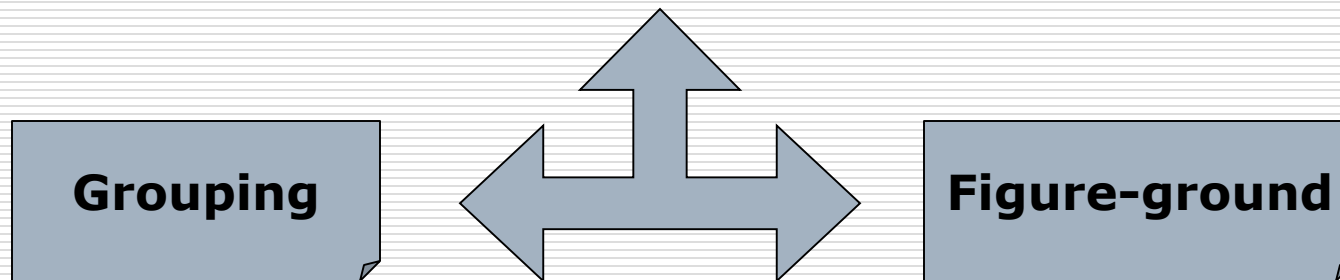
Example: While taking a round of the shop floor, a supervisor may become aware of some trouble from smelling something strange and may then draw attention of a worker to something burning due to a small electrical fire.

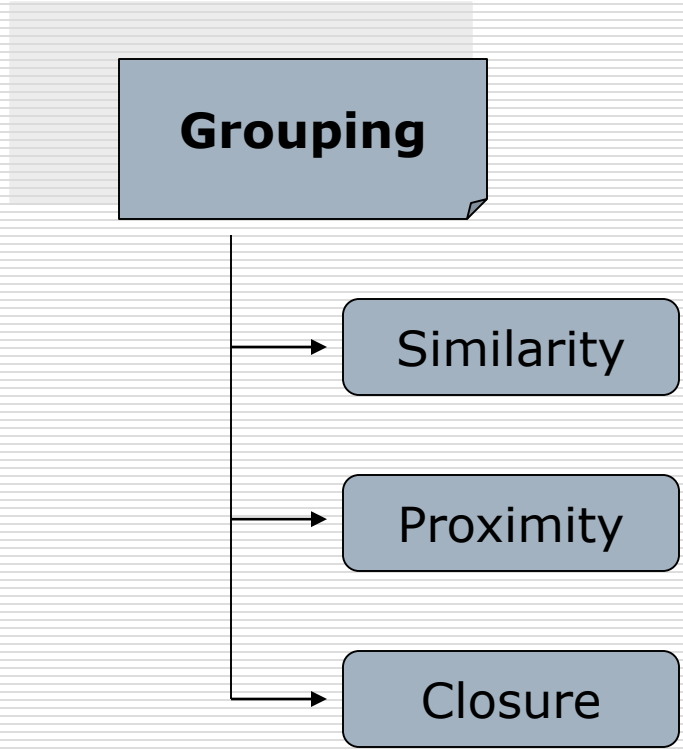
2-THE PROCESS OF SELECTING STIMULI

- After receiving the stimuli or data, only some are selected for our attention.
- It is not possible to pay attention to all stimuli received.
- Two sets of factors govern the selection of stimuli: internal and external

3-THE ORGANIZING PROCESS

In order to make sense of the data received, it is necessary to organize them. There are two main dimensions to the organization of stimuli:





GROUPING

- The various stimuli are grouped together using several factors:

- a. Similarity**

- Stimuli which are similar are put together. All workers, for example, are perceived in the same category by managers and similarly all managers are perceived as one category by Director.

- b. Proximity**

- Objects which are close to each other are also grouped together. People or things which are in the same place would thus be grouped together.

CLOSURE

- There is a tendency in all of us to complete incomplete things.
- When three lines shown, the tendency to perceive these not as three separate lines but as a triangle.
- This tendency to see things in a complete form may even make a person perceive characteristics that do not exist.
- **Example:** when looking at a person one may find several characteristics which indicate that the person is lazy and irresponsible. However, one may assume several other things without checking whether the person behaves differently on those matters from the way an irresponsible or lazy person would behave.

FIGURE-GROUND

- It is one of the most interesting and basic processes in perception.
- In perceiving stimuli or phenomena, the tendency to keep certain phenomena in focus and other stimuli or phenomena in the background.
- **Example:** during a lecture, the various stimuli received by people attending are grouped into two. Certain stimuli are not in the focus of people's attention like chirping of the birds outside, certain noises made by people walking outside, the noise of the fan etc. All these become background and not much attention is paid to them. What remains in focus is what the lecturer is saying.
- The stimuli is thus organized in two groups, figure (what the speaker is saying) and ground (background stimuli, which are not in the focus of attention)
- Thus perception may change if certain stimuli are changed from figure to ground.
- **Example:** if a student is listening to a lecture may pay more attention to the noise outside the room to make it the figure and what the lecturer is saying may become the ground.

4-THE PROCESS OF INTERPRETING

- Perceptual data or stimuli are interpreted by the perceiver through the perceptual act of beliefs, attitudes and opinions and perpetual defense.
- Perceptual set of beliefs, attitudes and opinions.
- Previously held beliefs pertinent to perception can influence individual perception. These general opinions or attitudes a person has, constitute the perceptual set.

Example:

- ∩ A manager may have developed a general belief that workers are lazy, shirk work and want to get all the advantages from an organization without giving their best to it. In such a case, he or she already has a mental or perceptual set. When he or she meets a group of workers, this manager will tend to interpret their behavior according to the mental set. Another manager, having different beliefs, attitudes and opinions, may have a different interpretation of the same phenomena.

2. The Perceptual Defense

Perceptual defense is used by the perceiver to deal with the conflicting messages and data. If the data a person receives threaten beliefs already held, the recipient uses perceptual defense to deal with this phenomena

Example:

If a manager gets data from a union on strike, showing that it is taking positive steps in the direction of resolving conflicts or is doing something useful for the organization, the manager may find such data in conflict with a preconceived opinion that the union by an large negative in its approach.

5-THE PROCESS OF CHECKING

- After the data have been received and interpreted, the perceiver takes steps to check whether his or her interpretations are right or wrong.
- The process of checking may be so fast that the person is not even aware of it.
- Alternatively data or impressions are checked by asking other people about their perceptions.
- **Example:**
A manager who has perceived a certain characteristic in a subordinate on a few occasions may check with other managers who worked with that subordinate previously to find out whether this perception is endorsed by them

6-THE PROCESS OF REACTING

- It is the last phase.
- When people do something in reaction to their perception
- For example a manager may act on the basis of the favorable or unfavorable perceptions he or she has formed.
- The cycle of perception is not complete unless it leads to some action.
- The action may be covert or overt.
- Covert action implies the formation of opinions or attitudes and overt action is a definite action in response to perception.

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- One phenomena to covert action is “impression formation”, in which perceiver forms an impression about an object or person.
 - A manager has to form impressions most of the time, being required to make quick judgments.
 - **Example:**
While interviewing people a ,manager has to form a quick impression of the interviewees to take a decision.