



**“ WE DON’T SEE THINGS AS THEY
ARE, WE SEE THINGS AS WE ARE.”**

Perception

- “ The study of perception is concerned with identifying the process through which we interpret and organize sensory information to produce our conscious experience of objects and object relationship.”
- “ 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.
- “ A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

The Perceptual Process

1. Sensation

- An individual's ability to detect stimuli in the immediate environment.

1. Selection

- The process a person uses to eliminate some of the stimuli that have been sensed and to retain others for further processing.

3. Organization

- The process of placing selected perceptual stimuli into a framework for "storage."

3. Translation

- The stage of the perceptual process at which stimuli are interpreted and given meaning.

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

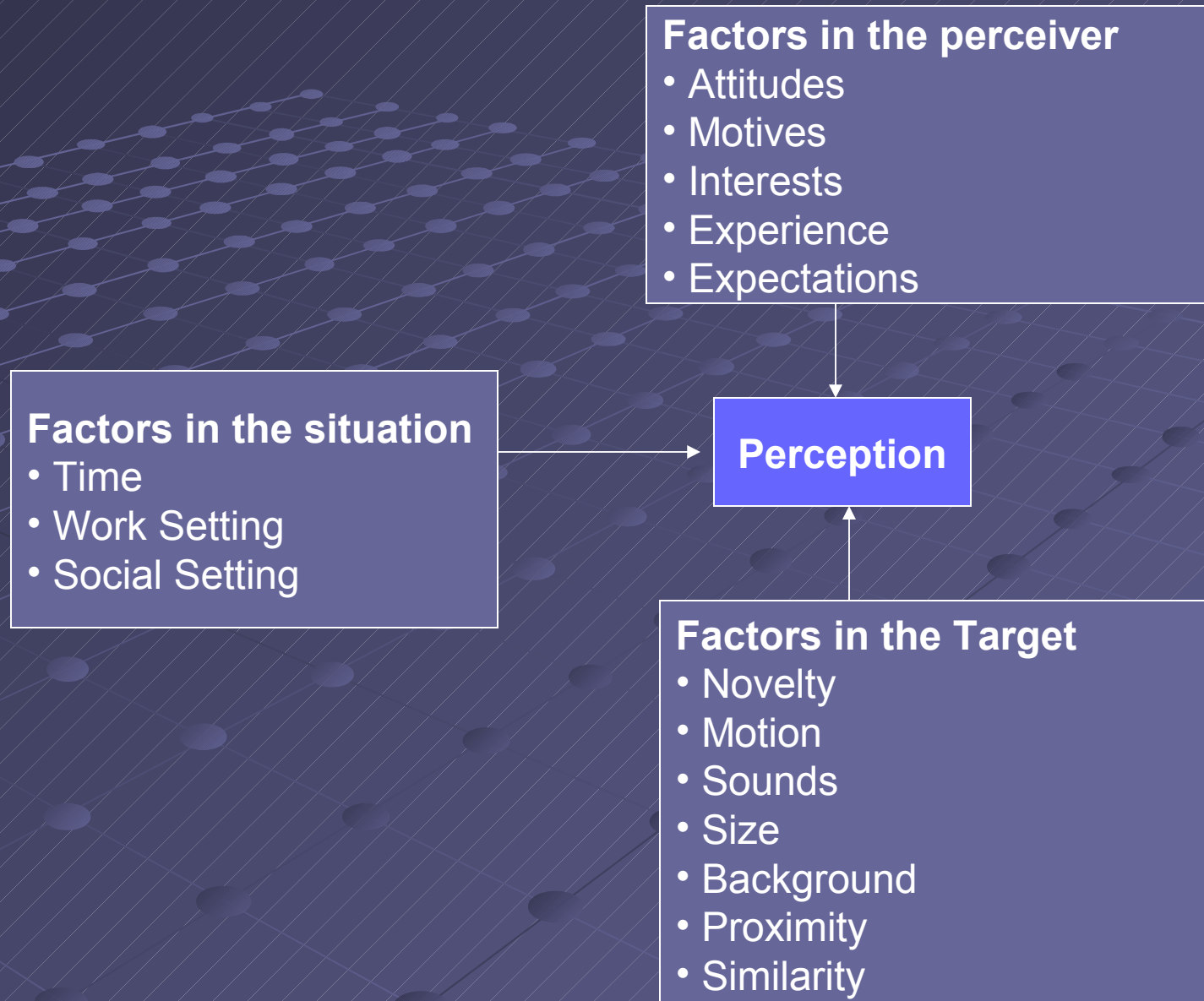
Organizing
Figure Background ,
Perceptual Grouping
(similarity, proximity,
closure, continuity)

Response
Covert: Attitudes ,
Motivation,
Feeling
Overt: Behavior

Factors influencing perception

A number of factors operate to shape and sometimes distort perception. These factors can reside in the *perceiver*, in the object or *target* being perceived or in the context of the *situation* in which the perception is made.

Factors influencing Perception

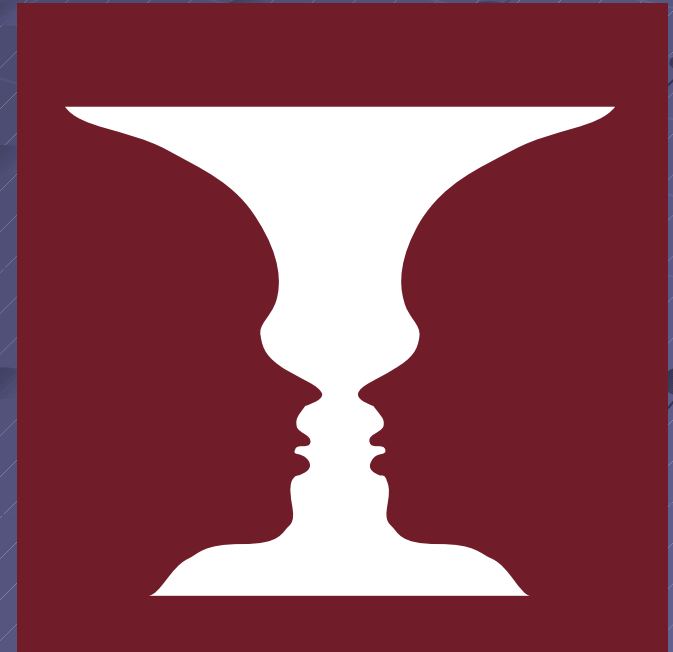


Perceptual organization

- It is the process by which we group outside stimuli into recognizable and identifiable patterns and whole objects.
- Certain factors are considered to be important contributors on assembling, organizing and categorizing information in the human brain. These are
 - Figure ground
 - Perceptual grouping

Figure-Ground Illustration

- **Field-ground differentiation**
 - The tendency to distinguish and focus on a stimulus that is classified as figure as opposed to background.



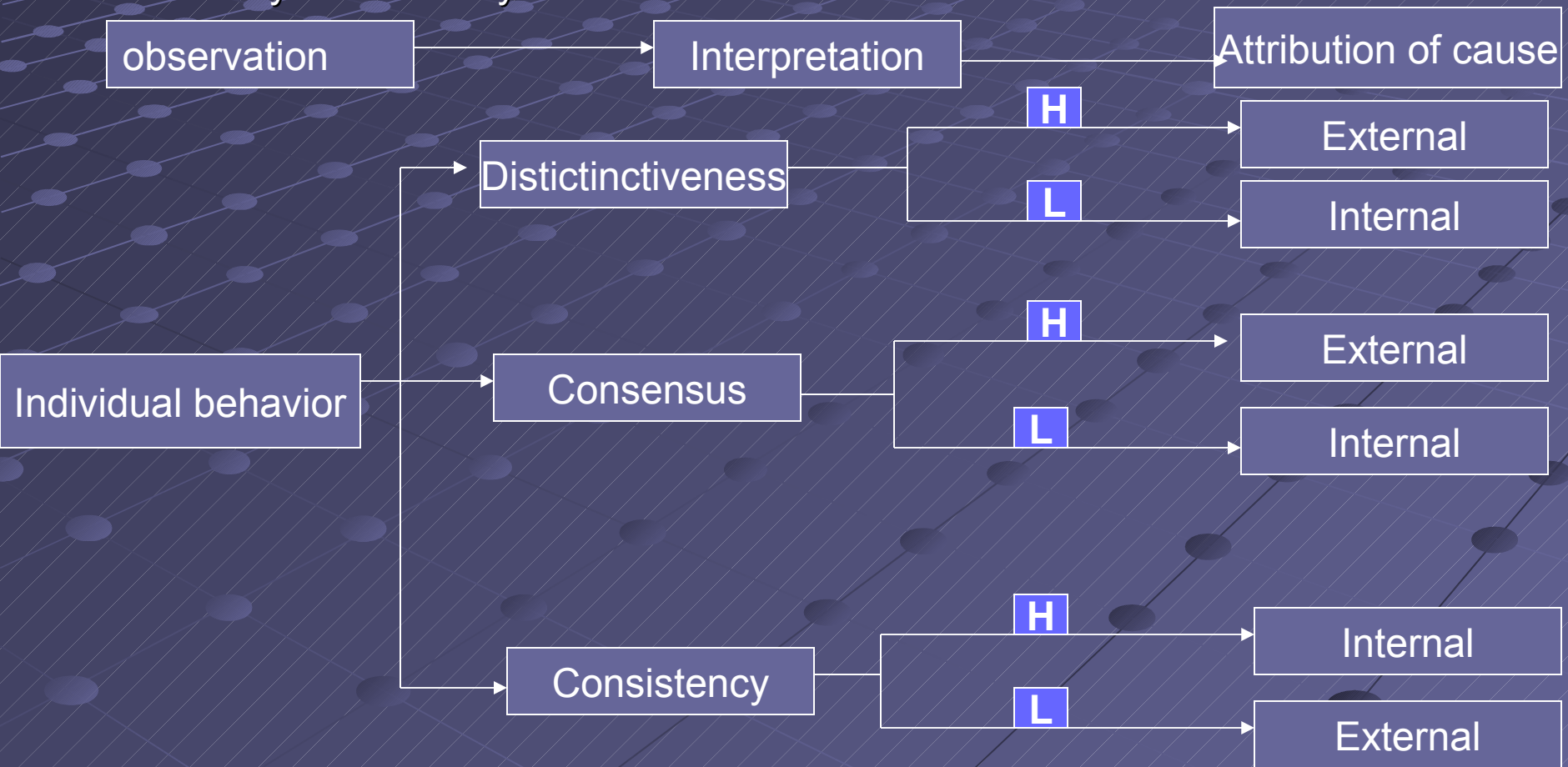
PERCEPTUAL GROUPING

- Our tendency to group several individual stimuli into a meaningful and recognizable pattern.
- It is very basic in nature and largely it seems to be inborn.
- Some factors underlying grouping are
 - continuity
 - closure
 - proximity
 - similarity

Person Perception: Making Judgments About Others

Attribution Theory

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



H –high L- Low

Distinctiveness
Does this person
behave in
this manner
in other situation

Consensus
Do other person
Behave in the
Same manner?

Consistency
Does this person
behave
in this same
manner at other
times ?

YES
Low
Distinctiveness

NO
High
Distinctiveness

No
Low
Consensus

Yes
High
Consensus

Yes
High
Consistency

No
Low
Consistency

Internal
Attribution

External
Attribution

Shortcuts in judging others

● **Selective Perception :**

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

● **Halo Effect :**

Drawing a general impressions about an individual on the basis of a single charecteristics.

● **Contrast Effect :**

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

● **Projection :**

Attributing one's own characteristics to other people.

● **Stereotyping :**

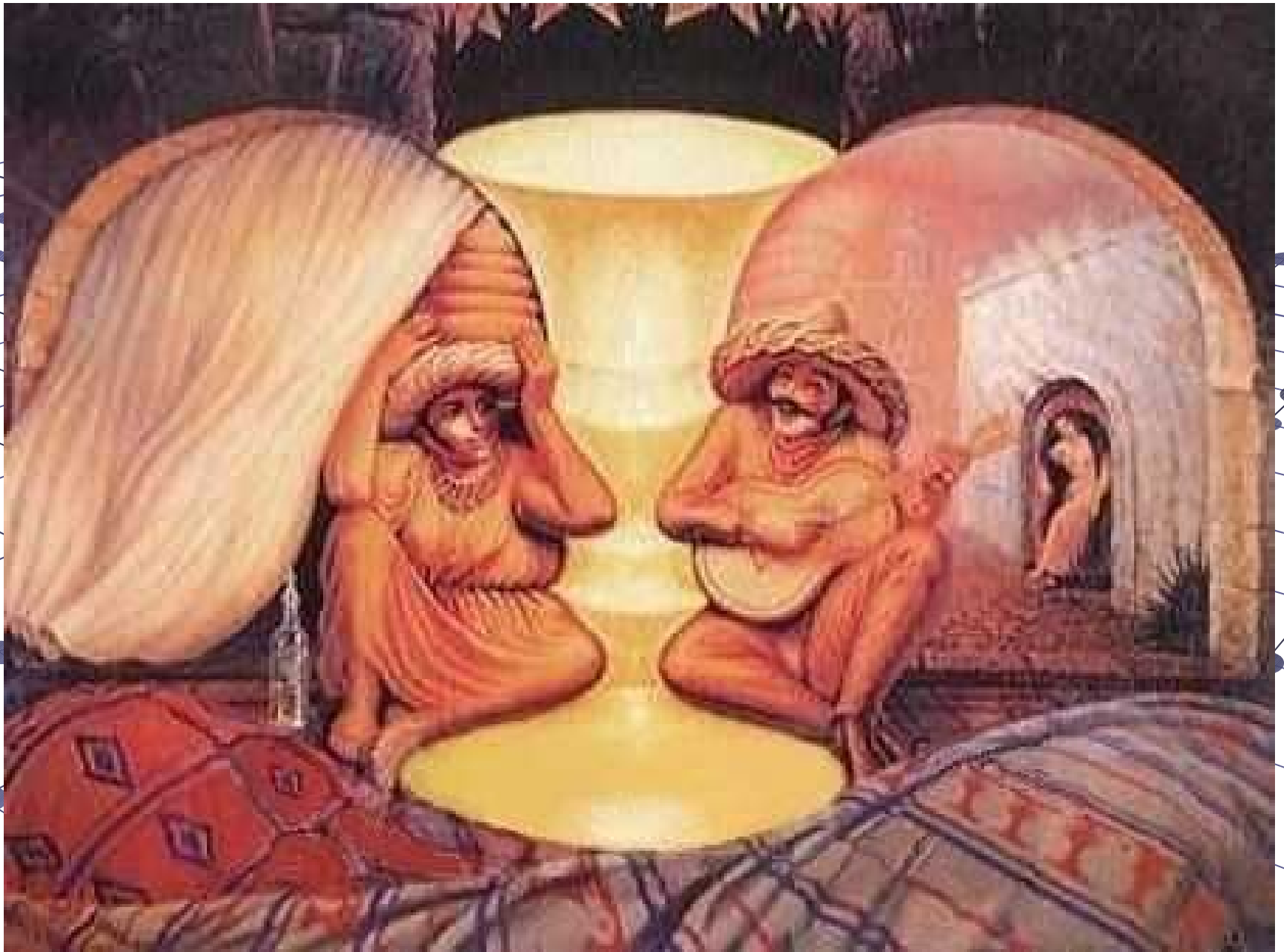
Judging someone on the basis of one's perception of the group to which that persons belongs.









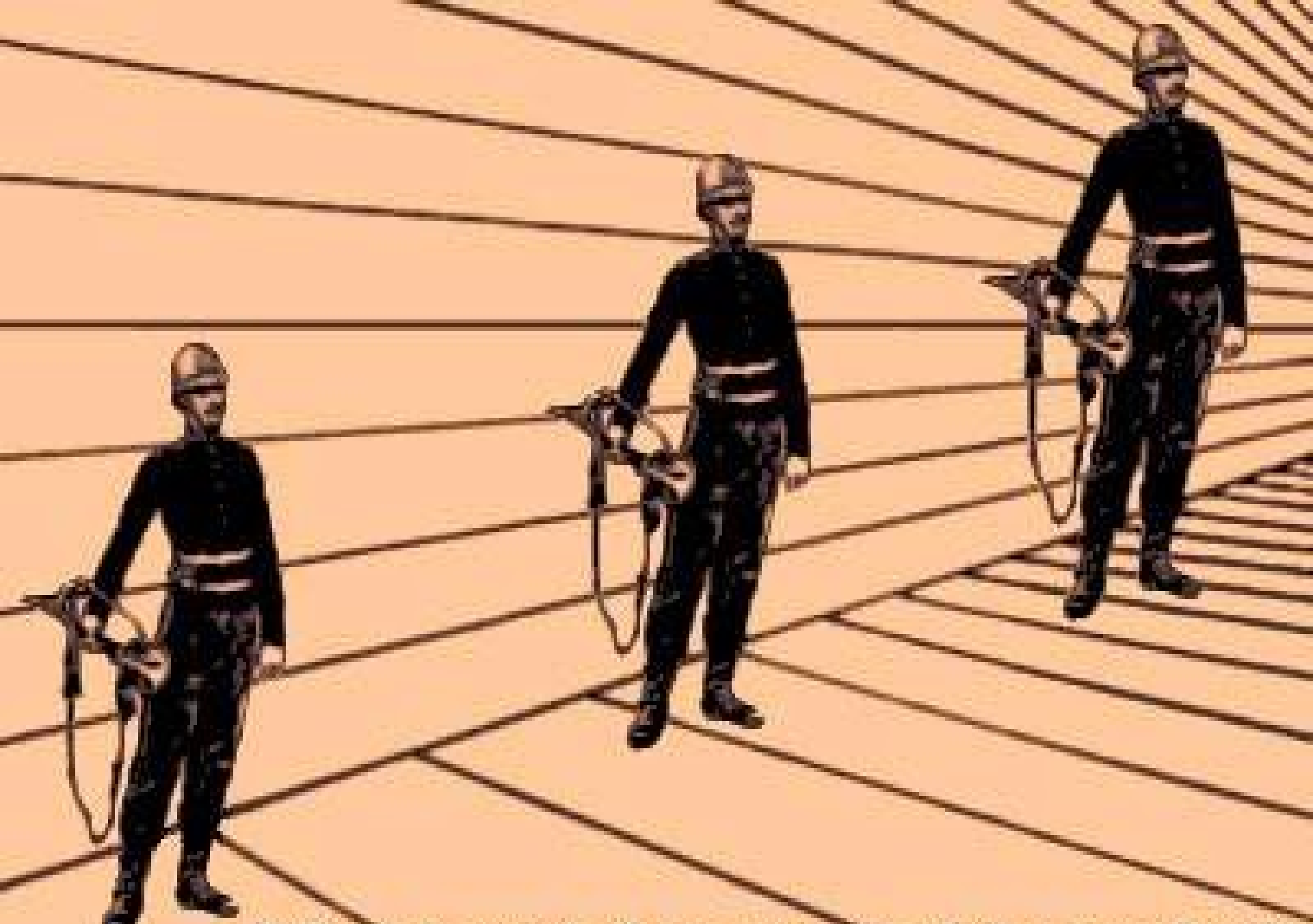












Believe it or not, these guys are all the same height

