**PERCEPTION**

**Definition**

The cognitive process of selecting,orginizing and interpreting stimuli.

Ex:-Your perception

And DIFFERENT

-Your parents’ or friends perception about the same issue

Because → - Perception is a cognitive process.

- Perceptions are influenced by individual factors such as values, attitudes, expectations, previous knowledge, personality and so on.

- Perceptions are also influenced by some external factors such as light and sound waves, chemical smell and taste and so on.

Perceptual world of individuals are quite different than the real world because of individual cognitive process differences. Everything sustains there in the perceptual world.→ You pick up them and give meanings to them.

Ex:’’Your parents may think that you always need their assistance no matter how old you are.’’ On the other hand ‘’You may think that you seldom need their assistance and advice and you can manage by your own.’’ → How you perceive yourself and how your family or your friens perceive you may be different.

Examples:- ‘’You decorate your house according to your taste, not according to what an expert has recommended.’’

- ‘’A subordinate’s answer to a question is based on what he heard the boss say, not on what the boss actually said.’’

- ‘’The same person may be viewed as good by someone and as bad by someone else.’’

- ‘’The same product may be viewed as a high quality one by one customer and as a low quality one by another customer.’’

- ‘’Perceptions about the same restaurant may be different.

**SENSATION**

***Basic Principles***

**1)** - The inner world is not a total reflection of the outer.

- The inner world is not simply a photograph of the outer.

- There is no one-to-one correspondence between physical stimuli and psychological experiance. Still the relationship is quite orderly (for instance a stimuli causes a perception)

- Up to a certain point, light pressure is not experienced at all. When a stimulus that crosses a certain threshold such as a pressure like pain, it can be sensed and perceived.

**2)** - Sensation and perception are active. We need to activate our senses in order to be able to perceive and to respond.

Ex: - Pressure is imposed on the skin.

- We turn our ears toward potentially threatening sounds.

- Things in the environment are active.

- We detect the stimuli in the environment by using our senses.

- Perception is also active since in the perception process, sensations are organized and interpreted.

**3)** - Sensation and perception help us adapt ourselves to our environment. Sensation is the organism’s point of contact with its surroundings. Perception completes the process of giving meanings to the things in our environment and helps comprehend and evaluate what’s going around us.

Ex: When we go to abroad for a while, the events that have occured while we’re away may seem different on the way back.

**Thresholds**

**a)** Absolute thresholds → The lowest level that is required to sense a stimulus.

**b)** Difference threshold → The lowest level that is required to sense change in stimulus.

EXAMPLES OF ABSOLUTE THRESHOLDS

**SENSE** **THERESHOLD**

Vision A flame 30 miles away on a dark,clear night.

Hearing A watch ticking 20 feet away in a quiet place.

Smell A drop of perfume in a six-room house.

Taste A teaspoon of sugar in two gallons of water.

Touch A wing of a fly falling on the cheeck from a height of 1 centimeter

PERCEPTION AND JUDGEMENT PROCESS

**Stimulus**  **The Five Attention**  **Organization** **Retrieval** **Judgement**

**Senses**

Accuracy

Ex: Looking at the street. Noticing a man talking to a crowd. Is he a salesperson or someone who gives political speeches(retrieval=Is it someone I have seen before?)

Ex: - The smell of a nice-delicious food (pizza,kebap or chineese)

- Noticing a nice girl who looks like your favorite actress.

- Noticing the book that you’ve been looking for in a hugh book store.

**PERCEPTUAL PROCESSES**

**1)** Controlled Processing

-Perceivers are aware of the fact that they are processing information.

Ex:- An interviewer actively listening to a job applicant’s answers to specific questions and taking notes.

- Looking around to recognize and to find an address.

**2)** Automatic Processing

-There is a lack of awareness on the part of the perceiver.

Ex: - In the interview process, the interviewer may perceive nonverbal behaviors of the applicant such as eye contact, sweating, etc. These impressions are unrecorded but may affect the interviewer’s judgement of the applicant.

- Seeing what’s around while travelling by car and getting to know places as you travel.

**PERCEPTUAL SELECTIVITY**

Ex:- The noise of the air conditioner

- The sound of other people talking

- The things moving

- Street repair work

**EXTERNAL ATTENTION FACTORS** → Outside environmental influences make us pay attention to them.

**- INTENSITY** → - The more intense the external stimulus, the more likely it is to be perceived.

- It is only one small factor in the perceptual process but still worthed to analyze in order to understand the human behavior.

Ex: Loud noise,bright light will be noticed more than soft sound or dim light. Advertisers use this to gain consumer’s attention.

**- SIZE** → - Closely related to intensity.

- The larger the object, the more likely it will be perceived.

Ex: A taller guy will be noticed first when compared to shorter ones. In advertising a full-page spread advertisements get more attention.

**- CONTRAST** → -The external stimuli which stand out against the background which are not what people are expecting will receive their attention.

Ex: For the people who are accustomed to work under quiet conditions, loud noise is contrasting. In advertising black letters on a yellow background can be contrasting for the consumers.

**- REPETITION** → - A repeated external stimulus is more attention-taking.

Ex: Advertisers trying to create a unique image for a product rely heavily on repetitious advertising (internet,bank,detergents,etc.). In commercials, the same brand is presented continuously with only one different brand in between.

Repeating the brand name in the advertisement many times may also be influential.

**- MOTION** → Show business and the world of entertainment are good examples of this principle.

- When compared to stationary objects, people pay more attention to moving objects.

Ex: Advertisers create signs which incorporate moving parts, Las Vegas at night for instance.

**- NOVELTY OR FAMILIARITY** → - A novel or a familiar external situation can serve as an attention getter.

- New objects or events in a familiar setting

- Familiar objects or events in a new setting

Ex: - A change of furniture setting in your house will be noticed easily.

- Meeting newly recruited people at work will get everyone’s attention

- Meeting your friends on a trip to abroad

**INTERNAL SET FACTORS** → Individual’s own psychological make up also influences what he perceives.

**- LEARNING** → - Prior learning experiences influence our future learning.

- Familiarity with the object sets an expectancy to perceive in a certain manner.

- People see and hear what they expect to see and hear.

Ex: We sometimes perceive spelling mistakes as correct.

**- MOTIVATION** → - Needs and motives influence perceptual selectivity.

Ex: - Poverty in some African countries directs people perception to food.

- A person with a strong power and achievement need may keep his/her eyes wide open for manager positions in the company.

**- PERSONALITY** → - Values, beliefs, age differences and other personality characteristics play an important role in perceptual selectivity.

Ex: - A person who has the mission of helping the ones who are in (extra-verted) need may notice such people easier than others.

- A social person may notice any social activities before others.

**PERCEPTUAL ORGANIZATION**

Bits of information needs to be organized in a way that will make a meaningful whole. A person’s perceptual process organizes the incoming information into a meaningful whole.

**- FIGURE-GROUND** → - This is the most basic form of perceptual organization.

- A figure and a background are perceived in everything we perceive.

Ex: The letters(black) in the book are figures whereas the white page is a background.

**- PERCEPTUAL GROUPING** → The tendency of grouping several stimuli together into a recognizable pattern.

**- Closure** → - Perceptual process will close the gaps even if the object is sensed unfilled.

- A person will sometimes perceive a whole when it does not actually exist.

**- Continuity** → - It is related to closure.

- The difference is a person tends to perceive continuous lines and patterns.

Ex: When reading notes of a music bar or reading letters then reading words and sentences, we actually use the principle of continuity.

**- Proximity** → A group of stimuli that are close together will be perceived as a whole pattern.

Ex: Several employees in the same department of an organization may be identified as a single group.

**- Similarity** → The greater the similarity of the stimuli, the greater the tendency to perceive them as a common group.

Ex: Blue collar workers.

**- PERCEPTUAL CONSTANCY** → - A sense of stability in a changing world is required and this can be achieved by perceptual constancy.

- It is closely related with learning.

**- Size Constancy** → A learned image of an object or a person enables us to see it/him in the same size no matter how close or far away from us.

Ex: A match box.

**- Shape Constancy** → A known shape of an object does not change eventhough we look at it from different aspects.

Ex: A record, a cd.

**- Color Constancy** → If the colour of brightness of an object is familiar with us, it doesn’t change whether it is in the shade, in the light or in the dark.

Ex: An orange has an orange colour although its colour may seem different because of its appearance.

**Organization Stage**

\* Bits of information needs to be organized in a way that will make a meaningful whole.

- Many discrete bits of information are chunked into higher-level, abstract concepts.

**Interpretation Stage**

This stage of perception is about interpreting from his/her point of view.

Ex: After hearing a loud noise, trying to figure out what it was. To put things in a logical frame to give a meaning to the events.

- In the previous organization stage, the perceiver tries to identify ‘’who is doing what with whom.’’

- In the interpretation stage, the perceiver tries to uncover the reasons behind the actions.

- The question that should be considered is ‘’why’’

- The same object or behavior can lead to quite different judgements depending on how the perceiver interprets the situation from his/her point of view.

Ex: ‘’Coming home late from the work.’’ What are the individual perceptions related to that?

One perceiver: ‘’Because of hard work and ambition.’’

Another perceiver: ‘’Because the person cannot keep up with the work that is assigned, he arrives home late.’’

A different perceiver: ‘’It is an excuse he uses to keep away from home.’’

- One of the common ways of interpreting what is perceived is projection.

▪ People project their own thoughts and feelings onto other people, often unconsciously.

▪ Projection is a bias in the interpretation of information wherein the perceiver assumes that his own motivations explain the behaviors of others.

▪ Projection can seriously distort one’s organization of information.

Ex: An ambitious person(rather greedy) may interpret someone else’s behavior (who works hard because he loves his job) as being greedy.

- Attribution is another way of interpreting the information.

▪ They are the causal factors that observers use to explain the behaviors of other people.

▪ In other words, observers decide what caused the behavior of another person.

▪ It has a great impact on evaluations and judgement. A successful performance can be turned into a loss if a certain kind of attribution is made.

**Retrieval Stage**

- After interpretation and before the judgement stage, the perceiver tries to recall information about past events.

- All the information that is stored will not always be retrievable as it will be gone overtime.

- Selectivity of the information that needs to be retrieved depends on from which point of view (purpose) he/she observes the situation.

**Judgement Stage**

- In the judgement stage, the recalled information is weightened and aggregated to come up with a single overall judgement. All the clues about the perceived object are weightened and combined with each other.

- Perceptual differences arise when perceivers apply different degrees of importance to various dimensions.

- There is a tendency for present judgements to be biased in the direction of past judgements. This is called ‘’assimilation effect.’’

**Factors That Affect Judgement Stage of Perception**

1)Selective Perception

It is impossible for us to perceive everything we see. A person, an object’s or an event’s outstanding characteristic will increase the probability that it will be perceived. People also perceive things on the basis of their interests, background and experience.

Ex: Managers of a company are asked to describe the problems in a given case. Each manager tends to come up with a problem related to his department. In other words, every manager perceives the problem from his point of view in relation to his department. Marketing managers perceive that the problem is about products, services and customer complaints.

2) Halo Effect

It is about drawing a general impression(judgement) about an individual on the basis of a single characteristic. In ıther words, by considering a single characteristic of an individual, coming to overall judgements about the individual.

Ex: A teacher’s negative judgements about a student such as being lazy, unkind, ireesponsible as a consequence of his talking to another student during the class.

3) Contrast Effects

While we evaluate a person, we sometimes cannot isolate him from others we have only or recently encountered. Our reaction to a person is influenced by other persons we have recently met.

Ex: - Job interviews

- Interviews fort he applicants of master programs

- Students participating in class discussions.

4) Projection

Attributing your own characteristics to other people. You see others according to your characteristics rather than who actually they are.

Ex: If you are honest and trustworthy, you take others as the same.

5) Stereotyping

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

Ex: ‘’Older workers can’t learn new skills.’’

‘’Overweight people lack discipline.’’

‘’Females are not good drivers.’’

‘’Children are spoiled.’’

‘’Doctors are not sensitive.’’

‘’Men are stubborn and tough minded.’’

‘’University teachers are not flexible to their students.’’