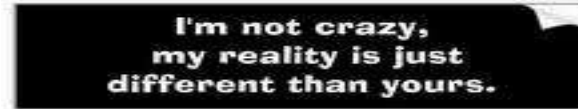


# **CHAPTER 2: PERCEPTION OF SELF AND OTHERS**

**By: Miranda Emery**

# PERCEPTION

- Process of selectively attending to information and assigning meaning to it
- Perception becomes reality
- Brain selects some information (sensory stimuli), organizes it, and interprets it



# PERCEPTION

- Attention and selection
  - Needs
  - Interests
  - Expectations
- Organization of Stimuli
  - Simplicity- Brain simplifies stimuli
  - Pattern- set of characteristics used to differentiate some things from others
  - Interpret- assign meaning to stimuli



# PERCEPTION

- Self-concept- Self-identity (who you are)
  - Image of skills, abilities, knowledge, competencies, and personality
  - Personal experience
    - Positive experience=Positive self-concept
  - Reactions of others
    - Validate, reinforce, or alter perception of self
    - Early development/ Family members
- Self-esteem- Overall evaluation of competence and personal worth (evaluation of self)
- Ideal self-concept- What we want to be
  - Develops the more we interact with others and media



# PERCEPTION

- Individualistic culture (U.S.) stresses self and personal achievement
  - Care about self-concept, self-esteem, and self-image
  - Tend to think about what is best for ourselves
- Collectivist culture (China) stresses achievement in relation to the group
- Blending occurring



# PERCEPTION

- Feminine and Masculine
  - Cultural expectations influence self-perception
  - Boys- Achievement, status, and income
  - Girls- Appearance and relationship skills
- Becoming less rigid but exist and promoted in popular culture



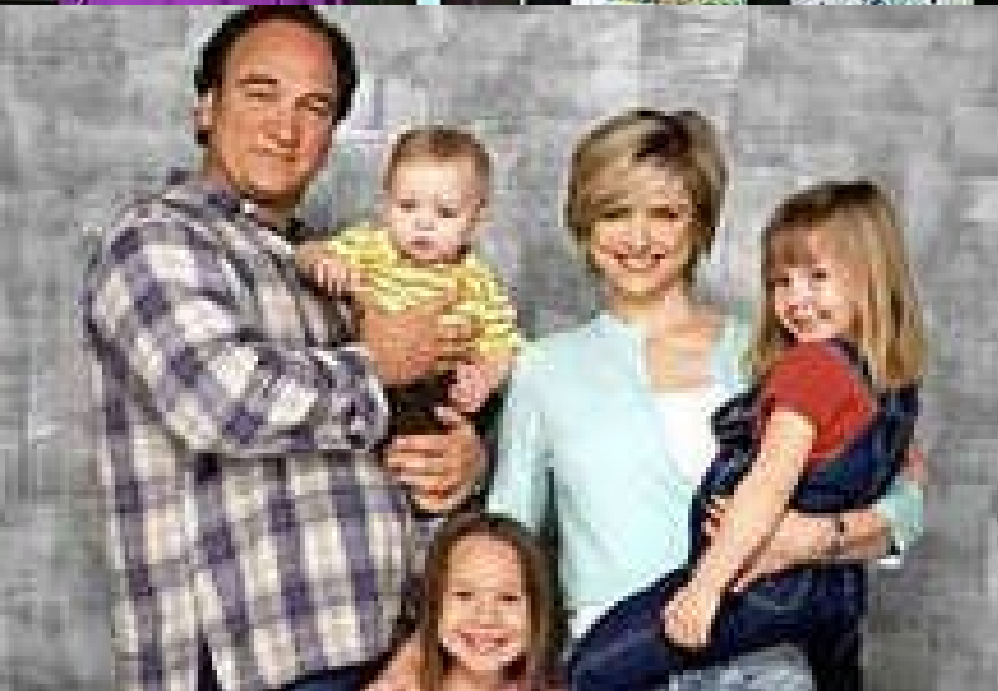


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How pop culture influences perception and cultural expectations:  
The ads depicted are from the '50s. Notice that the wife to the left thrives on caring for her home, the middle photo uses a woman's body to sell electronics, and the television show *Leave it to Beaver* displays a "perfect" family.





FHM PROMOTION

\* SO PERFECT THIS WHOLE PAGE WAS SHOT ON THE MOBILE ITSELF

**T**he photo you see on this page was shot on a mobile phone. That's right. This mouth-watering girl was captured in her full come hither-like glory on a portable blower, the lens of which is no bigger than a five pence piece. To fully test out Sony Ericsson's claim that the C905 Cyber-shot™ Phone will guarantee "great picture quality whatever the reproduction size", this image was shot on the mobile and blown up for full-page use in the magazine. As you can see, it worked splendidly. The C905 Cyber-shot™ Phone's 8.1 megapixel camera with Autofocus played a large hand in this, but the pocket snapper does boast a plethora of other amazing features, too. Such as its Face Detection and Smart Contrast devices (great if you want to capture the perfect pic when you're stuck in an Armageddon-like cloudburst). Or its dual-front slider with a unique sliding lens and 2.4in mineral glass, scratch-resistant screen (bound to please gadget-aesthetes). The phone even has a GPS system encased within its dinky shell, tagging your pics with info on when and where they were taken. And once you've finished snapping? Simply store the pics on the 2GB Memory Stick Micro included or transfer them to your PC with the USB adapter in-box. You can also send photos wirelessly from your phone to your TV via wi-fi, or print your photos with resolution up to A3 size. But enough of the geekpeak. It's time to check out the C905 Cyber-shot™ Phone for yourself.

# PICTURE PERFECT\*

The Sony Ericsson C905 Cyber-shot™ – stunning picture quality, whatever the size

Now, we have Kelly Ripa, less clothing used to sell electronics, and the cast of *According to Jim*.

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# PERCEPTION

- Self-concept and Self-esteem are lasting, but they can be changed
  - Generally slow change unless profound change to social environment



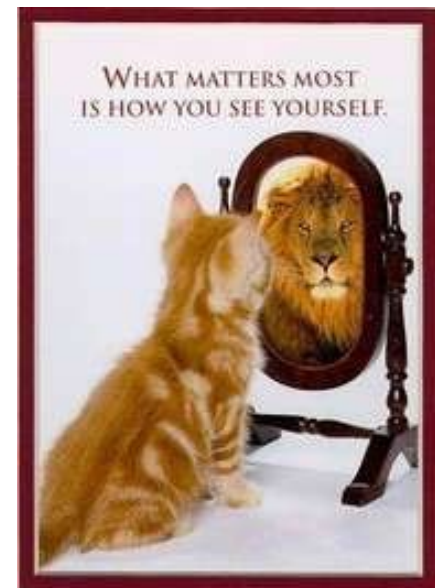
# PERCEPTION

- Accuracy and distortion of self-perception
  - Accuracy of our self-concept and self-esteem depends on the accuracy of our own perceptions and how we process others' perceptions of us.
  - Incongruence- gap between inaccurate self-perception and reality
  - Self-fulfilling prophecy- False perception that leads to false perception becoming true
  - Self-created prophecies- Predictions you make of self
  - Filtering message- Generally focus on things that support our own self-image
  - Media images- Social learning theory



# PERCEPTION

- Self-perception influences communication
  - Self-talk- intrapersonal communication
  - Self-perception influences how we talk to others about ourselves
  - Self-perception affects communication apprehension
    - People who have a poor self-concept/ low self-esteem tend to have higher CA



# PERCEPTION

- Self-esteem and Self-concept are the true perceptions of ourselves
  - We mask
  - We create different selves, in different situations, to different people
- Self-monitor- Internal process of being aware of self and how you are coming across to others
- Role- A pattern of learned behaviors that we use to meet the perceived demands of a particular context
  - Social media



# PERCEPTION

- Perception of others
  - Most feel a level of anxiety
  - Do we have anything in common? Will they like me?
- Uncertainty reduction- Monitoring social environment to learn more about self and others
  - Observe others, build impressions of others
  - Natural way to alleviate anxiety



# PERCEPTION

- Observations lead to first impressions, based on appearance and actions of others
- Implicit personality theories- Assumptions about which physical characteristics and personality traits or behavior go together
- Halo effect- Assuming multiple traits that “go together” from only observing one

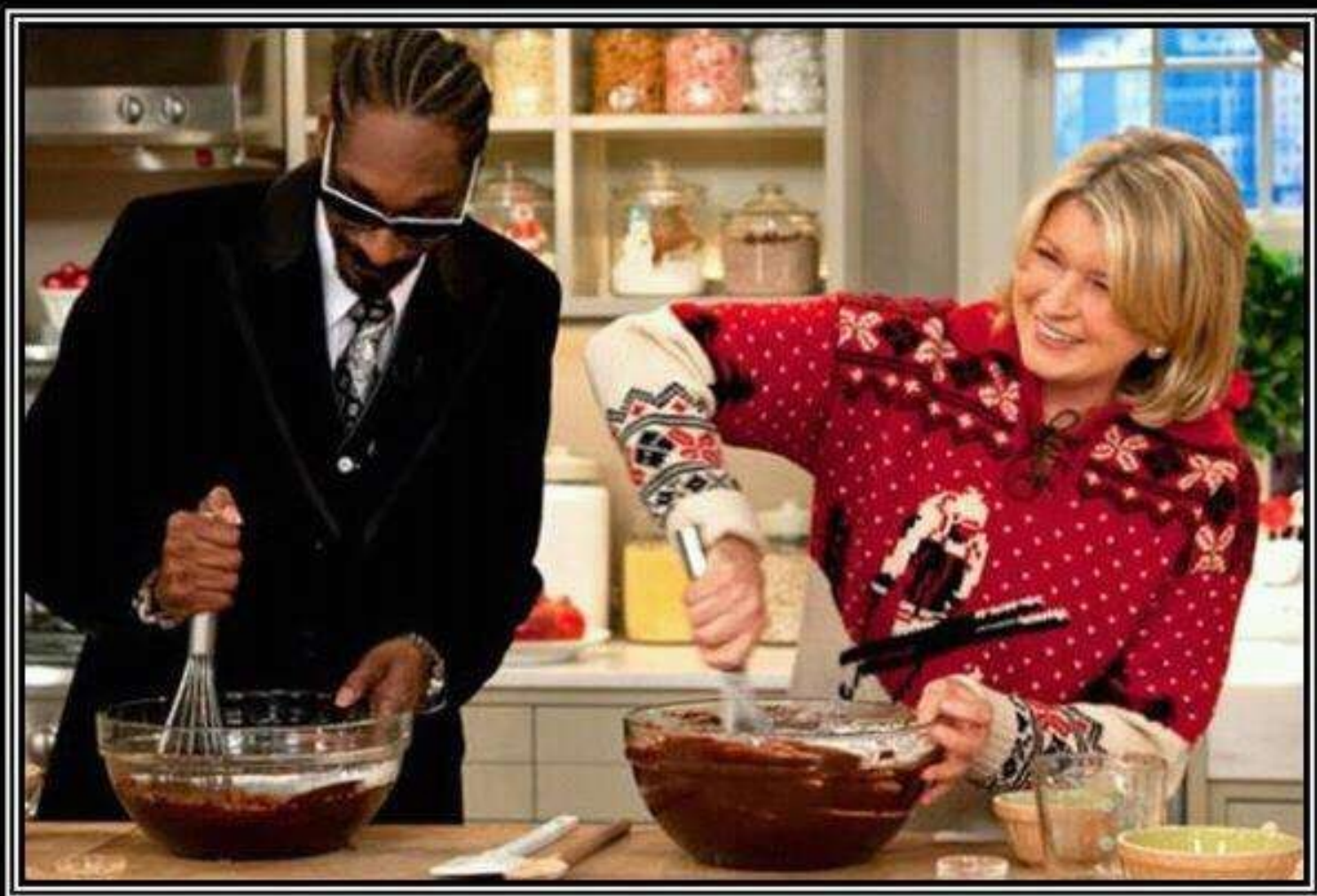




# PERCEPTION

- Stereotype- “A generalization, usually exaggerated or overly simplified and often offensive, used to describe or distinguish a group.”
  - Do not form most from our own experience
- Prejudice- “A rigid attitude that is based on group membership and predisposes an individual to feel, think, or act in a negative way toward another person or group.”
- Discrimination- Involves a negative action toward a group or person based on stereotype





**STEREOTYPES ARE AWESOME!**

But only one of them is a convicted felon

# PERCEPTION

- Emotional state influences the interaction
  - Selective perceptions- “See” what supports us
  - Attributions- Reasons we give for others’ behavior
    - Emotions affect attributions we give



# PERCEPTION

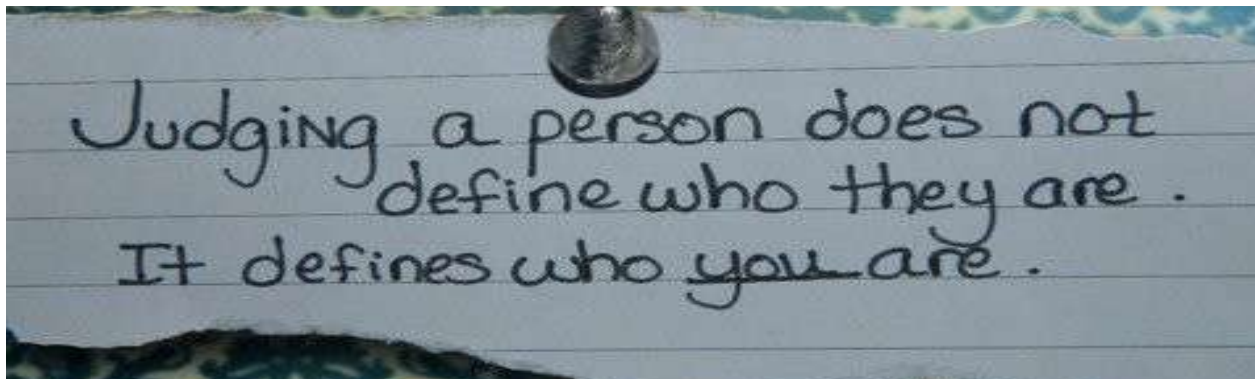
- Perceiving others' messages
  - Context- How we interpret content and intent
  - Shared language- How each person perceives specific words, visual images, and nonverbal cues



# PERCEPTION

## ○ Improving Perceptions

- Question the accuracy of your perception
- Seek more information to verify perceptions
- Realize that your perceptions of a person will change over time
- Use the skill of perception checking
  - Perception check- Message that reflects that you understand the meaning of another's nonverbal behavior.



THANK YOU  
(TY, 😊)

