

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

**“Perception is related to the personality of an
individual.”**

Perception

Perception = Sensation + Meaning

“ Perception is the process by which individuals organize and interpret their sensory impressions in order to give a meaning to their environment.”

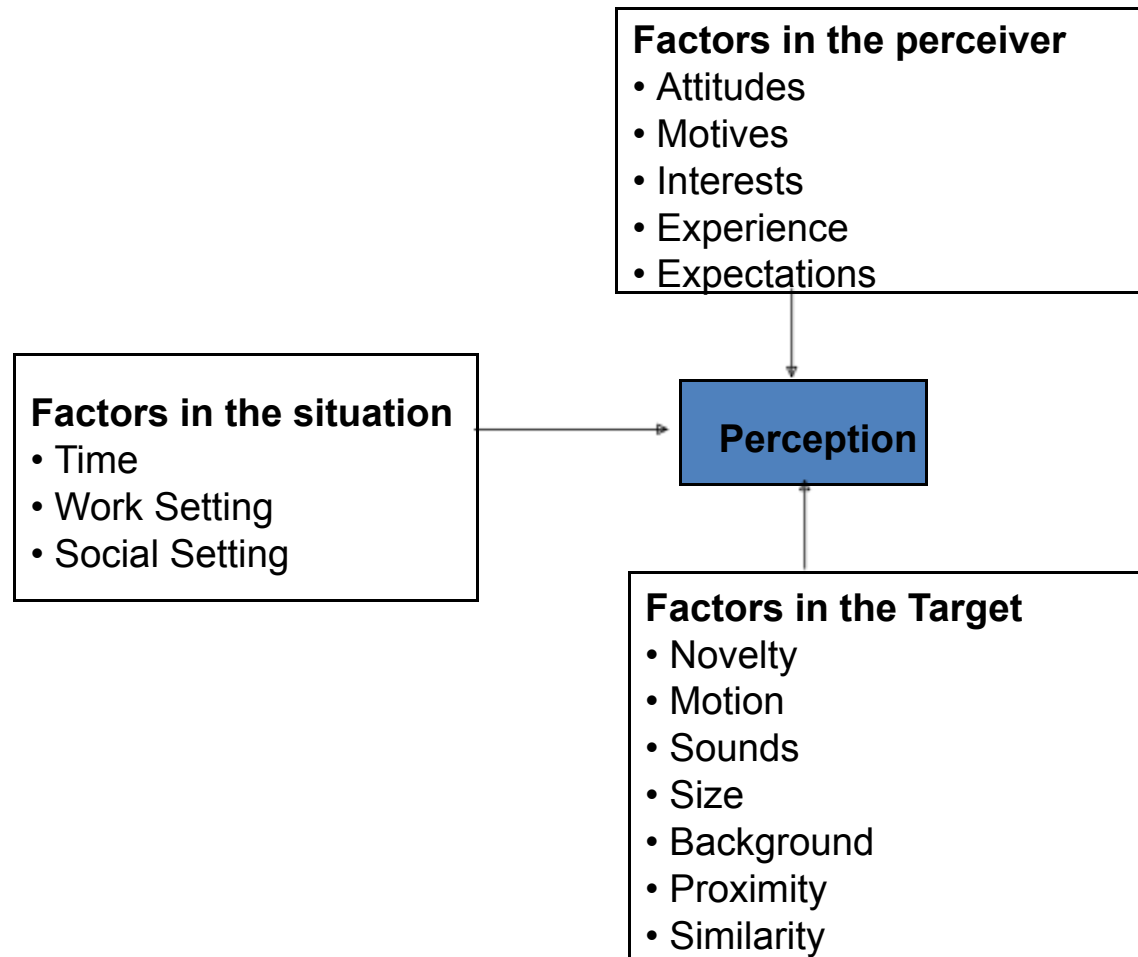
Difference between Sensation and Perception

- Sensation involves detecting the presence of stimuli whereas Perception involves understanding what the stimuli means.
- Sensation is conceived with only physiological features but Perception is determined by both physiological and psychological features.

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



Factors in the target

External Factors:

- Size

Bigger the size of an object, higher the probability of being noticed.

- Intensity

It is obvious that more vibrant colours and lights grab the attention of an individual.

- Repetition

The best example is advertisement on television.

- Status

High Status people exert greater influence on the perception of the other individuals.

- Contrast

20 men and 1 woman in a group, woman will be noticed first.

- Movement

A moving object will receive more attention than the one standing still.

- Novelty & Familiarity

Either a new or familiar object will draw more attention

- Nature of the object

Whether the object is **audio or visual**. It is well known that pictures attract more attention than words.

Internal factors:

- Learning

M-A-C-D-O-W-E-L-L

M-A-C-D-O-N-A-L-D

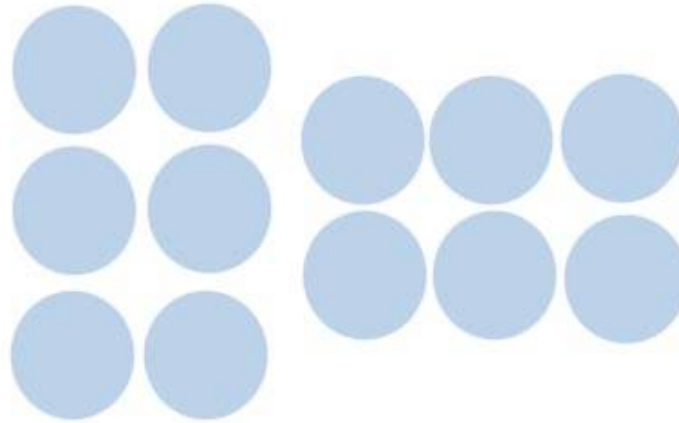
M-A-C-B-E-T-H

M-A-C-H-I-N-E-R-Y

- Motivation
- Personality

Proximity

The law of proximity is a principle in Gestalt psychology that describes how the human eye perceives elements that are close together as more related than elements that are further apart.



Law of Proximity:

Objects near each other tend to be grouped together.

The circles on the left appear to be grouped in vertical columns, while those on the right appear to be grouped in horizontal rows.

Unilever Logo



Similarity

The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.



Law of Similarity:

Items that are similar tend to be grouped together.

In the image above, most people see vertical columns of circles and squares.

Factors in the Perceiver

- Situation
- Beliefs (His values & ethics)
- Current Psychological state
- Past Experience
- Expectations
- Interests
- Motives
- Attitudes

Factors in the Situation

- Time
- Work Setting
 - a) Physical environment
 - b) Company culture
 - c) Working conditions
- Social Setting

Barriers to Perceptual Accuracy

- Attribution Theory
- Stereotyping
- Halo Effect
- Selective Perception
- Projection
- Pygmalion effect

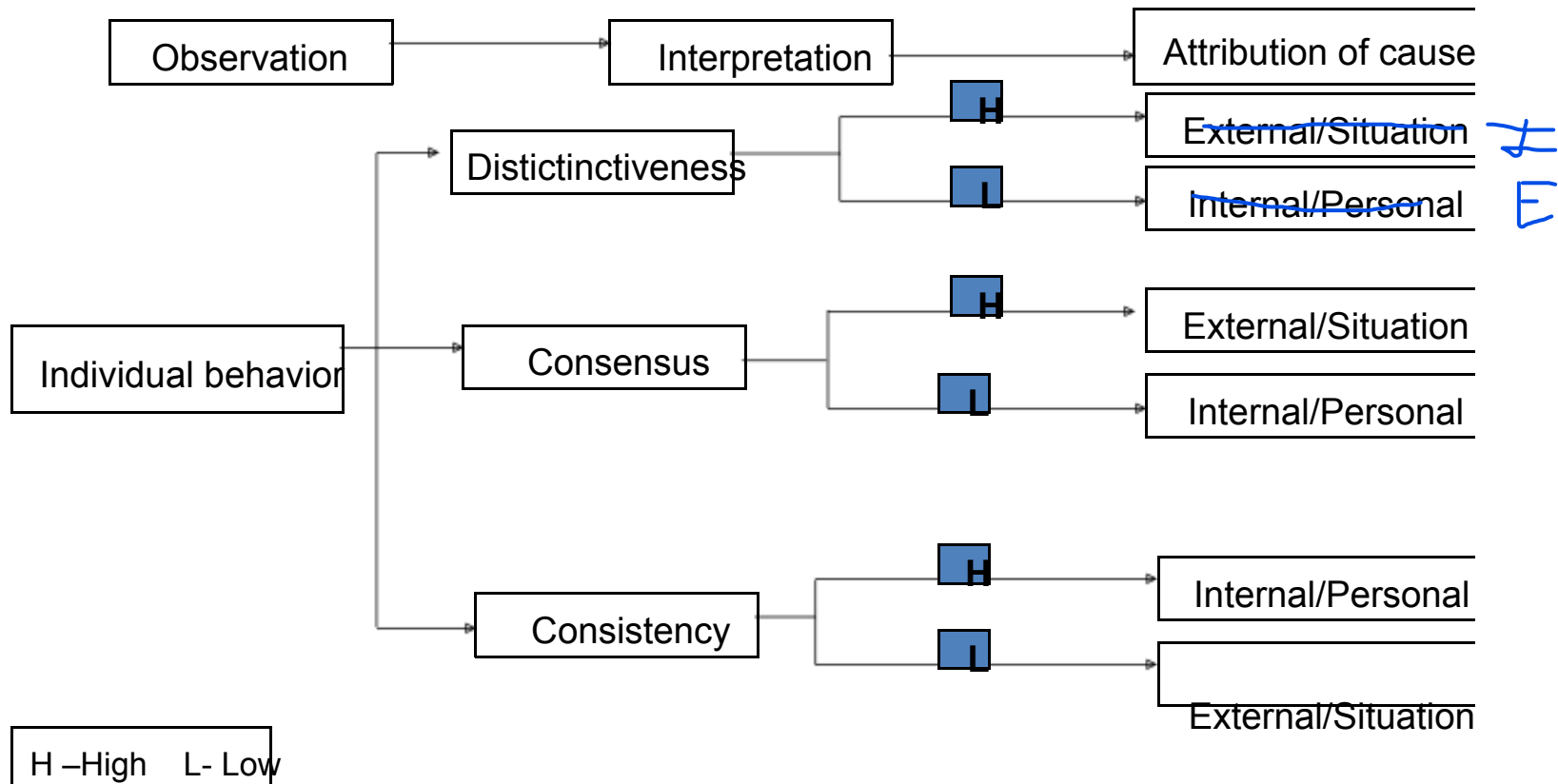
Attribution Theory

Attribution is the process by which people make judgements about the factors that influence another's behavior.

Attribution theory tries to explain “how people link actions and emotions to a particular causes”, both Internal and External.

Example: Students coming late to the class.

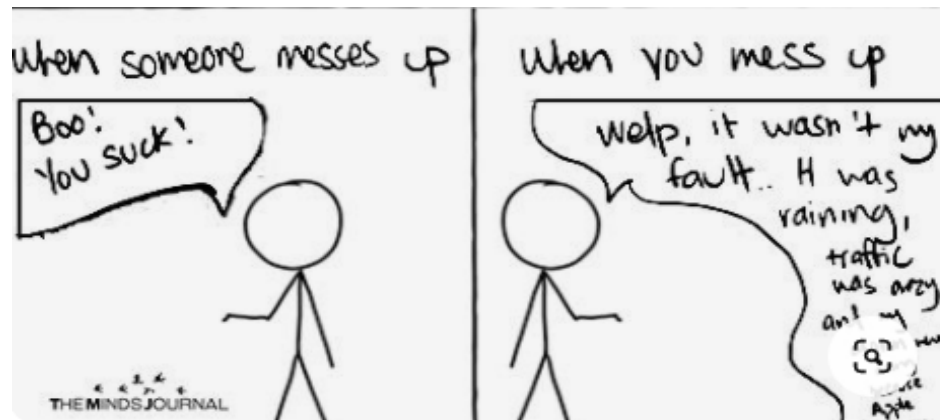
Attribution Theory



- Distinctiveness: indicates that the behavior of an individual is different every time. The cause could be external factors.
- Consensus: indicates that the behavior of an individual is same with others. The cause could be external factors.
- Consistency: indicates that the behavior of an individual is same over a period of time. The cause could be internal factors.

- ## Fundamental Attribution Error

The fundamental attribution error refers to an individual's tendency to attribute another's actions to their character or personality, while attributing their behavior to external situational factors outside of their control.



The fundamental attribution error (also known as **correspondence bias** or **over-attribution effect**) is the tendency for people to over-emphasize dispositional, or personality-based explanations for behaviors observed in others while under-emphasizing situational explanations.

- **Self-Serving Bias**

The tendency to attribute one's successes to internal factors while putting the blame for failures on external factors.



- **Selective Perception :**

Individuals tend to **perceive things according to their beliefs** more than as they really are, and react accordingly.

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 characteristics.

For example:

- A Smiling Person is honest.
- Just because a person dress like a rock star, it does not mean he can sing, dance or play the guitar.

- **Projection :**

The mental process by which people attribute to others what is in their own minds.

For instance, individuals who are in a self-critical state, consciously or unconsciously, may think that other people are critical of them.

- Attributing one's own characteristics to other people.

Example: An honest and trustworthy person take it for granted that others are equally honest and trustworthy.

- **Stereotyping**

A **stereotype** is a belief that may be adopted about specific types of individuals or certain ways of doing things, but that belief may or may not accurately reflect reality.

Example:

Men are strong and do all the work.

Girls are not good at sports.

Guys are messy and unclean.

- **Contrast effects**

Occur when an individual is compared to other people on the same characteristics on which the others rank higher or lower.

Example:

Put one hand into hot water and other into cold water, then move them both to lukewarm water. The cold hand will feel hot and the hot hand will feel cold.

- **Self-fulfilling prophecy/ Pygmalion Effect**
 - Refer to situations where once an expectation is set, even if it is not true, some of us will act in ways that are consistent with that expectation. The expectation then becomes true.
 - Can have either positive or negative outcomes.
 - Managers should adopt positive and optimistic approaches to people at work.