**Perception of self and others**

* **Perception Process**
* Perception is the process of selectively attending to information and assigning meaning to it
* For each person, perception becomes reality
* Interpretation of situations differs for everyone
* The brain selects some of the information it receives from our senses, organizes the information and then interprets it
* **Attention and selection**
* Sensory stimuli dependent upon an individual’s needs, interests and expectations
* Needs
  + We pay attention to information that meets our biological and psychological needs
* Interests
  + We pay attention to information that reflects our interests
  + More likely to pay attention to what someone is saying if you have a personal relationship
* Expectations
  + We pay attention to what we expect to see and overlook information that violates our expectations
* **Organization of stimuli**
* Brain arranges stimuli so that they make sense according to organizing principles such as simplicity and patterns
* Language organization
* Simplicity
  + If stimuli is complex, the brain breaks it down into more understandable stimuli to better process information
  + Verbal or nonverbal
* Pattern
  + Set of characteristics used to differentiate some things from others
  + We try to find patterns that help us organize and respond to behavior
* Interpretation of stimuli
  + Brain interprets information by assigning meaning to it
  + Often based on our past experiences
  + 248 7324
  + 336 84 0239
  + 4653 7896 3758 8473
* **Perceptions of self**
* Self-concept
  + Self-identity, the images you have about your skills, knowledge, personality
* Self-esteem
  + Overall evaluation of your competence and personal worthiness
* **Forming and maintaining a self-concept**
* Personal experiences
  + Self-concept is formed through our interpretation of our personal experiences regarding our skills, abilities, knowledge, competencies and personality
  + First experiences are emphasized, especially if negative
  + Need more than one contradictory experience to change our minds
* Reactions and responses of others
* Self-concept is formed by the way others react and respond to us
* What other people say can validate, reinforce or alter our perception of who and what we are
* Respecting the person who is reacting to us changes how we will view their commentary
* Reactions can be positive or negative
* Ideal self-concept
  + What we would like to be
* **Developing and maintaining self-esteem**
* Importance or value we place on what we do well or poorly and the value we place on what we do well
* High self-esteem requires both the perception of having a characteristic and a belief that the characteristic is valuable
* We look for people who reinforce their own self-perceptions
* Influence of gender and culture on self-perceptions
* Culture and gender have a great effect on one’s self perceptions
* Men and women may be socialized to view themselves differently
* Norms for what it means to be masculine or feminine
* Changing self-perceptions
* It is possible to change self-perception
* Self-perception directly affects how we form our relationships, interact within them, how we interact in small group settings
* **Accuracy and Distortion of self-perceptions**
* Incongruence
  + The gap between our inaccurate self-perceptions and reality
  + Individuals tend to reinforce their self-perceptions by behaving in ways that conform to their perceived self-perceptions
* Self-fulfilling prophecies
  + False perception of a situation or characteristic or skill that leads to behaviors that perpetuate that false perception as true
  + Predictions we make about ourselves
  + We can talk ourselves into success or failure

• Filtering messages

–the way we filter messages

–tend to pay more attention to messages that we agree with or are in our value system

* Selective process theories

• selective exposure

–people tend to expose themselves only to messages that are consistent with their pre-existing beliefs

• selective retention

–people tend to remember messages that are consistent with their belief system

• selective perception

–people interpret messages in ways that are consistent with their viewpoint

* **Effects of self-perception on communication**
* Self-perceptions moderate how we talk to ourselves
  + If we have a high self-esteem, our self-talk tends to be more positive
* Self-perceptions influence how we talk about ourselves with others
  + If we have high self-esteem, we are more likely to communicate positively
* Self-perceptions affect communication apprehension
  + Poor self-esteem leads to a heightened level of communication apprehension
* Self-monitoring
  + Internal process of observing, analyzing and regulating your own behavior based on your analysis of the situation
* Social construction of self
  + We socially construct ourselves through the roles we take on
  + Pattern of learned behaviors that people use to meet the perceived demands of a particular context
  + Facebook
* **Perception of others**
* Uncertainty reduction
  + Process of monitoring the social environment to learn more about self and others
* Observing others
  + We form our perceptions of others by observation and interaction
* Implicit personality theories
  + Assumptions about physical characteristics and personality traits or behaviors are associated with one another
* Halo effect
  + Generalize and perceive that a person has a whole set of characteristics when you have only observed one
* Stereotypes
  + Generalizations used to describe or distinguish a group
* Prejudice
  + 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
  + Positive or negative attitude
* Discrimination
  + Negative action toward a social group or its members on account of group membership

• **Emotional state**

–affects how we interact with others at a certain time

* Accuracy of social perceptions
* Question the accuracy of your perceptions
  + Have you overlooked anything
* Seek more information to verify perceptions
* Realize your perceptions of a person will change over time
* Use the skill of perception checking
  + A message that reflects your understanding of the meaning of another person’s nonverbal behavior