



# Perception Distortion

# Meaning

- Perceptual distortions are incorrect understanding or abnormal interpretation of a perceptual experience. A perceptual distortion occurs when a person's response to stimuli varies from how it is commonly perceived. Perceptual distortion can relate to either sensory or psychological disorders, medication or drugs, or physical damage to the brain or sensory organ.



# Perceptual Distortion Types

Personality

Mental Set

Attribution

HALO Effect

Stereotype

First Impression

# Personality



- Personality of the perceiver greatly influence the perception of other persons.)
- Personality influence perception because of 2 reason
  - First, the perceiver tries to project his personality attributes in others, known as projection.
  - Second, the perceiver tries to fit his attitude, beliefs, expectation to reality known as process of self-fulfilling.

# Mental Set



- Mental set is the tendency one has to react in a certain way to a given situation.
- In organization setting, people have tendency to perceive about others on the basis of this mental set which cause misperception.
- For ex. Suppose you are a contestant in a track meet and are positioning yourself in your starting blocks as you hear the preparatory command, get ready, get set when you hear the command, Go you take off at once since you are already set and ready to this command.

# Attribution

- Attribution is the process by which we make sense of our environment through our perception of our causality.
- Why is that person so successful? Why did that project fail? If we understand the causes of success, failure and conflicts , we may be able to adjust our behavior and other factors accordingly.

## Attribution Theory

To what do you attribute your performance?

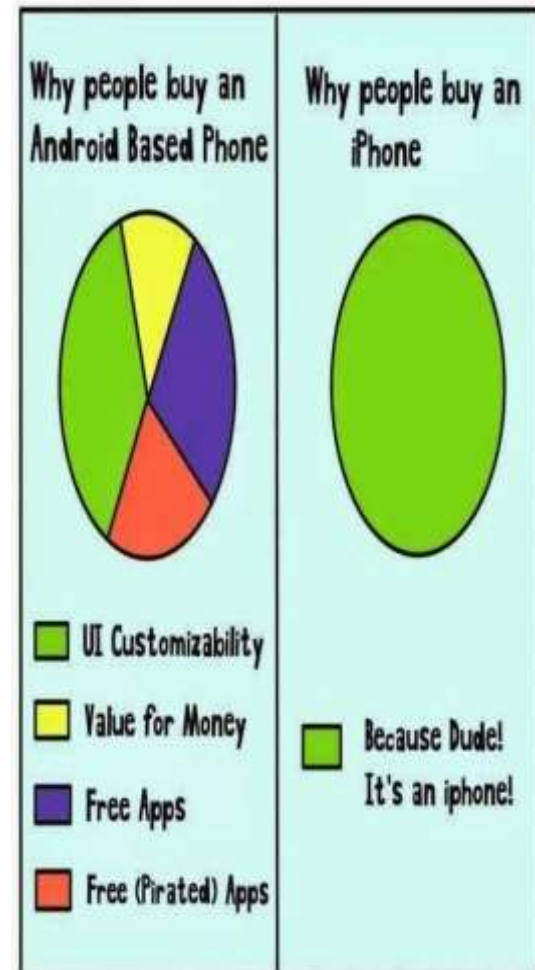
		<i>Perceived Ability</i>	
		High	Low
<i>Performance</i>	Success	Ability/Effort	Luck
	Failure	(Lack of) Effort	(Lack of) Ability

# Cont..

- Attribution is simply the process of attaching or attributing causes or reason to the actions and events we see. Causality is usually described in terms of internal causality and external causality.
- For ex. We may explain a particular individuals success or promotion with reference to his/her superior skills and knowledge (internal causality) or with reference to luck, 'friends in high places' and coincidence (external causality).

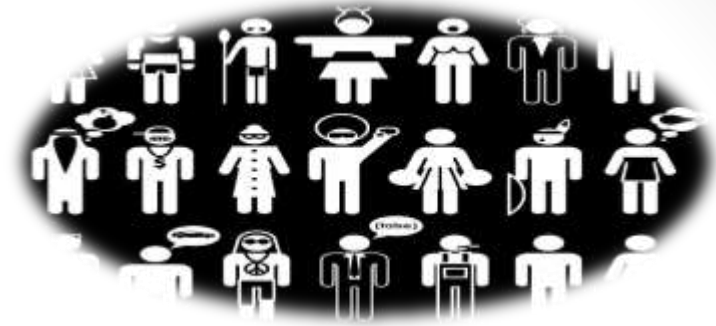
# HALO Effect

- The term halo effect was used by the psychologist Edward Thorndike in 1920.
- A HALO Effect is a judgment based on a single striking characteristics such as an aspects of dress, speech, posture, or nationality. HALO Effect can be negative as well as positive.
- For ex. It is a natural human response on a meeting a stranger, to make judgment about the kind of person they are and whether we will like them or not.





# Stereotyping



Stereotyping occurs when the perceiver judges or perceives a person on the basis of characteristics of the group to which he belongs.

- The person is not perceived as an individual with specific set of his characteristics but on the basis of his group characteristics.
- For ex. There are some stereotyping at the international level like; Japanese are industrious, Italian are quick tempered American are materialistic and ambitious.

# First Impression

- It is very common that people evaluate others on the basis of first impression.
- The evaluation based on first impression may be correct if it is based on adequate and significant evidence.
- However, since first impression evaluation is not based on adequate information, it may not be true reflection of peoples being perceived.
- This can be corrected by more frequent interaction, though erasing of first impression evaluation is not that easy.

