

Perception

Lecture 13

Perception



Perception

- Perception is
 - Selection and organization of environmental stimuli
 - To provide meaningful experiences for the perceiver

Perceptual Process

Environmental Stimuli

(Objects and People in your vicinity)

Observation

(Taste, Smell, Hearing, Sight, Touch)

Perceptual Selection

External Factors (size, intensity, motion, contrast, repetition, novelty, familiarity)

Internal Factors (Personality, Learning, Motivation)

Perceptual Organization

Perceptual Grouping like Continuity, Closure, Proximity, Similarity

Interpretation

Response

Covert (Attitudes, Motivations, Feelings)

Overt (Behavior)

Perceptual Errors

- Accuracy of Judgment
 - Similarity error, Contrast Error, Race/Gender/Age bias, First-impressions error
- Perceptual Defense
 - People hear what they want to hear and disregard the rest
- Stereotyping
 - Assigning attributes on the basis of category of people of which the person is a member
 - For e.g., Doctor – thief – rich person

Perceptual Errors

- Halo Effect
 - Evaluating person solely on the basis of one attribute
 - favorable or unfavorable
- Projection
 - Tendency to see one's own traits in other people
- Expectancy Effects
 - Extent to which prior expectations bias perceptions of events, objects and people