

# PERCEPTION

1

*Psychology*

# *Learning Outcomes*

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- *Perceptual Constancies*
- *Common perceptual distortion*

# Perceptual Constancies

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- **Perceptual constancy**

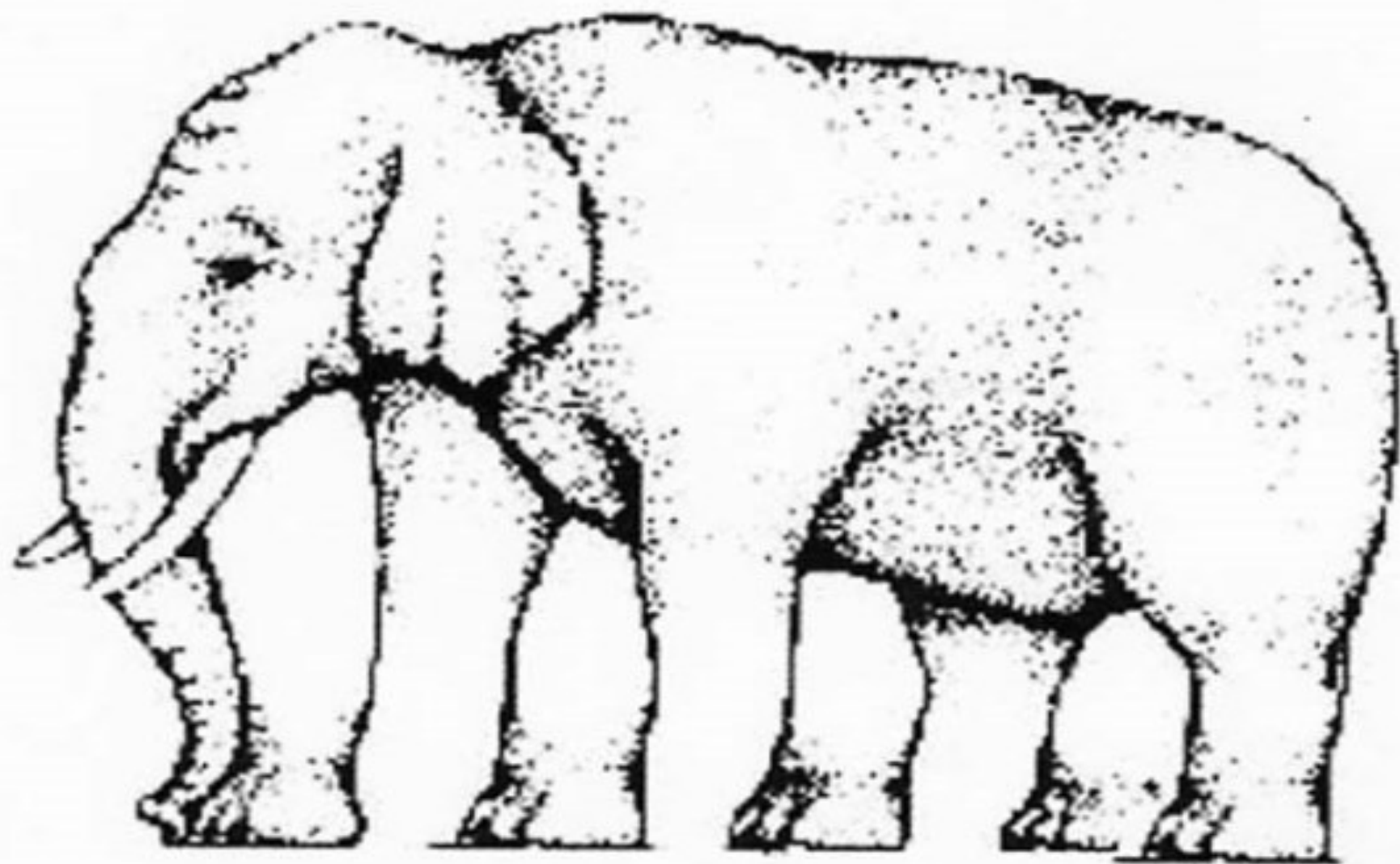
A tendency to **perceive** objects as stable and unchanging **despite** changes in sensory stimulation. **Memory** and **experience** plays vital role.

*e.g. white house will remain white, (Taj Mahal)*

- **Size constancy**

A perception of an object as the same size regardless of the distance from which it is viewed.

*e.g. Train*



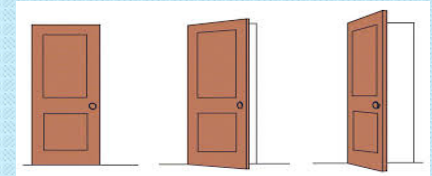
How many legs does this elephant have?

## Cont...

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- **Shape constancy**

*A tendency to see an object as the same shape no matter what angle it is viewed from.*



- **Brightness constancy**

*A perception of brightness as the same, even though the amount of light reaching the retina changes.*

- **Color constancy**

*An inclination to perceive familiar objects as retaining their color despite changes in sensory information.*



## *Does spelling really matter?*

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*I cdnuolt blveiee taht I aulaclty uesdnatnrd  
waht I was rdanieg The phaonmneal pweor of  
the hmuan mnid Aoccdrnig to a rscheearch at  
Cmabrigde Uinervtisy, it deosn't mttair in  
waht oredr the ltteers in a wrod are, the olny  
iprmoatnt tihng is taht the frist and lsat ltteer  
be in the rghit pclae. The rset can be a taotl  
mses and you can sitll raed it wouthit a  
porblem. Tihs is bcuseae the huamn mnid deos  
not raed ervey lteter by istlef, but the wrod as  
a wlohe. Amzanig huh? Yaeh and I awlyas  
thuohgt slpeling was ipmorantt.*

# *Common Perceptual Distortions*

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*All of the perceptual distortions occur at different stages of perceptual process.*

- *Stereotypes*
- *Halo Effects*
- *Selective Perception*
- *Projection*
- *Contrast Effects*
- *Self-fulfilling prophecy*

## Cont...

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### ● **Stereotypes**

*Combines information based on the category or class to which a person, situation or object belongs.*

- ✓ e.g. women are poor drivers and cannot be a managers.
- ✓ Old people cannot learn new skills.

### ● **Halo Effect**

*When one attribute (intelligence, sociability or appearance) of a person or situation is used to develop an overall impression of the individual or situation.*

- ✓ Punctuality



## Cont...

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### ● **Selective Perception**

- ✓ *The tendency to single out those aspects of a situation, person, or object that are consistent with one's needs, values or attitudes*
- ✓ *A person only perceives what he desires to and ignores other viewpoints.*

*e.g. Teacher may have favorite student because they are biased by in-group favoritism. The teacher ignores the student's poor attainment and they might not notice the progress of their least favorite student*

*Consumers may engage in some ads and not others due to their pre-affiliation with the product or pre-existing beliefs about the brand*

## Cont...

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### ● **Projection**

*The assignment of one's personal attributes to other individual. It occurs at interpretation stage.*

*It can be controlled by high degree of understanding and self-awareness.*

*e.g. A person who is corrupt will see others as corrupt.*

*A teacher who is regular and punctual will expect his/her students to be regular and punctual.*

## Cont...

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- ***Contrast Effects***

*When an individual is compared to other people on the same characteristics on which the other rank higher or lower.*

*e.g. two siblings with different academic performance.*

- ***Self-fulfilling prophecy***

*The tendency to create or find in another situation or individual that which one expected to find.*

**e.g. predictions**

**if investors think the stock market will crash, they will buy fewer stocks.**

***THANK YOU  
HAPPY LEARNING STUDENTS!***