

PERCEPTION

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Psychology

Learning Outcomes

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- *Definition of Perception*
- *What is Perceptual Process?*
- *Factors affecting Perceptual Process*
- *Stages of Perceptual Process*

Definition

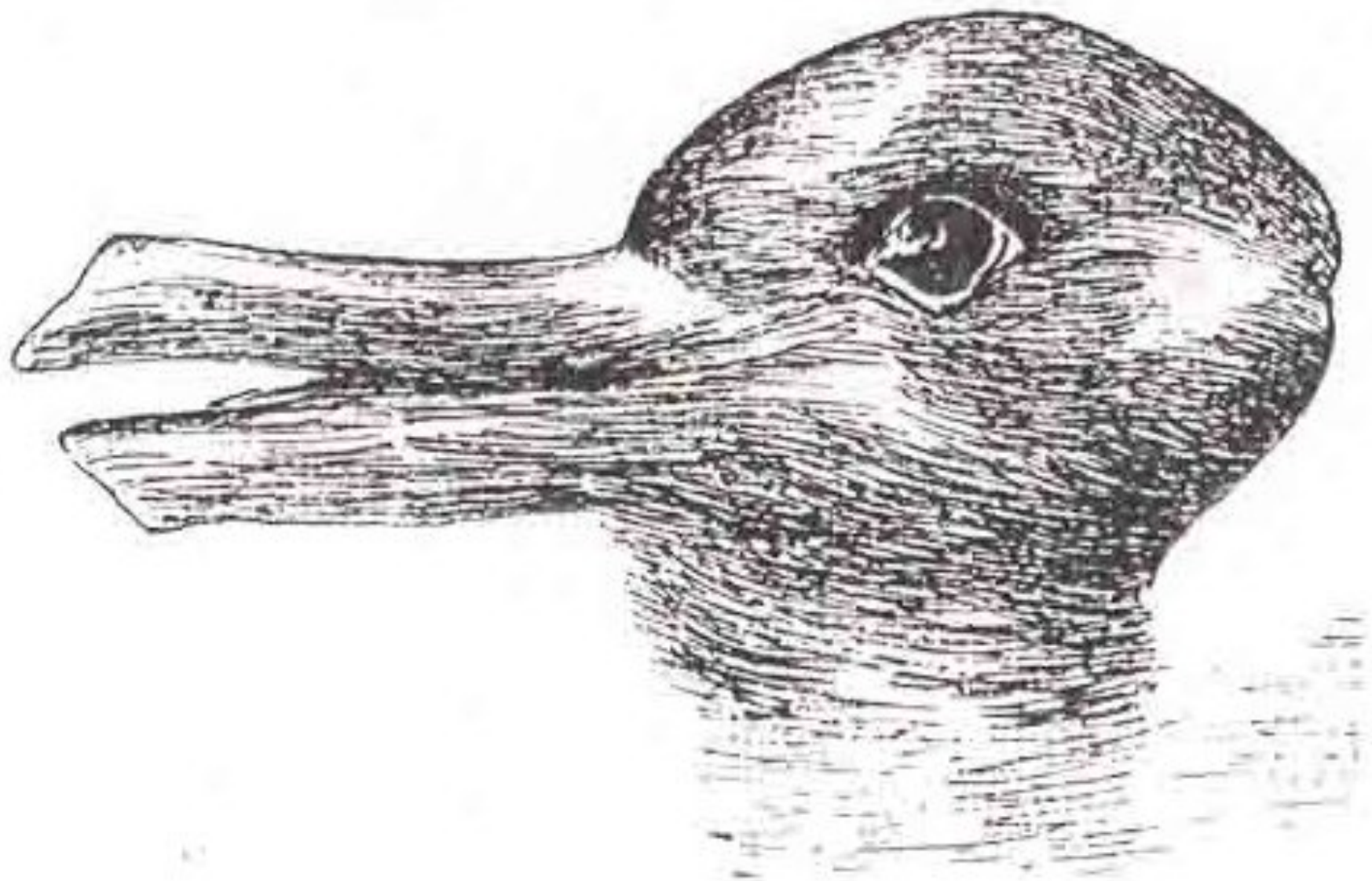
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“Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment”.

“The process by which sensory input is interpreted.”

“Perception is the organization of sensory input into meaningful experience”

“The process of creating meaningful patterns from raw sensory information”.



What is perceptual process?

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- *The process by which people select, organize, interpret, retrieve, and respond to information”.*
- *Perceptual information is gathered from:*
 - ▣ **Sight**
 - ▣ **Hearing**
 - ▣ **Touch**
 - ▣ **Taste**
 - ▣ **Smell**



Factors Affecting the Perceptual Process

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- ***Characteristics of the perceiver***

- ✓ Motivation
- ✓ Values and attitudes
- ✓ Expectations
- ✓ Cognitive Style
- ✓ Past Experience and Culture
- ✓ Personality

- ***Characteristic of Setting***

- ✓ Physical **context**
- ✓ Social context
- ✓ Organizational context

Cont...

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- ***Characteristics of the perceived (Person, Object or event) such as:***
 - ✓ **Contrast**
 - ✓ **Intensity**
 - ✓ **Size**
 - ✓ **Motion**
 - ✓ **Repetition or Uniqueness**

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