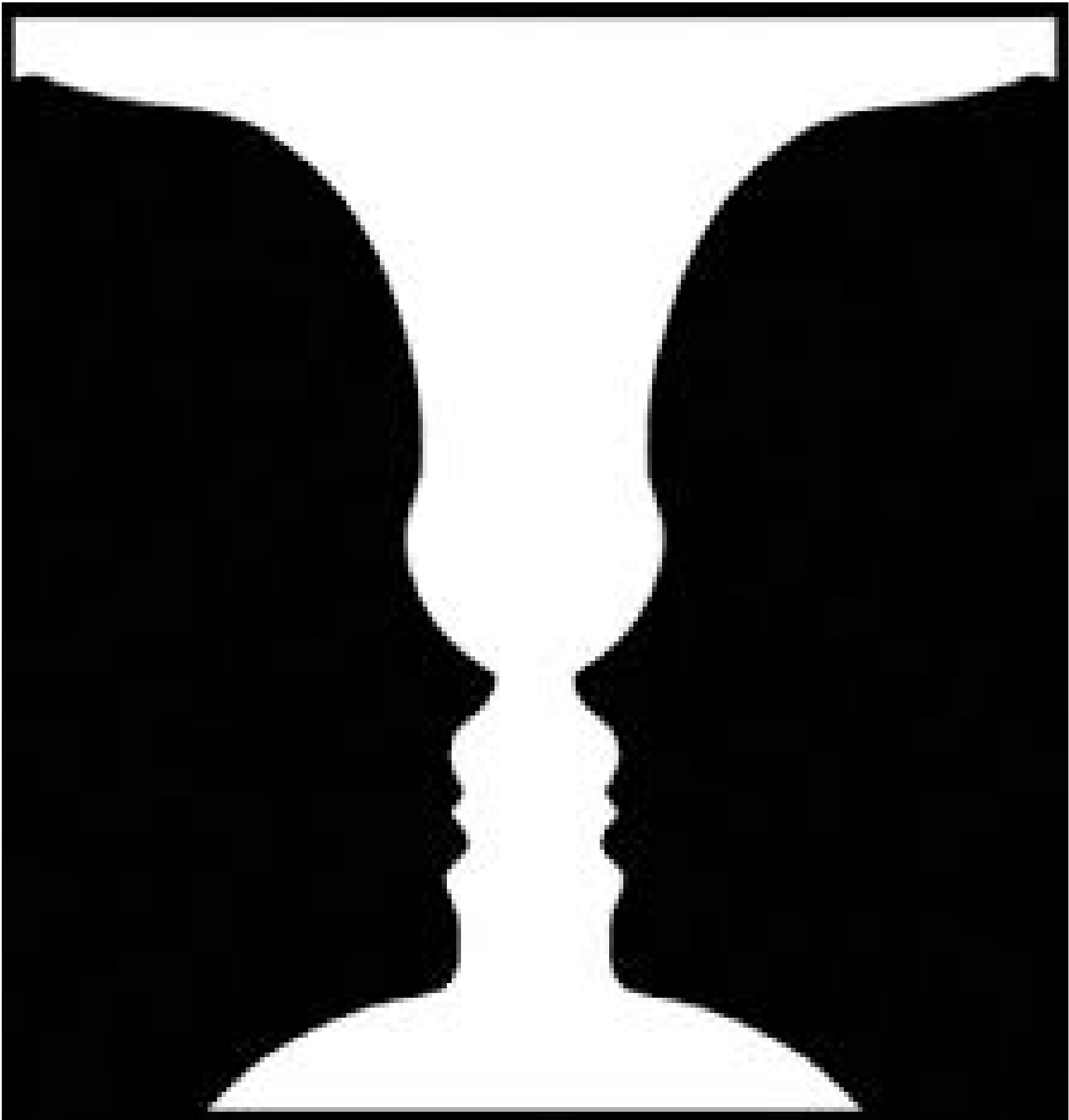


# What do you See?



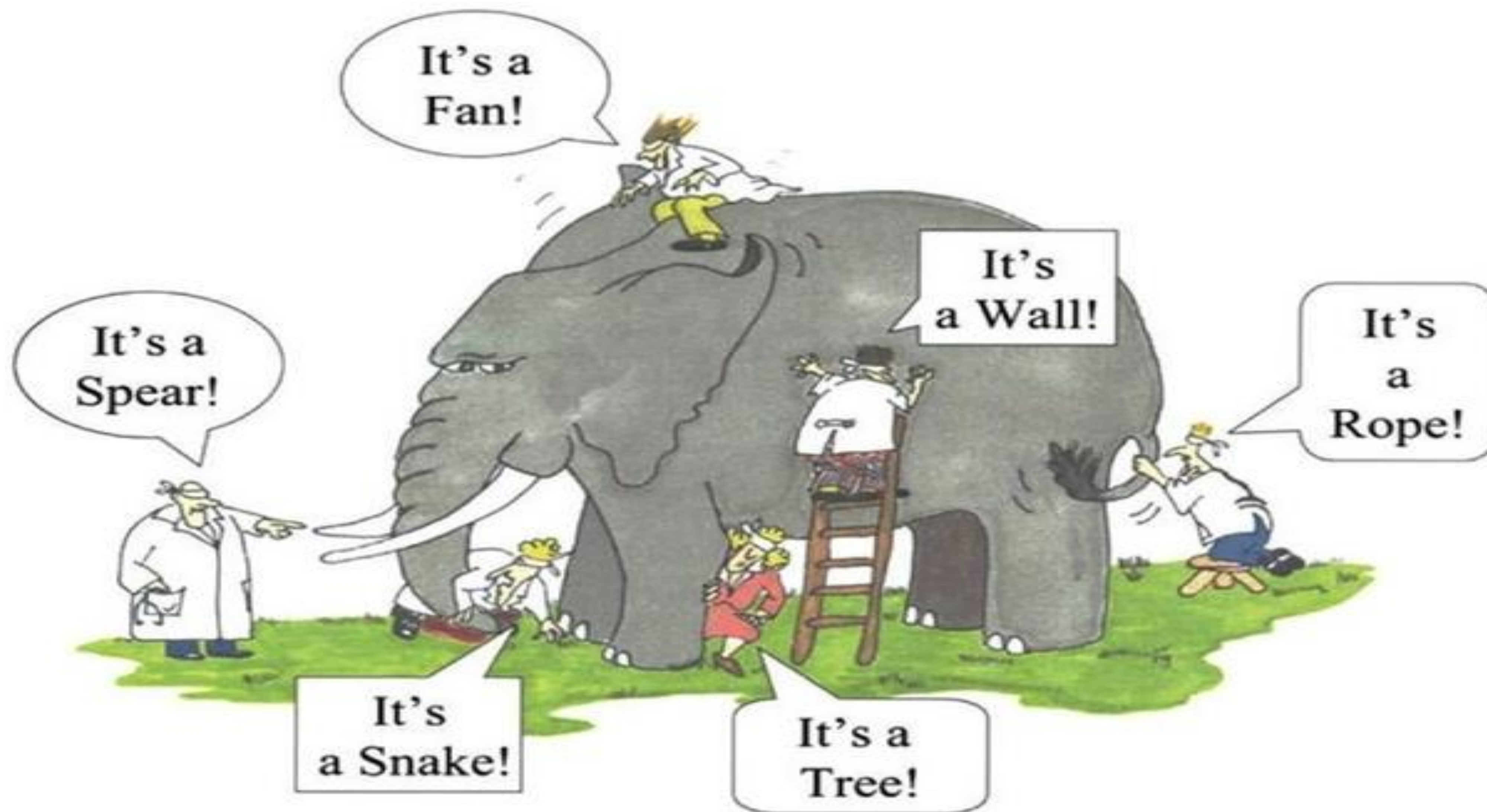
# What you see?





# What you See?





# Perception

# What is Perception?

Perception is the process of receiving information and making sense of the world around us.

Perception is basically the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment



# Two views of individual perception

Sensory perception

Gestalt theory of perception



### Gestalt Psychology

The whole is different than the sum of its parts

The diagram illustrates Gestalt psychology principles through a 2x6 grid of illustrations. The top row shows a collection of parts that form a whole when viewed together: a 4x3 grid of red circles, a box of 12 colored pills (6 green, 6 yellow), a box with 3 vertical green and yellow stripes, a solid orange box, a box wrapped in orange paper with a red ribbon, and a red crosshair. The bottom row shows the same parts individually, illustrating how the whole is lost when parts are separated: the 4x3 grid of red circles, the box of 12 colored pills, the box with 3 vertical green and yellow stripes, the solid orange box, the box wrapped in orange paper with a red ribbon, and a red crosshair.

verywell



# Gestalt Theory of Perception

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Gestalt principle: the whole adds up to more than the sum of its parts

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People perceive “form” above all else

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The form may remain constant even though some specific features of it may change (color, tempo, etc.) – “variations on the same theme”

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Applications: size, actual/illusion of motion, bordering for ads or displays while really the same

# Features of Perception

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Perception is an intellectual process-Person selects the data from the environment, organizes it and obtains meaning from it.

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Perception is a psychological process- The manner in which a person perceives the environment affects his behaviour. Thus, people's actions, emotions, thoughts are triggered by the perception of their surroundings.

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Perception being an intellectual psychological process becomes a subjective process and different people may perceive the same environmental event differently.

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Sensation and Perception

# Factors Influencing the Perceptual Process

11

## Perceiver

- Perception influenced by person's values, attitudes, past experiences, needs, personality

## Setting

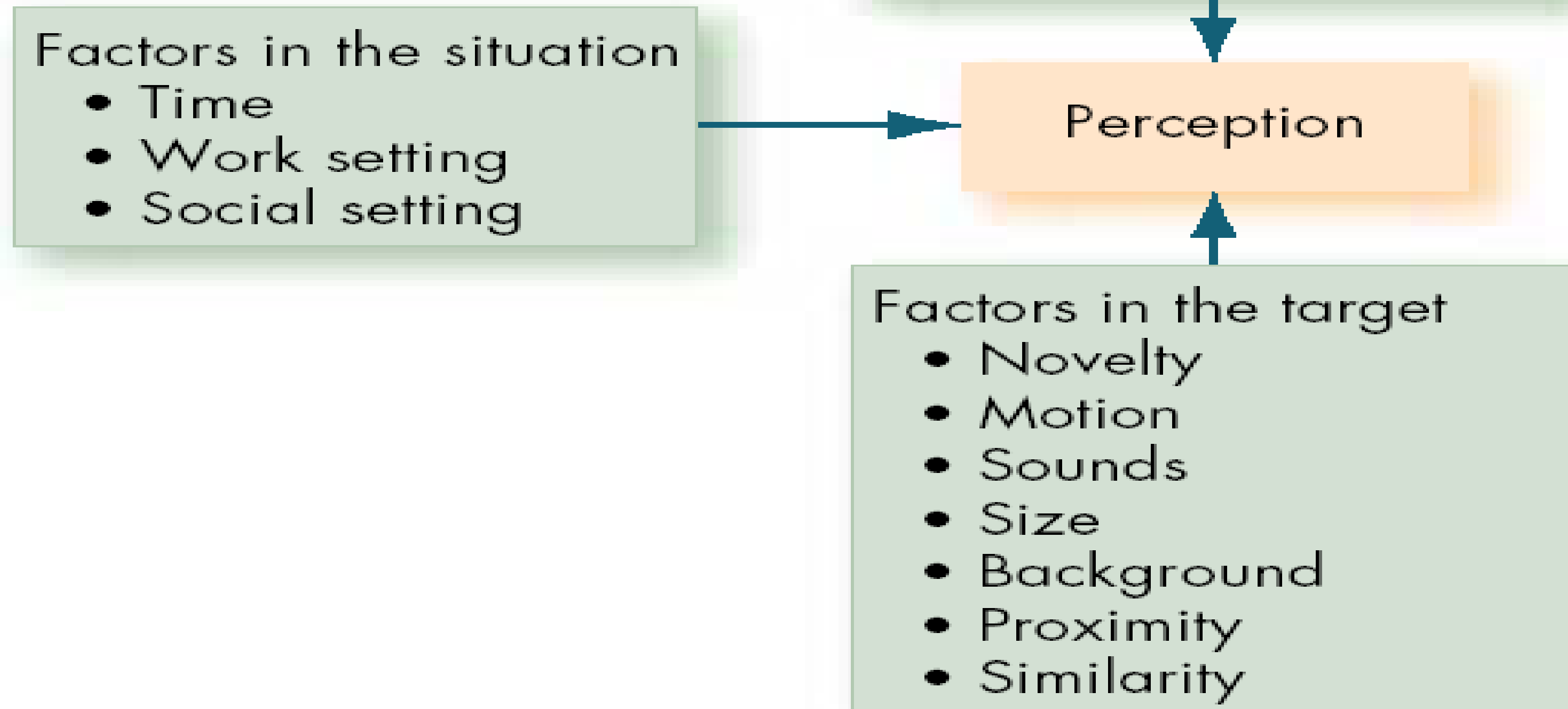
- Physical context, social context, organizational context

## Perceived

- Target's contrast, intensity, figure-ground separation, size, motion, repetition, novelty



# Factors That Influence Perception



# External Factors in Perceptual

## Selectivity

- Size
- Intensity
- Repetition
- Novelty and Familiarity Contrast
- Motion

# Internal Factors in Perceptual

## Selectivity

- Self-Concept
- Beliefs
- Expectations
- Inner Needs

## Response Disposition

- A person's tendency to perceive familiar stimuli rather than unfamiliar ones. Disposition ( a person's inherent qualities of mind and character)

## Response Salience

- Familiarity of Stimulus situations. Salience ( most noticeable)

## Perceptual Defense

- Denying the existence or importance of conflicting information.



# Perception Process

Selection/Stimulation

Organization

Interpretation

**RED BLUE WHITE**  
**YELLOW BLUE GREEN**  
**RED PURPLE BLACK**  
**BLUE ORANGE RED**  
**PURPLE RED BROWN**  
**BLUE YELLOW GREEN**

# Perceptual Organization

**Figure Ground Principle:** The tendency to keep certain phenomena in focus and other phenomena in background.





# Perceptual Organization

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**The Law of Proximity:** Stimulus elements that are closed together tend to be perceived as a group

---

**The Law of Similarity:** Similar stimuli tend to be grouped. Similar features of various stimuli irrespective of nearness.

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**The Law of Closure:** Stimuli tend to be grouped into complete figures

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**The Law of Good Continuation:** Stimuli tend to be grouped as to minimize change or discontinuity

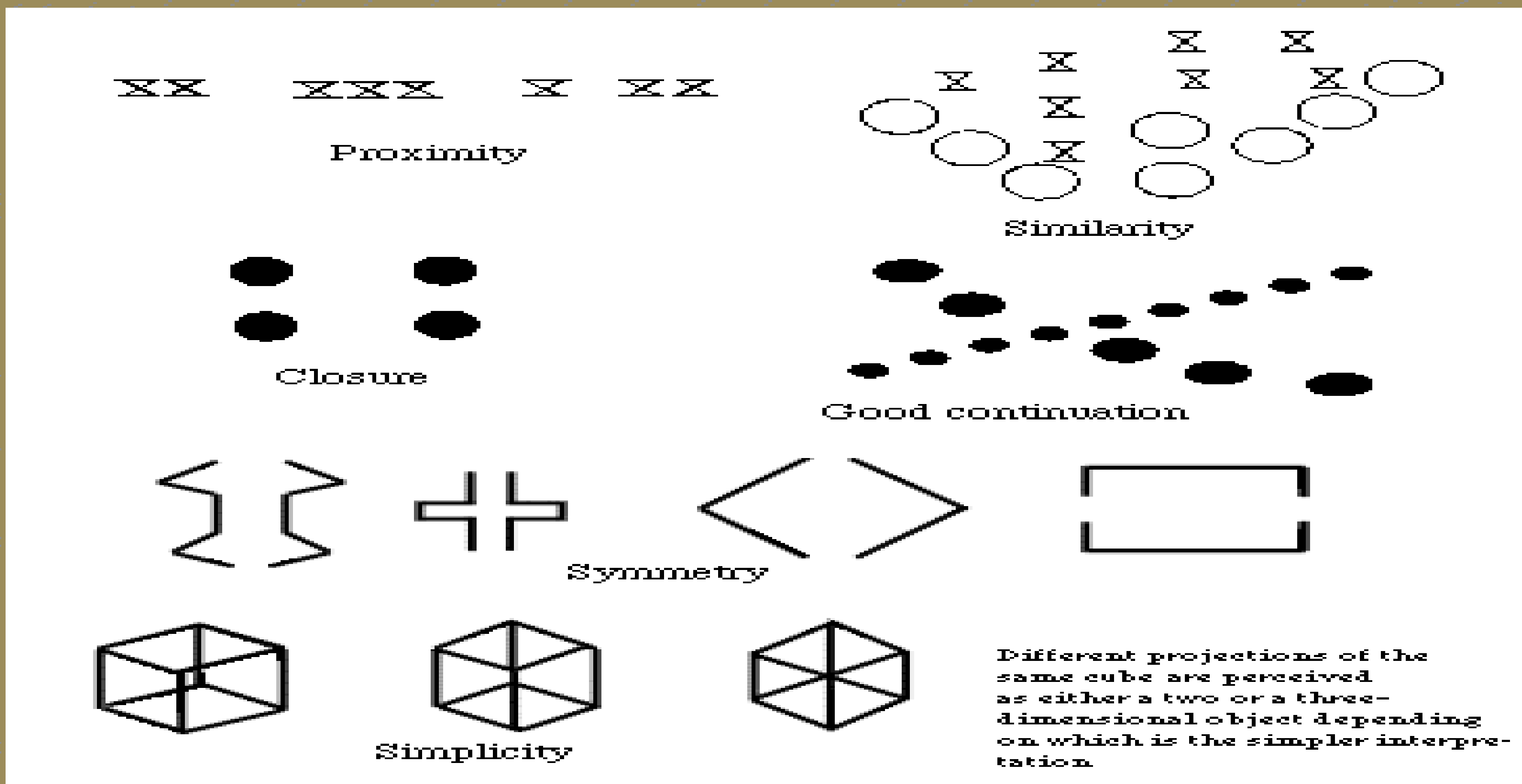
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**The Law of Simplicity:** Ambiguous stimuli tend to be resolved in favor of the simplest Figure.

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**The Law of Figure Ground Principle:** The tendency to keep certain phenomenon in focus and other phenomenon in background.

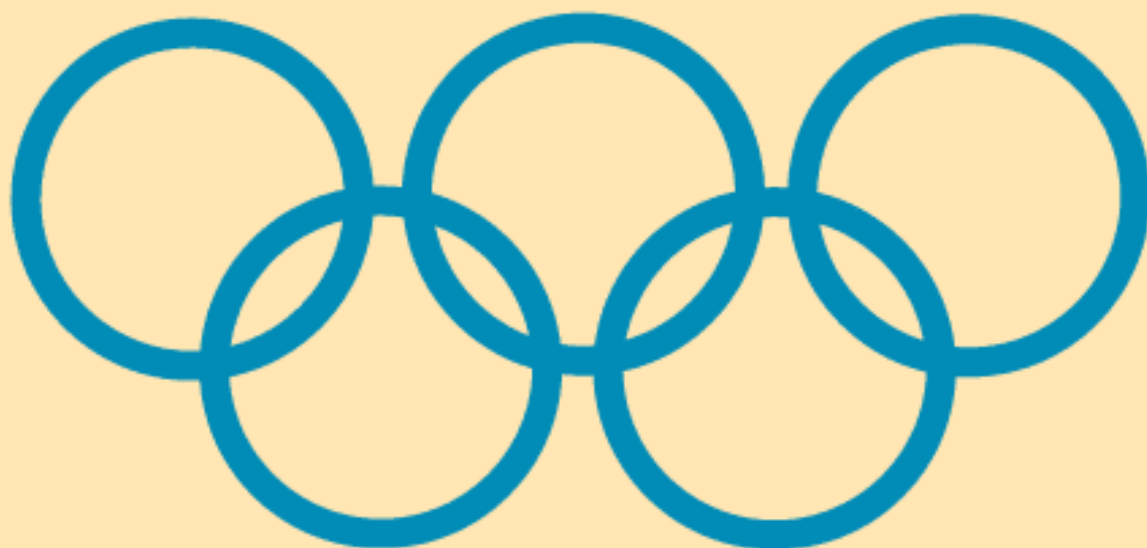
# Perceptual Organization



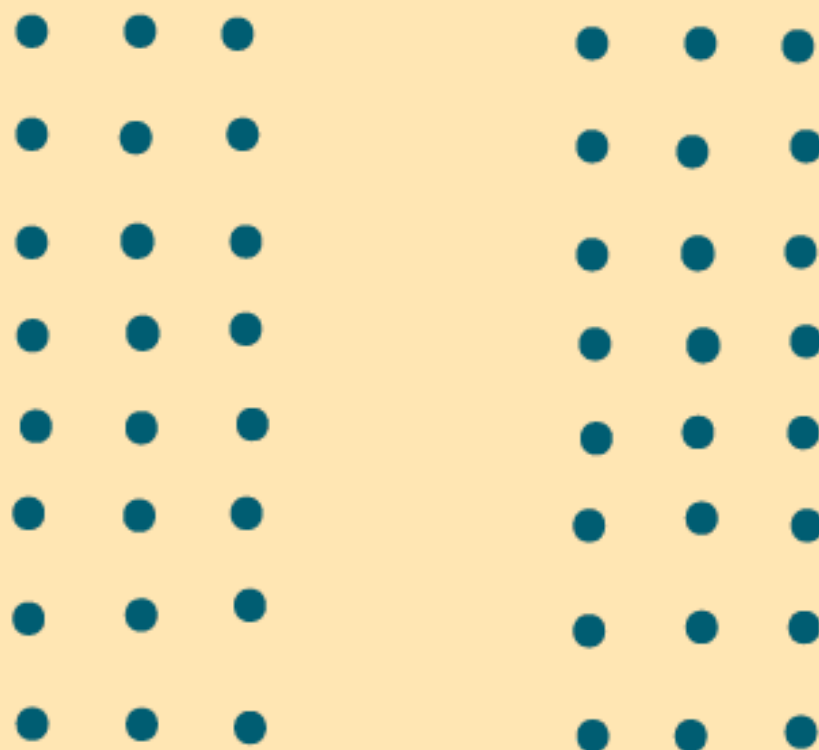
# Examples of the Gestalt Laws



Law of Similarity



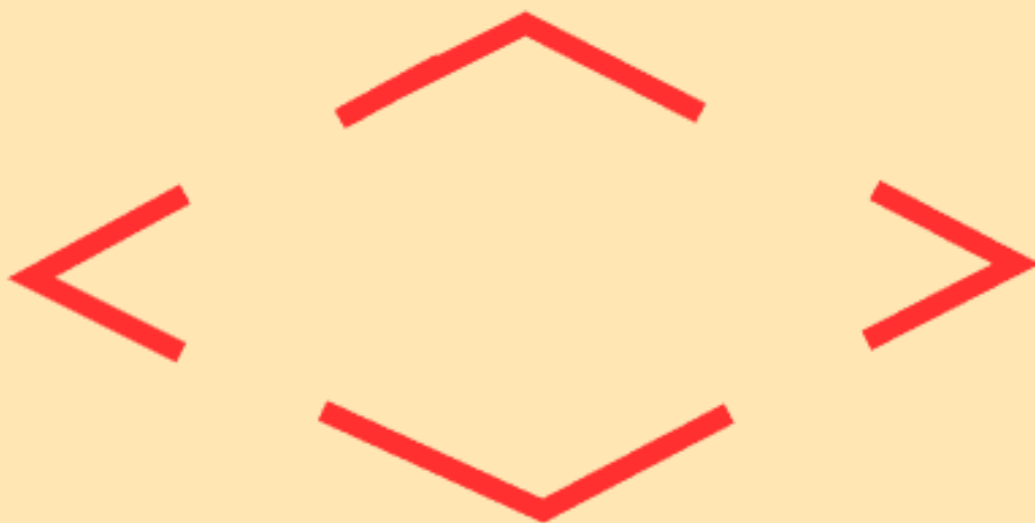
Law of Pragnanz or the Law of Good Figure



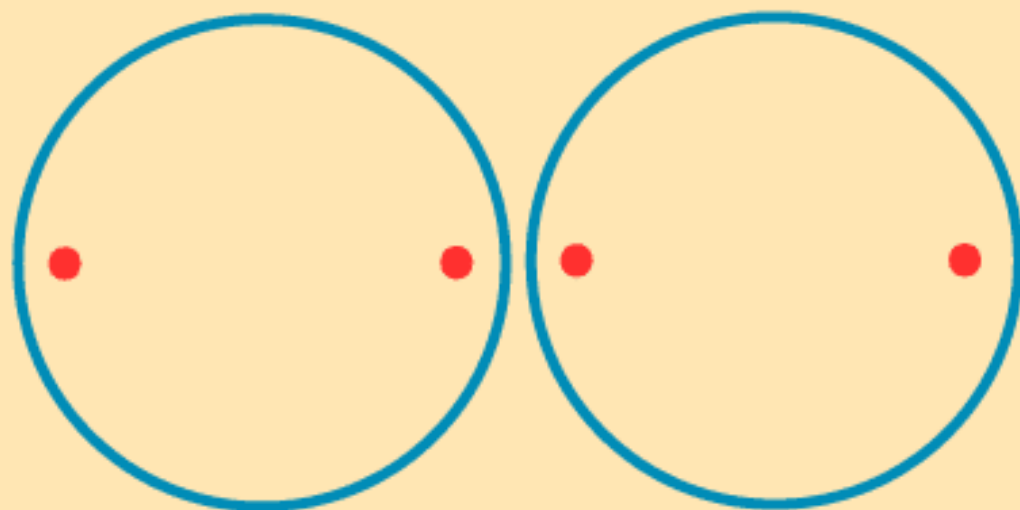
Law of Proximity



Law of Continuity



Law of Closure



The Law of Common Region



# Distortions in Perception

## Factors in perceiver

- personality
- mental set
- attribution
- first impression
- halo effect
- stereotyping

## Factors in person perceived

- status
- visibility of traits etc.

## Situational factors

# Perception and Attribution

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Attribution refers to how people in situations like the workplace construct explanations of other people's behavior. People are not exactly rocket scientists: these explanations can be highly simplified and strongly biased. What is interesting and helpful is that people's biases tend to be systematic and predictable.

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For example, people tend to overestimate personal/individual causes (abilities, motives, morals) and tend to underestimate situational causes, like nature of the job, compensation system, the economy, luck, the percentage of the population who are young.

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Another kind of bias occurs with the nature of a person's participation in a situation, and how it comes out. For example, if a student gets an A on a test, the student thinks it was because he or she is so smart. But if they get an F, the book is lousy, or some other reason. In general, people seem to think this way: Another basic principle is that people tend to attribute motives to people's behavior. So when people don't behave as you expect them to, you think they are doing it on purpose (usually, just to annoy you). In other words, people tend to assume a common understanding of a situation, but different motives and interests. They also tend to assume that other people do everything consciously: no oversight is truly an oversight, no inconsiderate action was just thoughtless

# Judgments About Others

## **attribution theory**

When individuals observe behavior, they attempt to determine whether it is internally or externally caused.

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Distinctiveness: shows different behaviors in different situations.

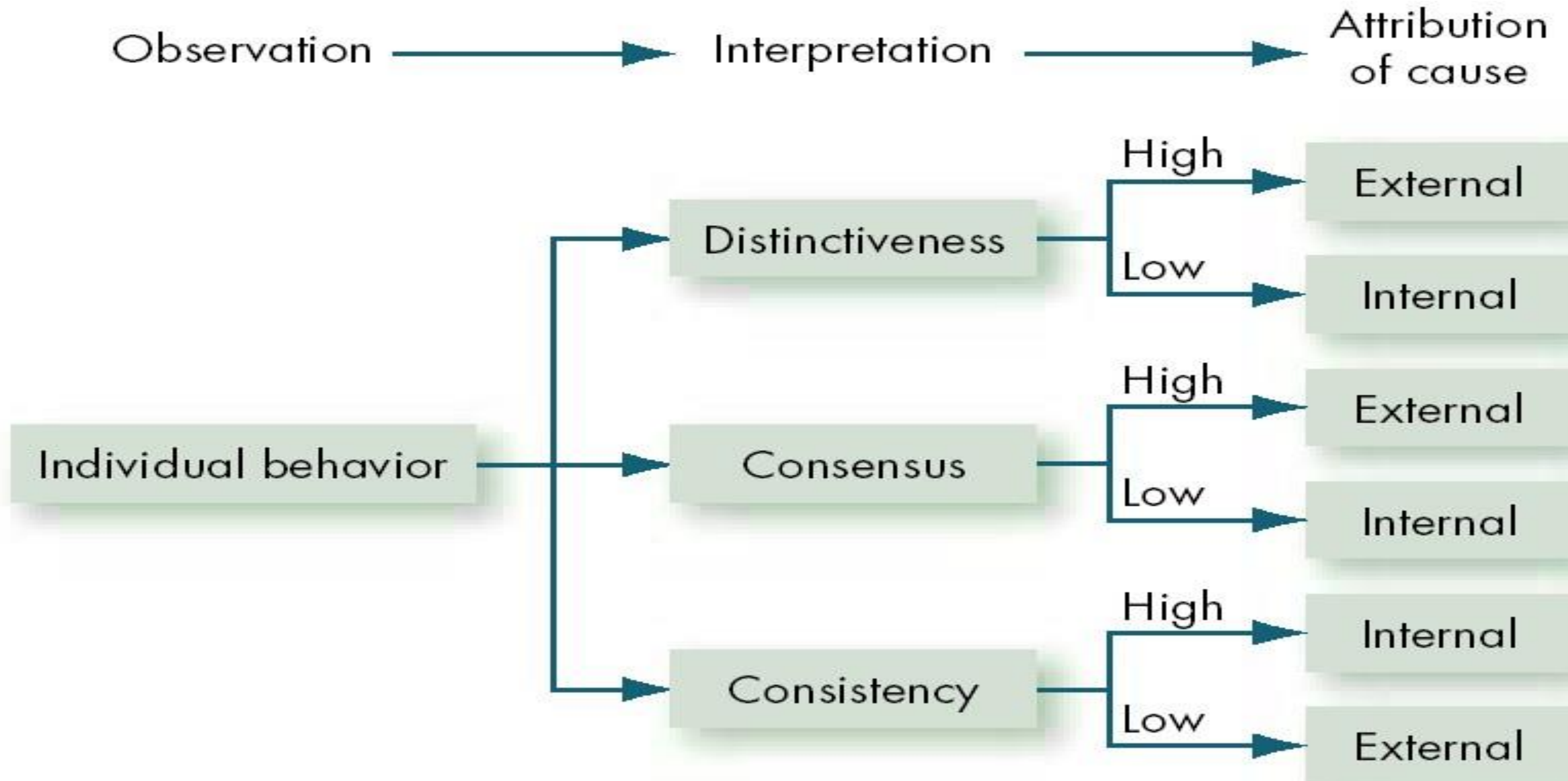
---

Consensus: response is the same as others to same situation.

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Consistency: responds in the same way over time.

# Attribution Theory





# Errors and Biases in Attributions

## **fundamental attribution error**

The tendency to underestimate the influence of external factors and overestimate the influence of internal factors when making judgments about the behavior of others.

# Errors and Biases in Attributions

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## **self-serving bias**

The tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors.

# Shortcuts in Judging Others

Selective  
Perception

Halo Effect

Contrast Effects

Projection

Stereotyping

# Frequently Used Shortcuts in Judging others

## **selective perception**

People selectively interpret what they see on the basis of their interests, background, experience, and attitudes.



# Frequently Used Shortcuts in Judging others

## **halo effect**

Drawing a general impression about an individual on the basis of a single characteristic.

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## **contrast effects**

Evaluation of a person's characteristics that are affected by comparisons with other people recently encountered who rank higher or lower on the same characteristics.

# Frequently Used Shortcuts in Judging others

## **projection**

Attributing one's own characteristics to other people.

## **stereotyping**

Judging someone on the basis of one's perception of the group to which that person belongs.

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