

**How Attitudes, Perceptions and Behaviours are Affected by Selective Perception,  
Discrimination and Halo Effect**

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## **How Attitudes, Perceptions and Behaviours are Affected by Selective Perception, Discrimination and Halo Effect**

The basis of our choices, decisions, interactions, judgement are greatly influenced by how we see or perceive things to be. The effect of this could have a dramatic impact on self or the organization in which you work.

The purpose of this paper is to show how attitudes, perceptions and behaviours are affected positively or negatively by selective perception, halo effect and discrimination in a personal or organizational context.

### **Selective Perception**

What we see depends not only on the structure of the sense organs and the attributes of and relations between things in the external world, but also on our expectations, needs and emotional states (Anderson & Hammond, 1968). Other factors such as expectations, needs and emotional state sometimes make perception to be selective. By selective here implies a tendency to align with ideas, events or things that interest you. Most times people behave differently depending on the environment or the people around them. Personally, I've been in a place where the atmosphere was so receptive. The excitement on the faces of the children around cannot be put in words. My perception of this place brought out the creative part in me to address issues that initially had no plans for. I later got feedback from the patron saying the performance of the kids in school was very impressive and he looked forward to having another session with me. This was an orphanage home.

## **Discrimination**

Have you ever experienced hostility or unfair treatment towards you because of your origin or background? (Behtoui, 2015). Oftentimes people are discriminated against based on their background or origin. The effect of that most times will have a long lasting impact on how they'll interact or relate with the sect under whose hands they were discriminated against. Certain key positions are reserved for people from a certain caste system or group. A system like this subjects the organization to undue stress most especially when the person from that said caste or group does not deserve it by merit.

During my BSc program in India. I learnt that some positions in government were reserved for a certain caste. So, no matter how much qualified someone else from another caste is, the person cannot be appointed into that office. As a result, most of the government offices suffered poor administration and accountability to the public. The colossal damage of this was, government schools, hospitals were not well equipped to address the needs of the people.

## **Halo Effect**

Halo effect is the tendency for positive impressions of a person, brand in one area to positively influence one's opinion in other areas. The Halo effect was first noticed by Wells in 1907 (McGee, 1961). The name "halo effect" is sometimes mistaken for logical error - the tendency for judges to have conceptions about what traits "ought" to be associated with others and to rate them accordingly (McGee, 1961).

Most people try as much as they can to put up a good impression on first interaction with the notion, "first impression matters." Because once that first impression registers a good impression about the person's performance, it has a way of influencing subsequent ones in a way.

The judge may find it difficult accepting another person whose initial performance wasn't as good as the already registered one but now fall short of expectation.

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