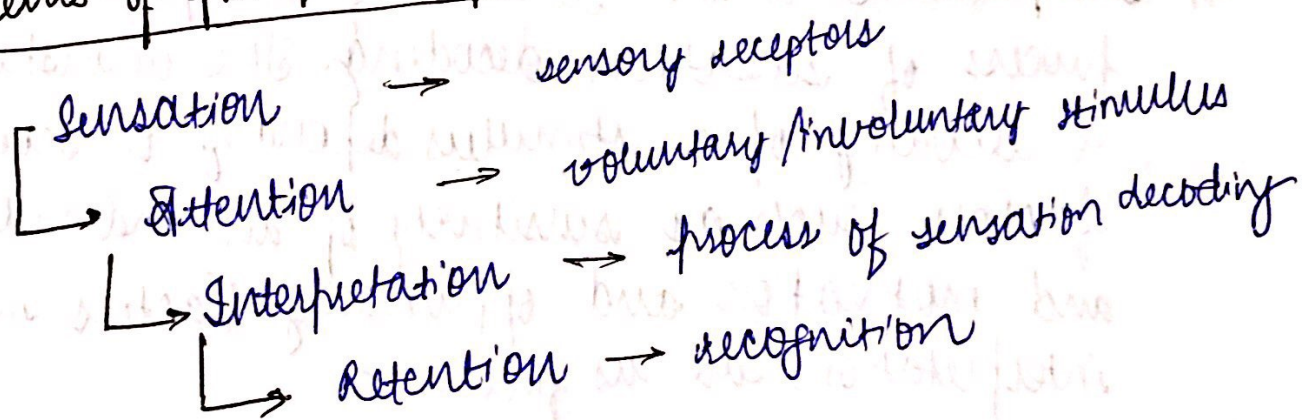


## # Perception

Perception is an approximation of reality. According to Uday Parikh, perception can be defined as the process of selecting, receiving, organizing, checking and reacting to sensory stimuli or data. Fred Luthans opines that "perception is an important mediating cognitive process through which person make interpretations of the stimulus or situations they are faced with". Whereas Khauke defines it "as a process which involves seeing, receiving, selecting, organising, interpreting & giving meaning to the environment."

## # Elements of perception process



# Sensation - It is the stimulation of a human's sensory receptors and transmission of the information to the brain and the spinal cord. In org behaviour, sensation is usually considered as the physiological mechanism that helps a human using his sensory receptors (sensory organs) to react to external stimuli (image, sound, scent, taste and texture)



sensation activated by external stimuli are of three types -

- active
- passive
- selective

# Attention - Attention is the another element of the perceptual process. It acts as a filtering mechanism of the info provided by a stimulus. It is a direction and focus of a mental activity to particular objects and it is distinguished in two types - voluntary, involuntary.

# Interpretation It is the element of the perceptual process of sensation decoding. The understanding & decoding of a stimulus depending on several factors such as sensitivity of an individual, and motivation and opportunity. Factors influencing interpretation are as follows -

- 1) Halo effect - It involves drawing general impression about an employee as excellent or one essential characteristic which in turn influences it to give a similar impression about the employee on other characteristics



2) Horn effect - Drawing a general impression about an employee as unsatisfactory on one test will in turn influence to make the same kind of assumptions about him for all the other characteristics. This kind of bias in interpretation is called horn effect.

3) Stereotyping - Id. Individuals on the basis of the characteristics of the group to which they belong to. This

4) Same as me - Some people use themselves as the benchmark in perceiving others. Managers perceive their behaviours and individual differences of employees are influenced by their own traits.

5) Different from me - In some cases perception is also based on characteristics different from that of perceiver.

# Retention - Recognition places a significant emphasis on the last element of perceptual process known as retention. The registering of an incident and its environment & recalling the same are called recognition. This recognition widely helps to process retention