

Factors affecting perception

Factors that affect perception greatly relate to the perceiver, perceived stimuli and the situation. It can be classified into the following factors -

1. Internal factors
2. External factors
3. Situational factors

• Internal factors - These factors reside in the perceiver's concern. Most important factors are as follows -

- i) Needs and desires - An individual's perception about stimuli varies with his needs and desires that is present in his inner self. Whenever any need remains unsatisfied, the urge to fulfil that need arises and the perception varies from time to time.
- ii) Learning and experience - Knowledge is the basis for perception and it comes from learning and experience.

• External factors -

- i) Size - The external stimuli counts size as an important factor. If the size of the stimuli is big, it generally attracts the attention of people.
- ii) Frequent occurrences - When a stimulus is repeated more than a single time, it gains more attention.

iii) Intensity - The more intense the stimuli are the more likely the perception is.

iv) Colour - Colour is also an important factor that grabs more attention of stimuli.

• Situational factors -

The finishing time, the attitudes of people with whom one works and other situational factors will influence perceptual accuracy.

Assignment-5

Q3. Differentiate b/w various definitions of perception.

Q4. a) With the help of suitable examples, discuss the elements of perceptual process.

b) Briefly discuss factors affecting perception.