

PERCEPTION AND ITS PROCESS

Perception and Attribution:

- Perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world.

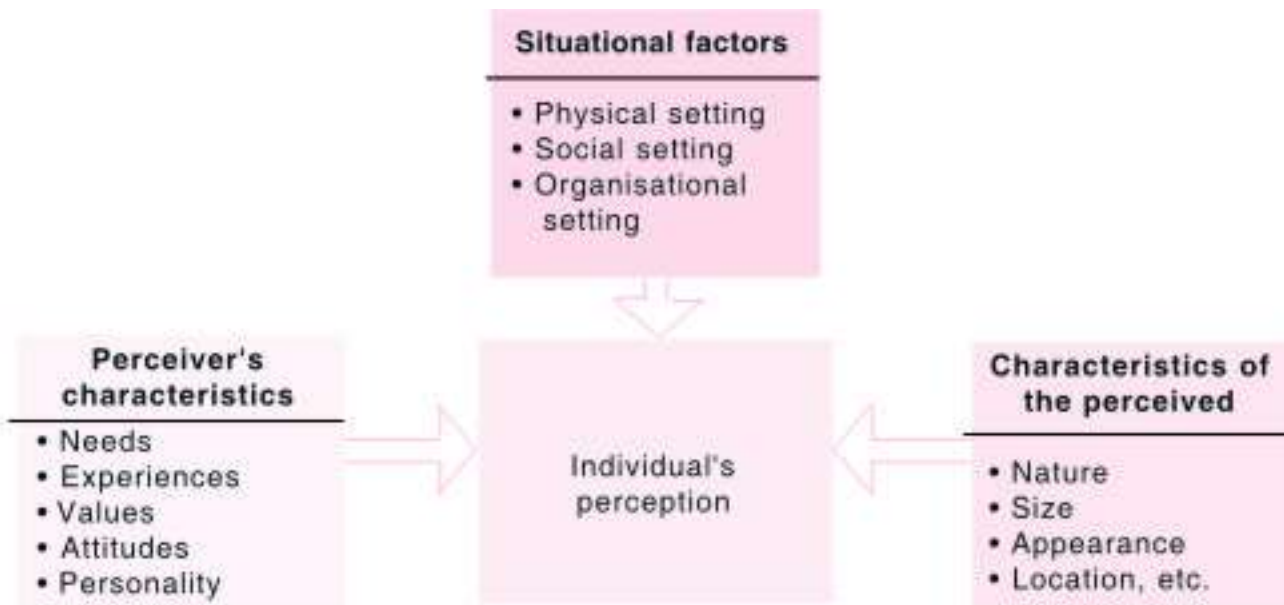
First impression + Common Sense= Perception

- Attribution is assigning some quality or character to a person or thing

Concept of Perception

- The act of perceiving; cognizance by the senses or intellect; apprehension by the bodily organs, or by the mind, of what is presented to them
- Perceptions vary from person to person.
- Different people perceive different things about the same situation.
- But more than that, we assign different meanings to what we perceive.

Factors Influencing Perception



Stimuli

External and Internal stimuli

Organising

Organism receives stimuli through five sensory organs, viz., tasting, smelling, seeing, hearing and touching

Selective Attention

External Factors

Nature
Location
Size
Contrast
Movement
Repetition
Novelty & familiarity

Internal Factors

Learning
Needs
Age
Interest
Ambivalence
Paranoid perception

Ambiguous figures
Figure ground
Grouping
Constancy

Interpreting

Perceptual set
Attribution
Stereotyping
Halo effect
Defence
Projection

Response

Covert

Attitudes
Motivation
Feeling

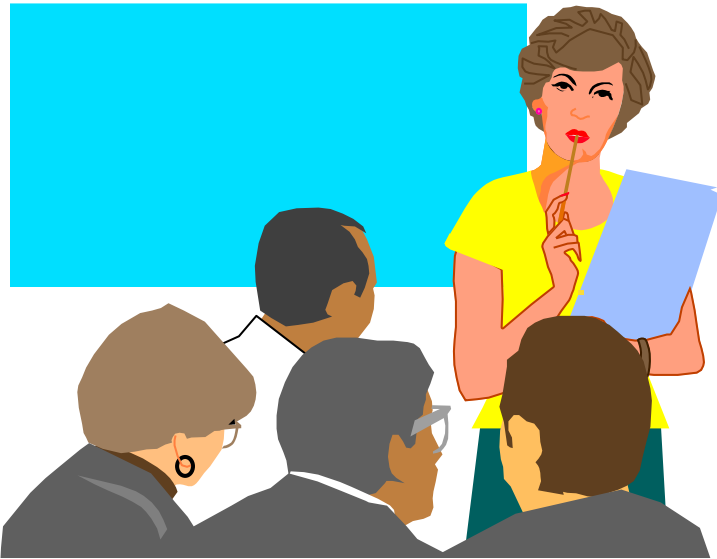
Overt

Behaviour

The Effects of Different Colours

<i>Colour</i>	<i>Psychological Effect</i>	<i>Temperature Effect</i>	<i>Distance Effect</i>
<i>Violet</i>	Aggressive and tiring	Cold	Very close
<i>Blue</i>	Restful	Cold	Further away
<i>Brown</i>	Exciting	Neutral	Claustrophobic
<i>Green</i>	Very restful	Cold/neutral	Further away
<i>Yellow</i>	Exciting	Very warm	Close
<i>Orange</i>	Exciting	Very warm	Very close
<i>Red</i>	Very stimulating	Warm	Close

PERCEPTION-3 STEP PROCESS



- A. Selection
 - Intensity
 - Repetition
 - Change in stimuli
 - Motives

PERCEPTION-3 STEP PROCESS



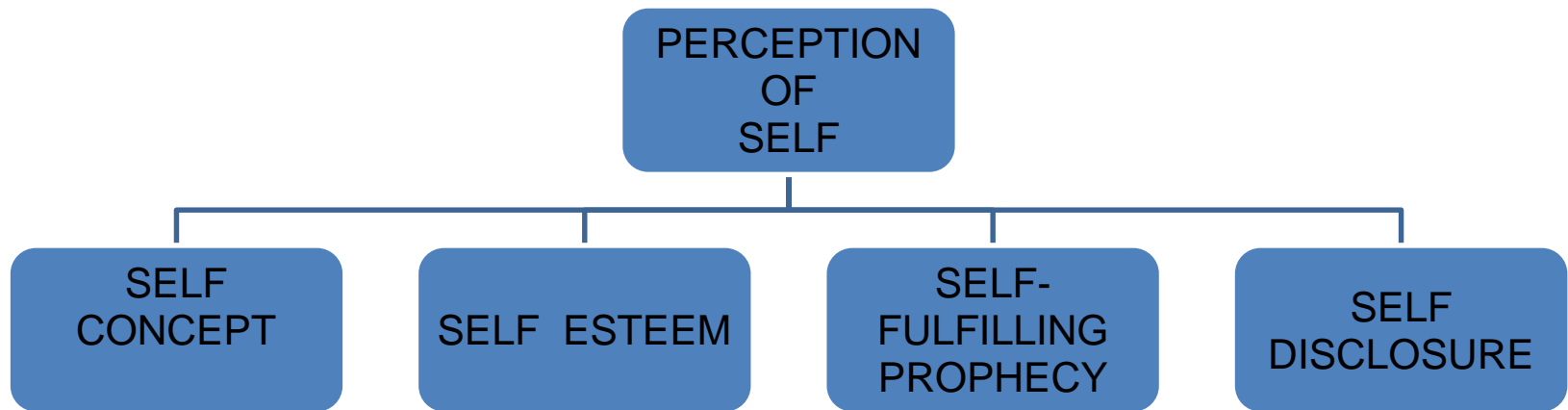
- B. Organization
- C. Interpretation
 - Past experience
 - Expectations
 - Knowledge
 - Self concept

PERCEPTION PROBLEMS



- **Prior experience**
- **Stereotypes**
- **Selectivity**
- **Cognitive Orientation**
- PG 48-49

PERCEPTION-WHO ARE YOU?



PERCEPTION OF SELF



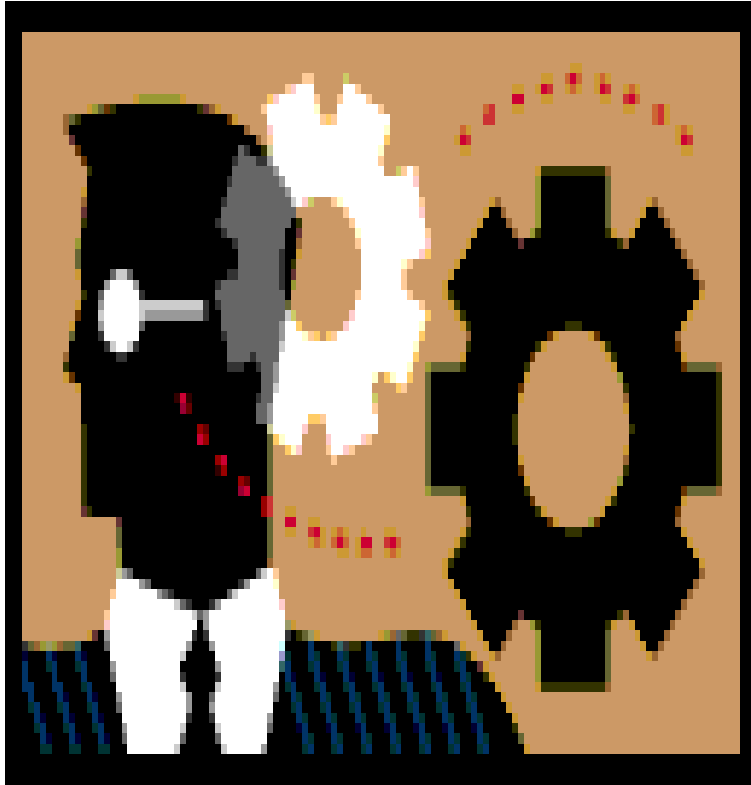
- Self concept (honest interpretation)
 - Strengths
 - Weaknesses
- Video "Sarah's blog"

PERCEPTION OF SELF



- Self esteem (how you THINK you are)
 - Feedback from others
 - Social comparison
 - Reflected appraisal

PERCEPTION OF SELF



- Self fulfilling prophecy
 - What can go right/wrong will go right/wrong

PERCEPTION OF SELF



- Self Disclosure-level of personal information you reveal about yourself
- Guidelines:
 - Trust
 - Reciprocity
 - Cultural awareness
 - Situational approach
 - “Step at a time”

PERCEPTION OF OTHERS



- Observation
 - Personality traits
 - Halo effect
- Influences
 - Titles
 - Categorizing
 - Video "Tonya"

MINIMIZING STEREOTYPES



- Watch perceptual errors
- Have enough information
- Perception check
 - Describe behavior
 - More than one explanation
 - Ask
- Adjust perception

Gestalt Principles of Visual Perception

Gestalt Principles of Visual Perception

- ❖ Gestalt – Movement in experimental psychology which began prior to WWI.
- ❖ We perceive objects as well-organized patterns rather than separate components.
- ❖ “The whole is greater than the sum of it’s parts.”
- ❖ Based on the concept of “grouping”.

Gestalt Principles of Visual Perception



W.E. Hill, 1915

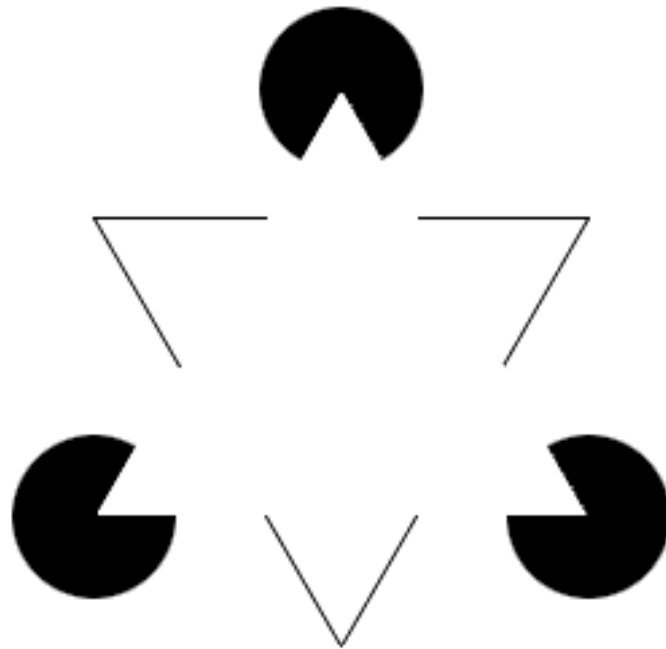


German postcard, 1880

We impose visual organization on stimuli

Gestalt Principles of Visual Perception

Illusory Contours



The Kanisza triangle as figure-ground illusory contours

Gestalt Principles of Visual Perception

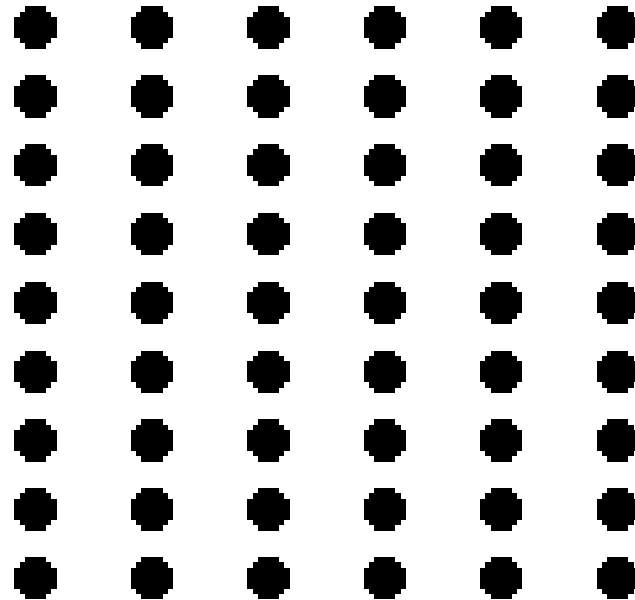
Three Main Principles:

- ❖ Grouping (proximity, similarity, continuity, closure)
- ❖ Goodness of figures
- ❖ Figure/ground relationships

Gestalt Principles of Visual Perception

Grouping:

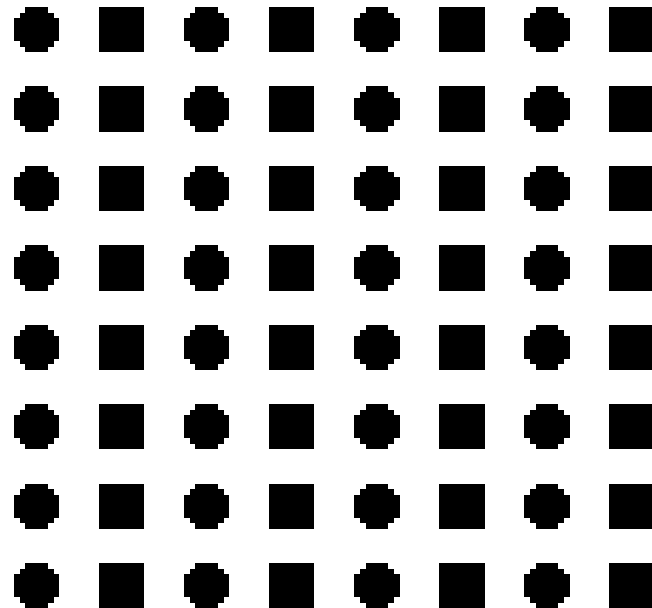
Law of Proximity



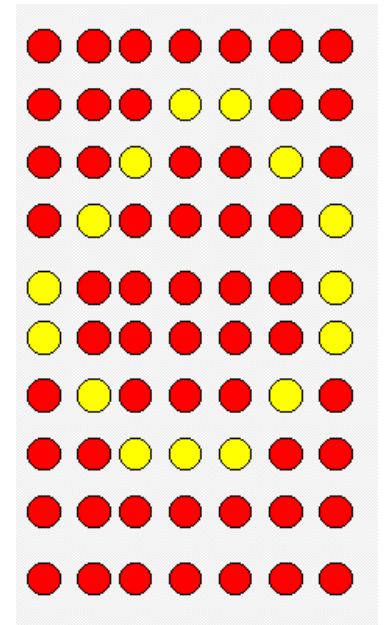
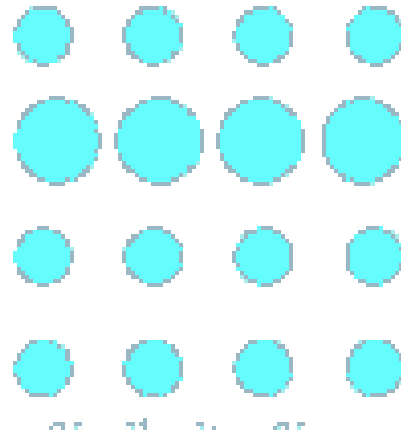
Gestalt Principles of Visual Perception

Grouping:

Law of Similarity



Gestalt Principles of Visual Perception

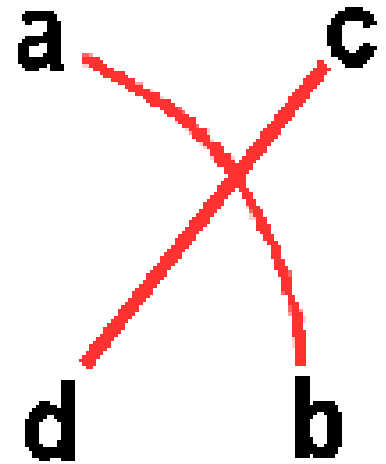


Grouping: Law of Similarity: Shape, Scale, Color

Gestalt Principles of Visual Perception

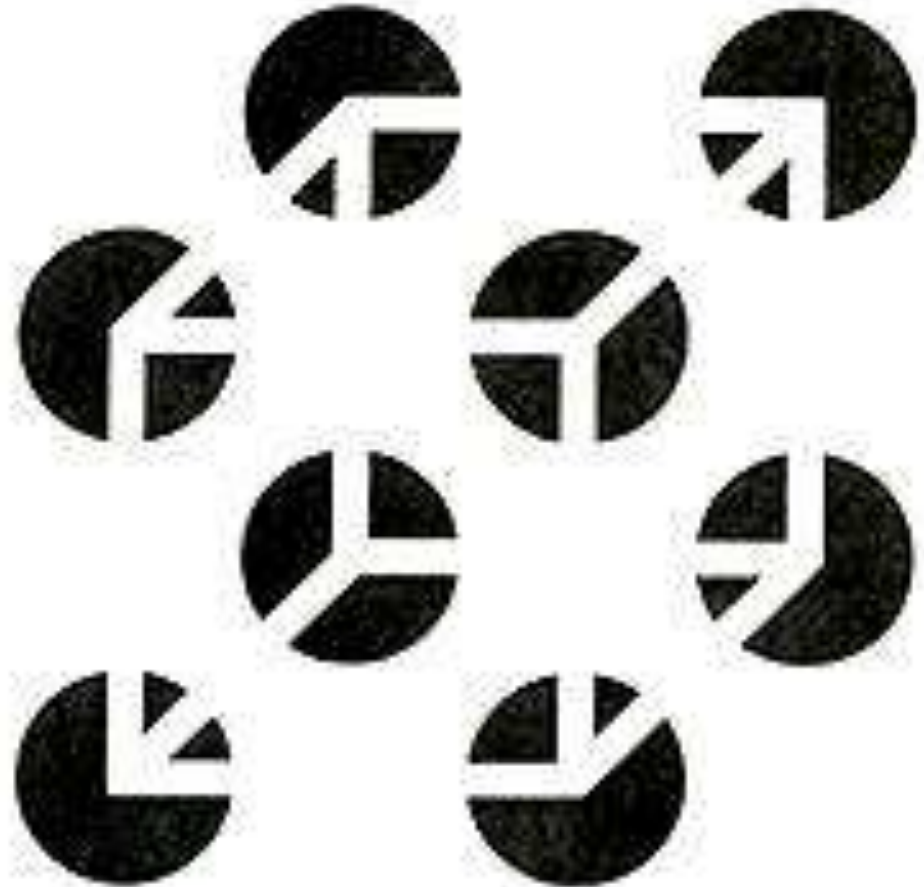
Law of Good Continuation, or
Continuity

Objects arranged in either a
straight line or a smooth curve
tend to be seen as a unit.



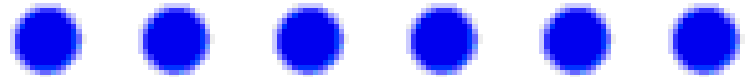
Gestalt Principles of Visual Perception

Law of Closure

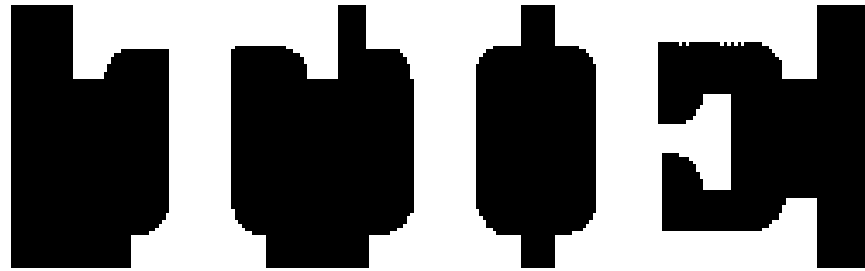


Gestalt Principles of Visual Perception

Law of Common Fate



Gestalt Principles of Visual Perception



Goodness of Figure, or the Law of Pragnanz

(Pragnanz is German for Pregnant, but in the sense of pregnant with meaning, not with child!)

Gestalt Principles of Visual Perception

Reversible Figure/Ground
relationship

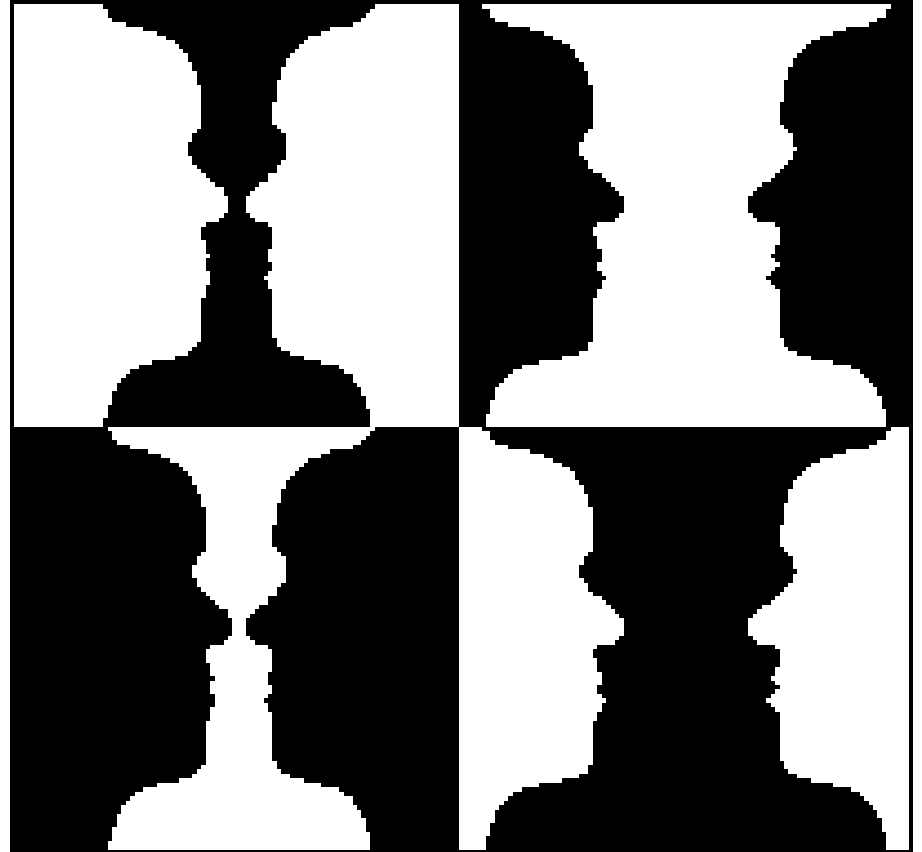


Gestalt Principles of Visual Perception

Reversible Figure/Ground
relationship

Can be affected by the principle
of smallness:

Smaller areas tend to be seen as
figures against a larger
background.

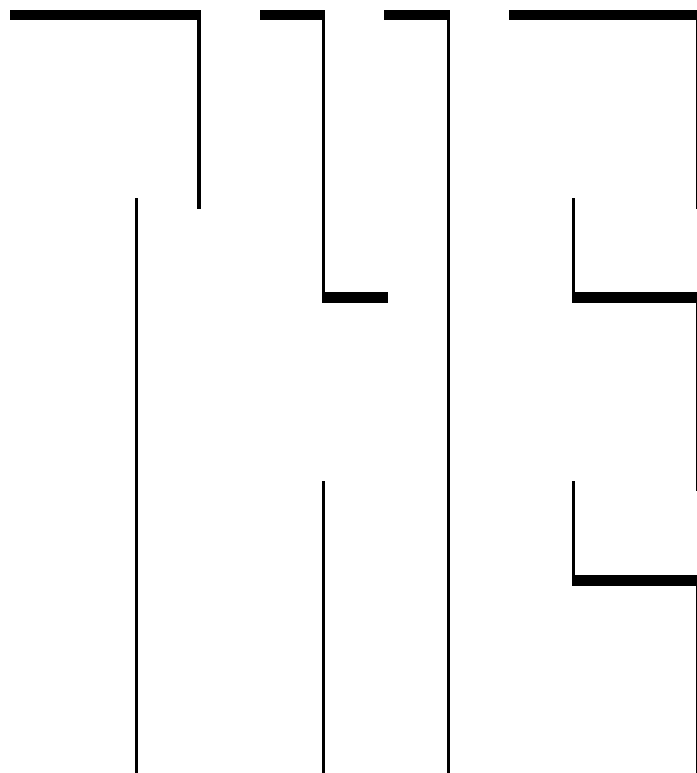


Gestalt Principles of Visual Perception

Reversible Figure/Ground
Relationship:
Tessellation – interlocking
figure/ground



M.C. Escher

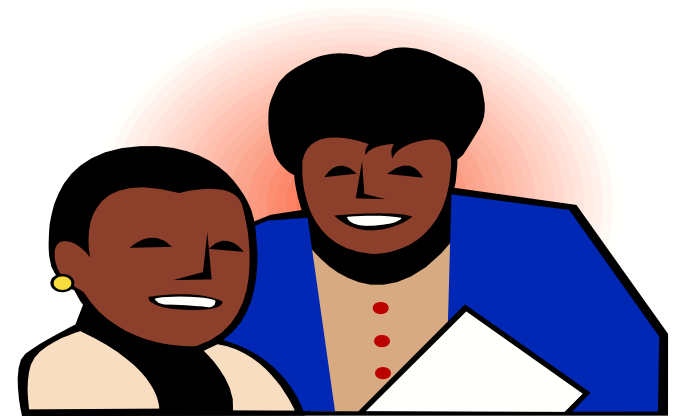


Transition Errors

- Primacy effect
 - The disproportionately high weight given to the first information obtained about a stimulus.
- Recency effect
 - The disproportionately high weight given to the last information obtained about a stimulus.
- Stereotyping
 - The generalization (application) of a person's prior beliefs about a class of stimulus objects during encounters with members of that class of objects.

Transition Errors (cont'd)

- Halo effect
 - The process of generalizing from an overall evaluation of an individual to specific characteristics of the person.
- Projection
 - The process by which people attribute their own feelings and characteristics to other people.



The Importance of Perception

- Perception
 - The process by which we become aware of, and give meaning to, events around us.
 - Perception helps define “reality.”
 - Objective reality—what truly exists in the physical world to the best abilities of science to measure it.
 - Perceived reality—what individuals experience through one or more of the human senses, and the meaning they ascribe to those experiences.