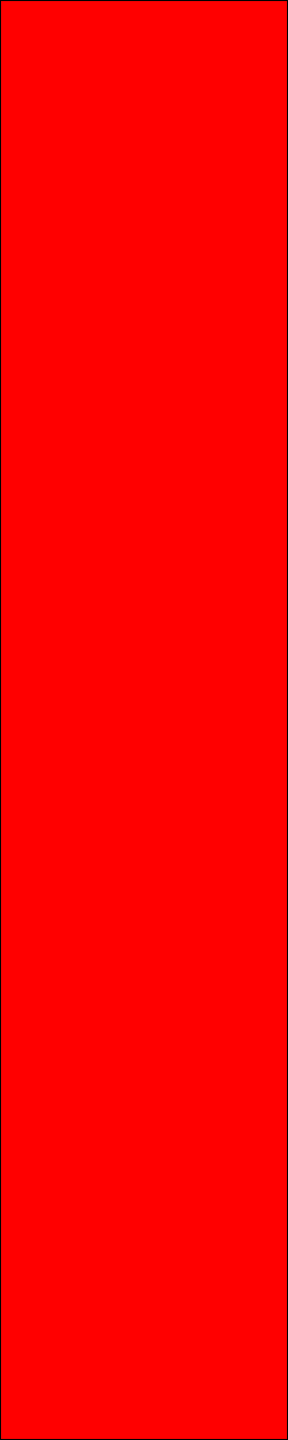


Perception, The Self, and Communication

Part 1

A solid red vertical bar is positioned on the left side of the slide, extending from the top to the bottom.

“People only see what they are
prepared to see.”

Ralph Waldo Emerson

Perceptions

- The process of selectively attending and assigning meaning to information- (Gibson 1966)
- Brain selects information it receives from senses --- then it organises it and interprets it.

Attention and selection

- We focus on very little information than we usually receive.
- Needs
- Interests
- Expectations



PARIS
IN THE
THE SPRING



ONCE
IN A
A LIFETIME



BIRD
IN THE
THE HAND

Organization

- Attention and selection



Reduce the number of stimuli

(Still number is significant and important)



Brain organises these stimuli by ↗ Simplicity

Principles of



Pattern





Interpretation

- A) 1312345630
- B) 8801712345678
- C) 02 1234567

Dual Processing

- Automatic processing
 - – fast subconscious approach of making sense.
Heuristic process-enabling a person to discover or learn something for themselves.
- Shortcut way of understanding how to perceive something based on past experience with similar stimuli

Conscious Processing:

- When things are outside of our normal experiences or expectations we use a conscious effort to understand things
 - Slow and deliberative approach
 - » Computer mouse
 - » Touch phones

Self-perceptions

- The way we see our self
- Our beliefs, past experiences, gender, age, culture and etc. affect our perception of self
- Self-perception theory says that people develop their own perception by observing themselves, interacting with others, and behaving in different circumstances

The way we perceive ourselves affect how we perceive others

- Our own self-perceptions work as a **foundation** to form **impression of others**
 - Depending on how you perceive your own roles, social norms, physical cues, and class, you perceive others differently
 - Let say one perceives oneself to be not very successful because of poor pay at work. Thus this person may perceive others who have a better pay at work more successful.

Review Questions

Prep Question 1

- Self-perceptions shape our perception of others. Which of the following is TRUE about self-perception theory?
- People develop their own perception by observing others
- People develop their perception by behaving in different circumstance
- Both A and B
- Neither A nor B

Our self-perception works as a foundation to form impression of other. Which of the following affect our perception?

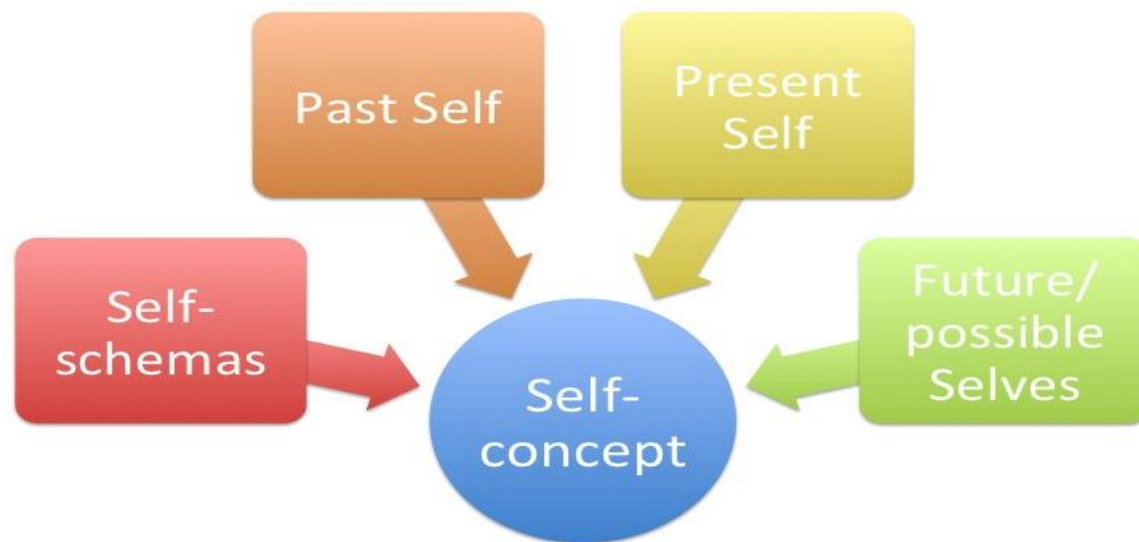
- Beliefs
- Gender
- Culture
- All of the above

Jenny perceives herself to be not very successful because of her low pay at work. She is likely to perceive others that have better pay at work as:

- More successful
- Not that successful
- Same as her
- Not successful at all

Self Concept

- Self Concept is an important term for both social psychology and **humanism**. ‘This is the most basic part of the self-scheme or self-concept; the sense of being separate and distinct from others and the awareness of the constancy of the self’ (Bee, 1992).



Self Concept

- Self Concept-perception of our competencies and personality traits.
- Personal experience –very important
- First experience- given emphasis upon
- Competence and personal traits
- Ideal self esteem

Self Esteem

- Self Concept and Self Esteem different, but related components of self perception.
- Self Esteem -positive and negative **evaluation** of our competencies and personality traits

Self Esteem

- In sociology and psychology, **self-esteem** reflects a person's overall subjective emotional evaluation of his or her own worth. It is a **judgment of oneself** as well as an attitude toward the **self**.



Culture and Self-Perceptions

- Individualist Culture— form and value independent self- perception (USA, Europe)
 - ----Believes that traits and abilities are internal and universally applicable to all situations
- Collective Cultures –form and value interdependent self- perception (China)
 - ----Believes that traits and abilities are specific particular relationship or context— aims at maintaining or enhancing relationship

Perception & Communication

- Perception affects communication and communication affects perception—it is an ongoing cycle of influence.
- **Perception** shapes how we interpret others' communication and how we ourselves communicate.
- At the same time, **communication** influences our perceptions of people and situations. The two processes are intricately intertwined.

Perceiving Others

- **Perception:** an active process of creating meaning by selecting, organizing, and interpreting people, objects, events, situations, and activities.
- **Narrative:** The stories people create and use to make sense of their personal worlds.

Common Perceptual Tendencies

- Attribution: the process of attaching meaning to behavior.
 - We judge ourselves more charitably
 - Situational
 - Self-serving bias
 - We judge others more critically
 - Dispositional


- We are influenced by what is most obvious
 - Intense
 - Repetitious
 - Contrastive
 - Motives
- We cling to first impressions, even if wrong.
- We tend to assume that others are similar to us.
- We tend to favor negative impressions over positive ones.
- We blame innocent victims for their misfortunes.

Situational Factors Influencing Perception

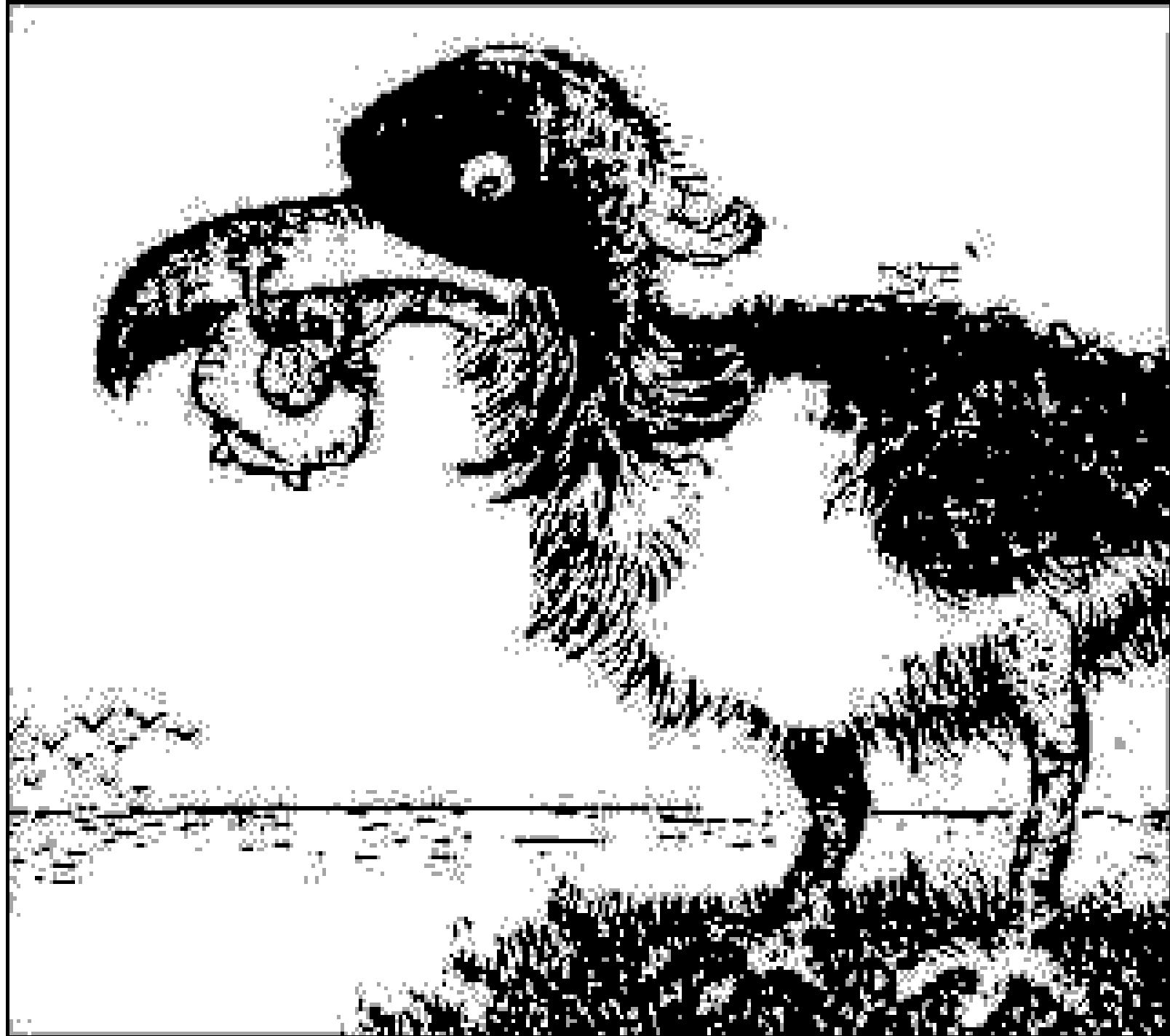
- Relational satisfaction.
- Degree of involvement with the other person.
- Past experience
- Expectations
- Social roles
- Knowledge
- Self-concept

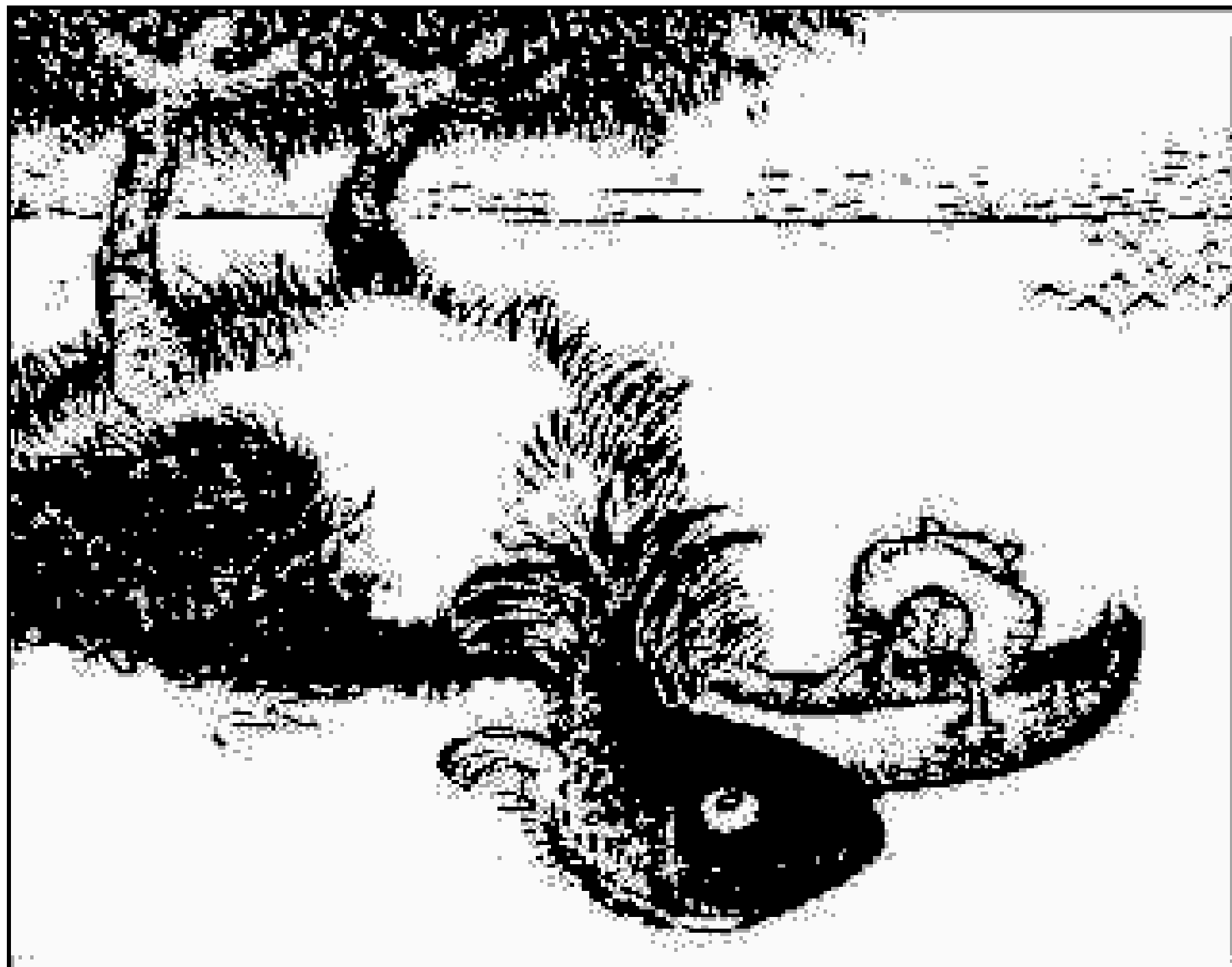


Perception and Culture

- Different people see things differently
 - Culture is a major factor on how people perceive things.
 - Categories such as gender, sub-culture, economic class, and age all influence one's perception.
- 



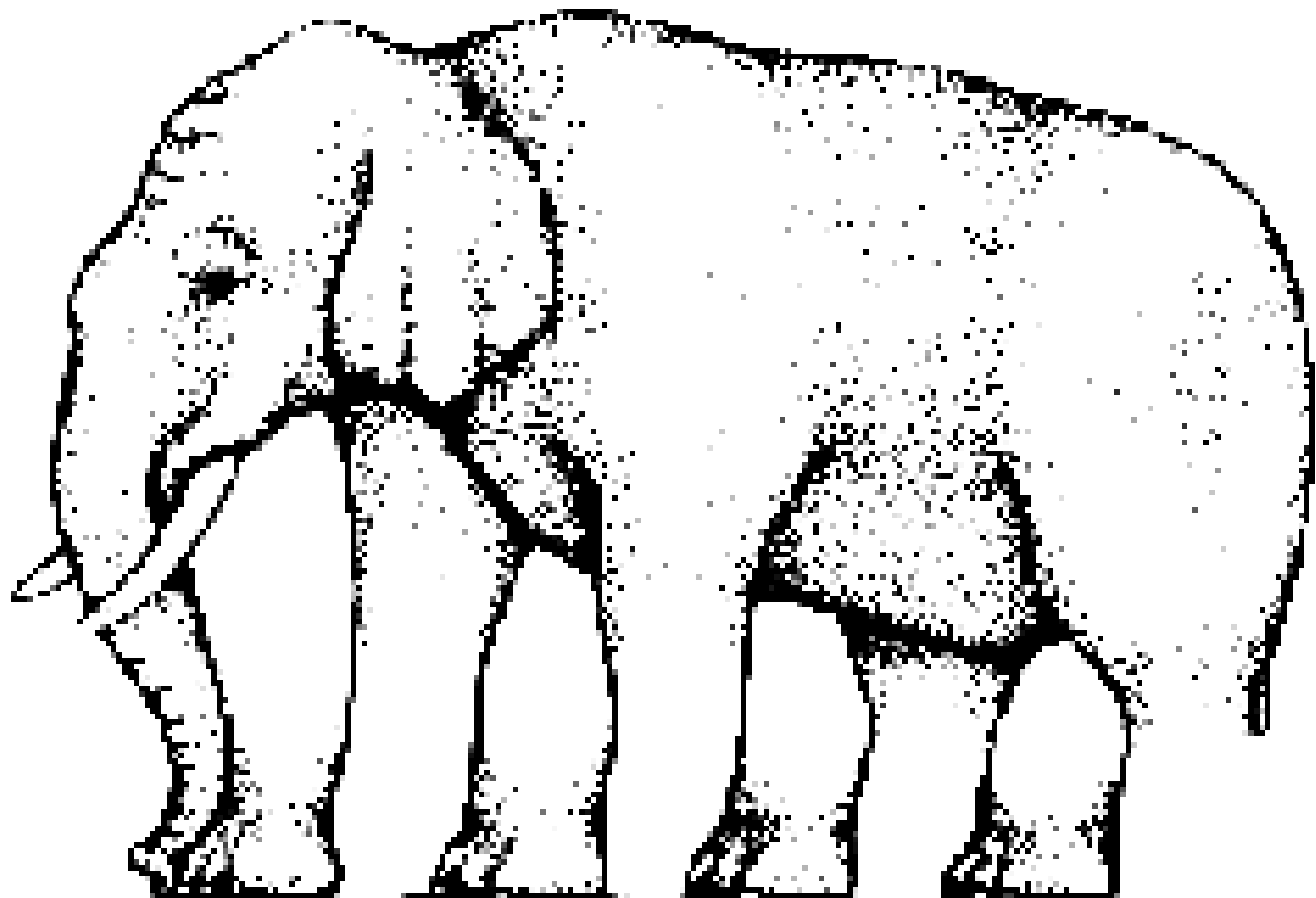




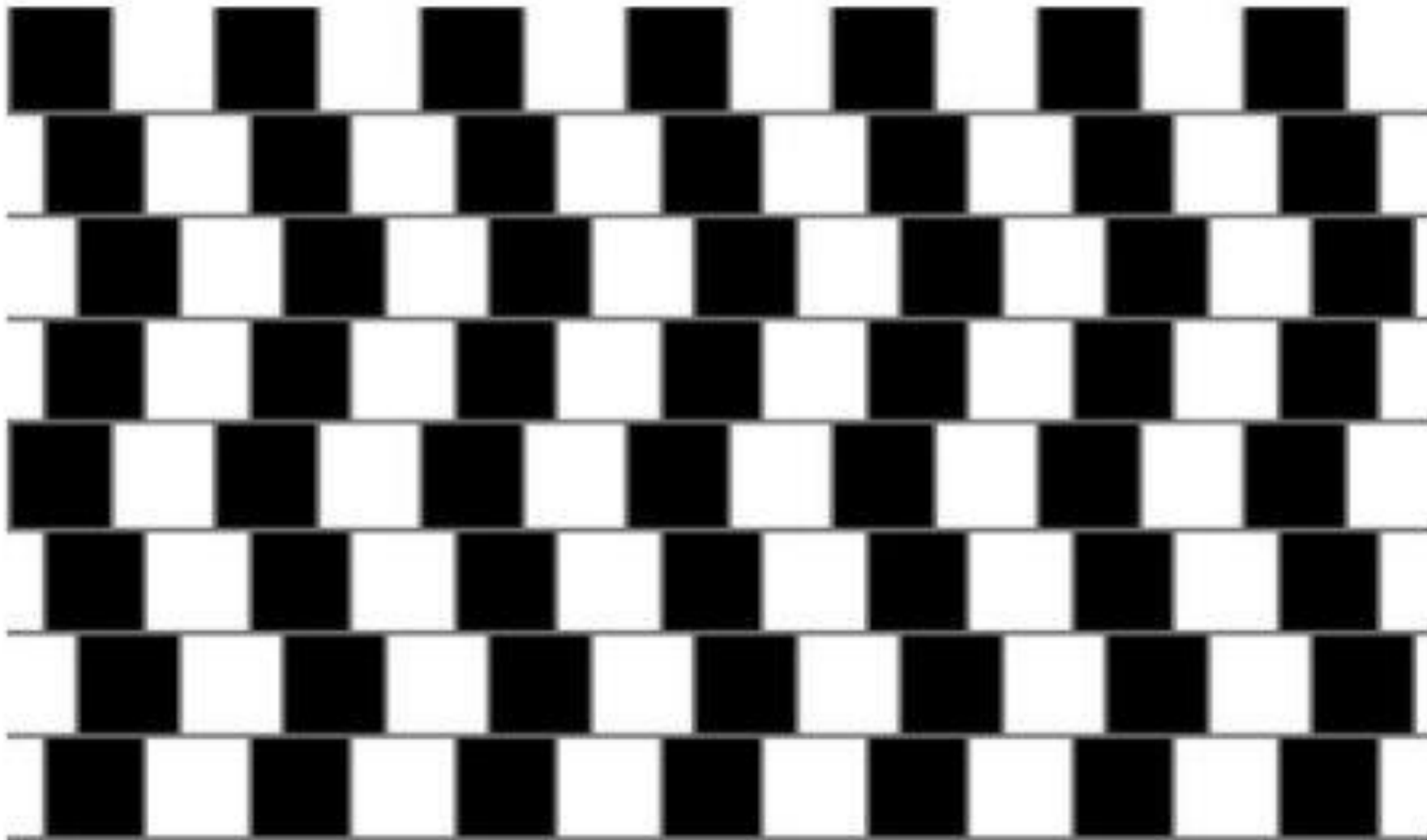




Young, or
old?

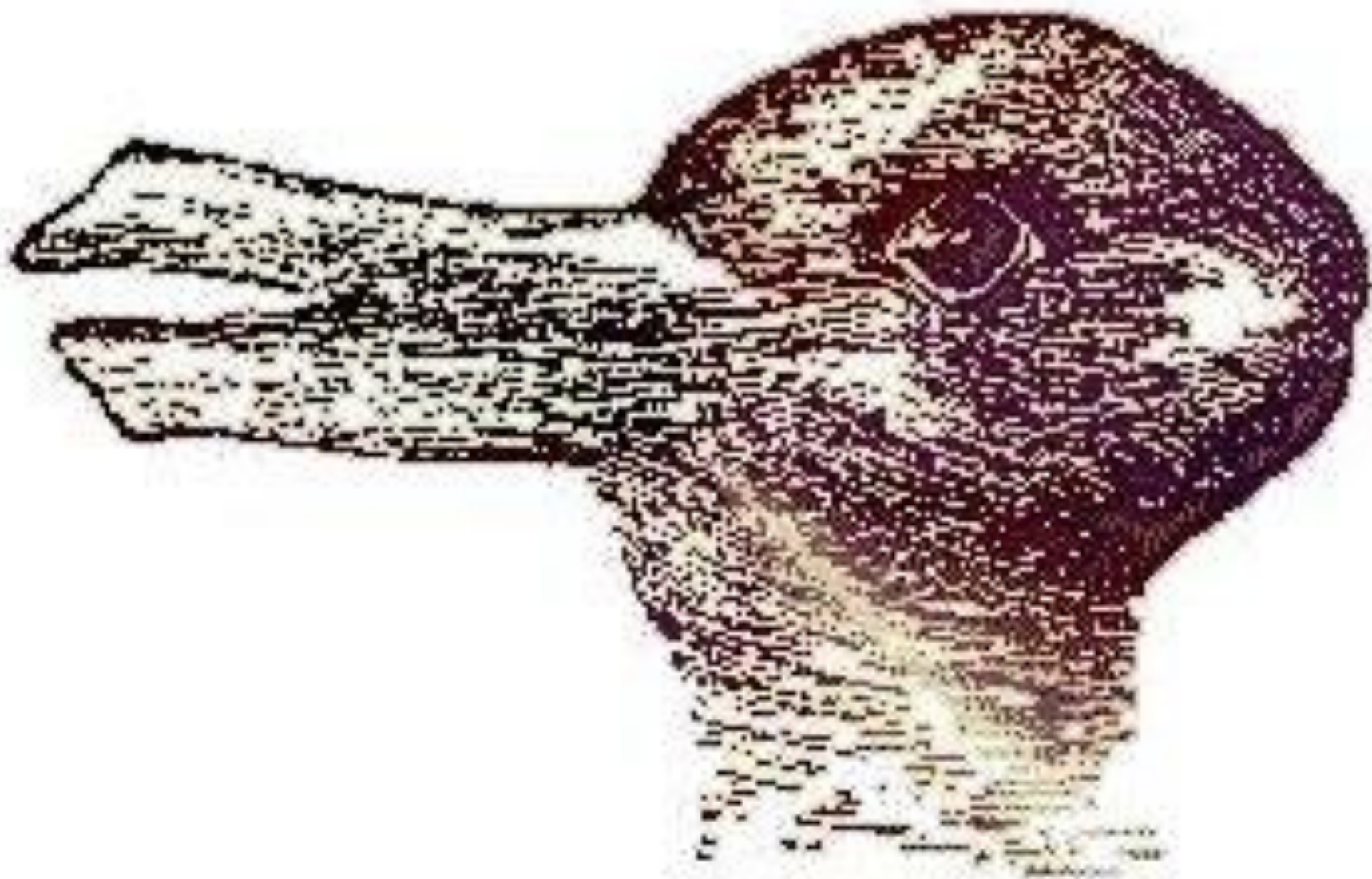






Are the horizontal lines parallel, or do they slope?

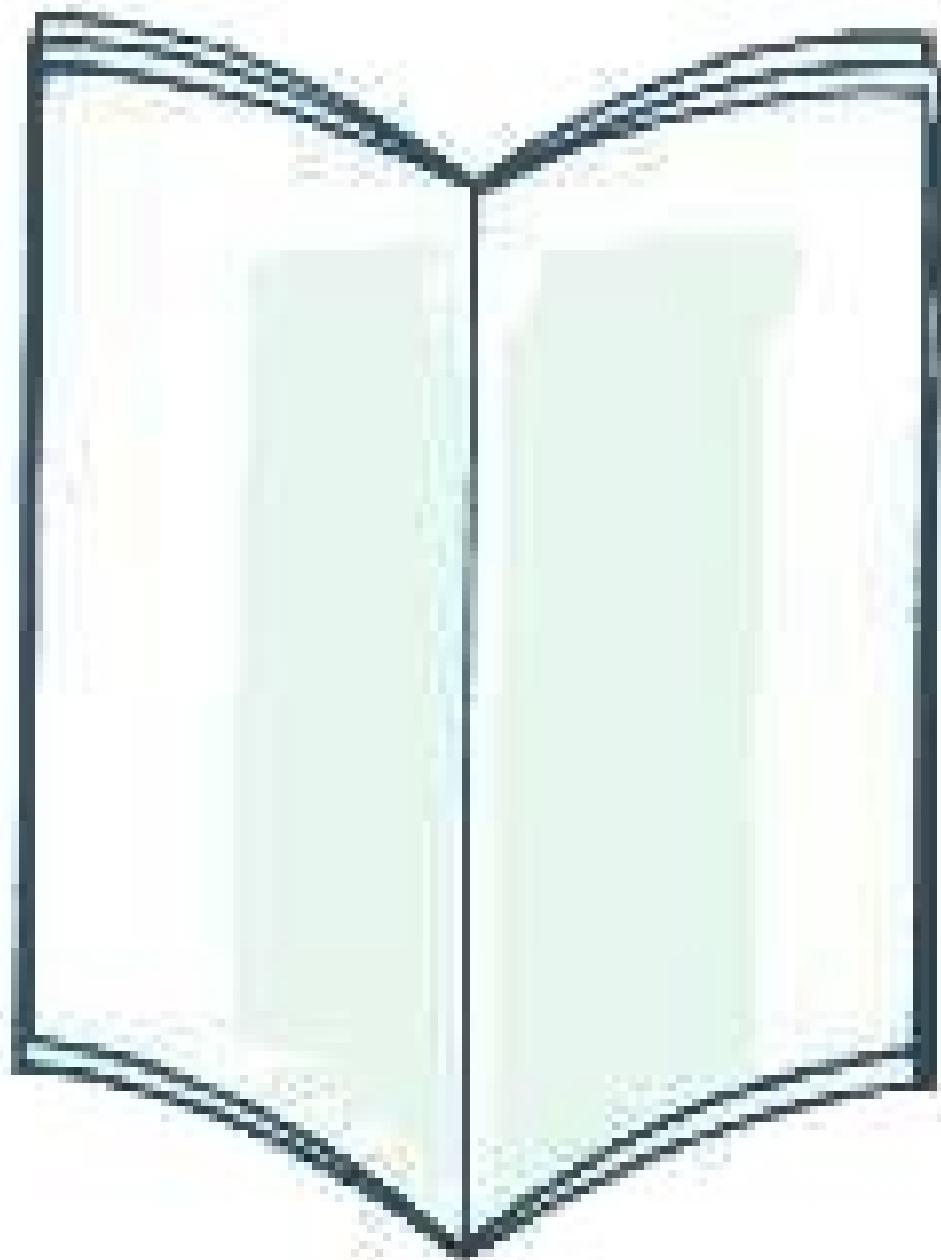










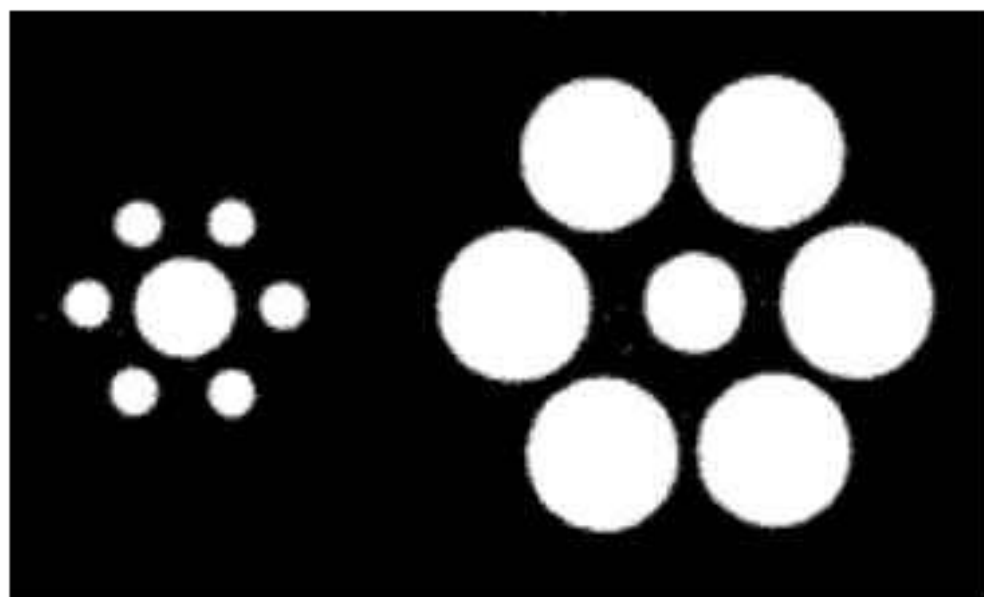


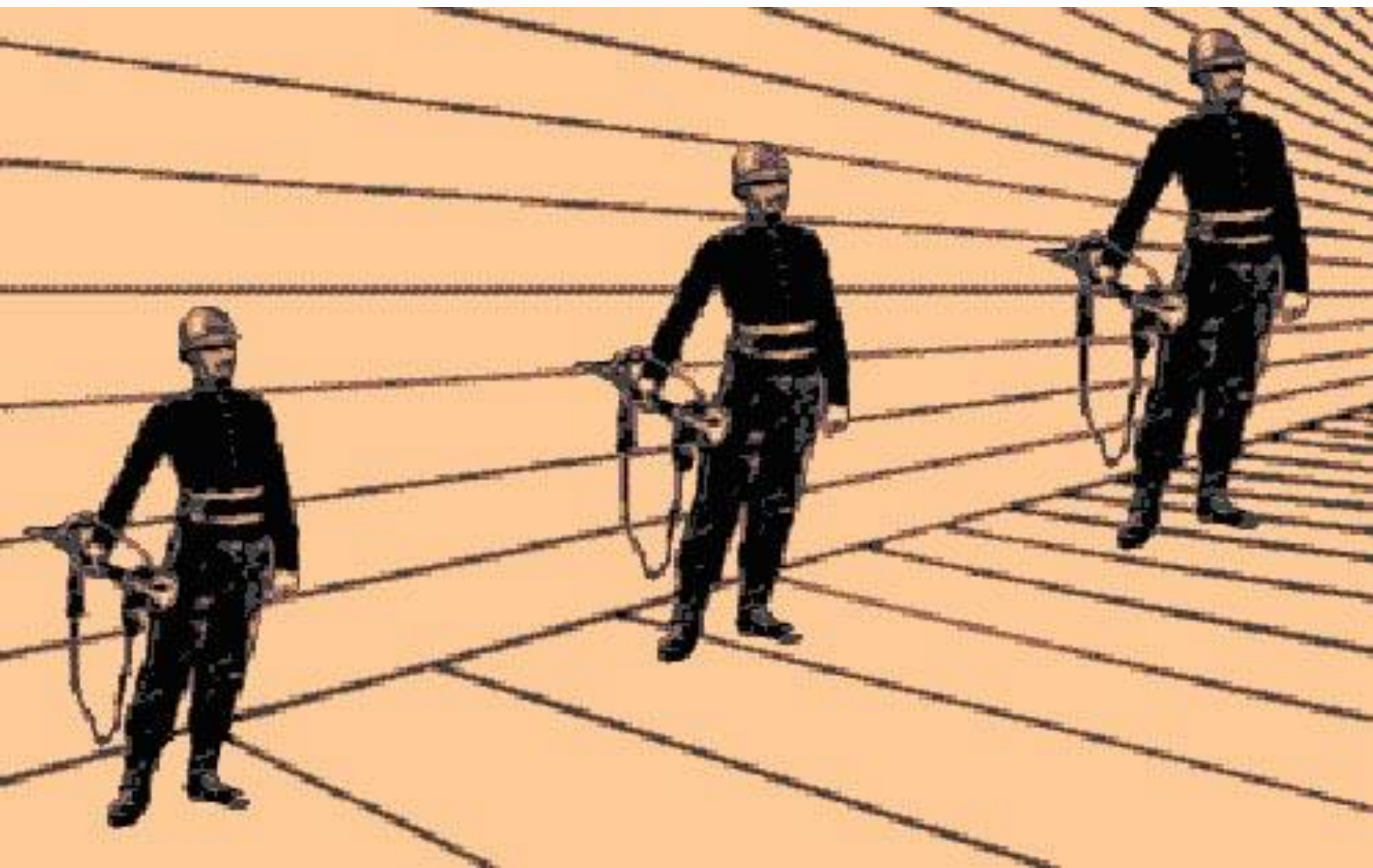
**Is the book face-down?
Or face-up?**



Looking up, or looking down?

Is the left center circle bigger?





<https://www.premedhq.com/how-self-perceptions-shape-our-perception-of-others-2>