

Process of Perception

Perceptual process is the different stages of perception we go through. The different stages are:



1. Receiving the Stimuli

Receiving is the first and most important stage in the process of perception. It is the initial stage in which a person collects all information and receives the information through the sense organs. Every human being has five sensory organs; namely, vision, hearing, touch, smell and taste. Stimuli or cues are received by these organs like:

- Written information is received through seeing.
- Oral information is received through hearing.

Once this cue in the form of information is received, communicate starts interpreting it. The different communicates have different interpretation of the information.

2. Selection of Stimuli

Selecting is the second stage in the process. Many types and kinds of cues or stimuli (information's for instance) are received but the communicate selects only that information which makes some sense to him. The selection of data is dominated by various external and internal factors.

- **External factors** – Factors that influence the perception of an individual externally are intensity, bold letters, size of information, contrast, movement, repetition of words, familiarity, and physical attraction.
- **Internal factors** – Factors that influence the perception of an individual internally are psychological requirements, learning, background, experience, self-acceptance, and interest.

3. Organizing the Information

Keeping things in order or say in a synchronized way is organizing. In order to make sense of the data received, it is important to organize them. We can organize the data by:

- Filling the gaps or complete the missing links in the information by supplementing it with relevant information.
- Making necessary efforts to maintain continuity in the information.
- Grouping them on the basis of their similarity, proximity, closure, continuity.

4. Interpreting the Information

Finally, we have the process of interpreting which means forming an idea about a particular object depending upon the need or interest. Interpretation means that the information we have sensed and organized is finally given a meaning by turning it into something so that we can understand it. It includes stereotyping, halo effect etc.

Applications of Perception

In the organizations, every people always try to judge each other as these judgements have important consequences for the organization. The important applications of perception in an organization are as follows:

1. **Employment Interview:** A major input into who is hired and who is rejected in any organization is the employment interview. Evidence indicated that interviewers often make inaccurate perceptual judgments. Interviews generally draw early impressions i.e. positive or negative to accept or reject an applicant. A “good applicant” is probably characterized more by the absence of unfavourable characteristics than by the presence of favourable characteristics.
2. **Performance Evaluation:** In organizations, performance is evaluated against both objective and subjective criteria. Future career of a manager depends considerably on performance evaluation, so perception plays important role in advancing in career and getting right deployment. For you the point of caution is that if you are evaluating a person merely

on your perception, challenge the base of your own perception, and ensure that your perception is far as possible free of any bias.

- 3. Employee Loyalty:** Another important judgment that managers make about employees is whether they are loyal to the organization. One may perceive a person who does not think beyond one's organization as very loyal, but the other one may think of the person as conformist. A whistle-blower (who reports unethical practices by their employer to outsiders) may be perceived as ethical and person of guts by one, but may be perceived as troublemaker by the other.
- 4. Building Relationship:** Positive perception helps to build effective communication and trust, leading to high performing relationship within managerial group, within employees, and between managers and junior employees.
- 5. Building Corporate Image:** Not only individuals, but organizations as a whole also, attempt to manage positive impression. This is termed as corporate image. Organizations, just like individuals, stand to benefit by positive impressions.
- 6. Managing Impressions:** Everyone attempts to make favorable impression of self in the mind of others. This business of impression management becomes more important when you face employment interview. During employment interview, it is in your to create positive first impression. Evidence indicated that interviewers make perceptual judgments that are often inaccurate. However, more matured experts or evaluators do not give undue importance to first impression.
- 7. Self-assessment and Development:** Our values, attitude and perception influence each other. For development of self as a manager, you should have your correct self-assessment picture, intelligently verified through multiple sources. If there is similarity between how you perceive yourself, and how others perceive you, it is an indication that you are going effective way, and vice-versa
- 8. Maintaining Safety:** Concept of perception is used to draw proper attention towards message of warning, through proper design of content and proper display of the message. Message content includes: signal word, hazard statement, consequences, and instructions. Message characteristics should have characteristics such as: attention gathering, clear, brief and durable.