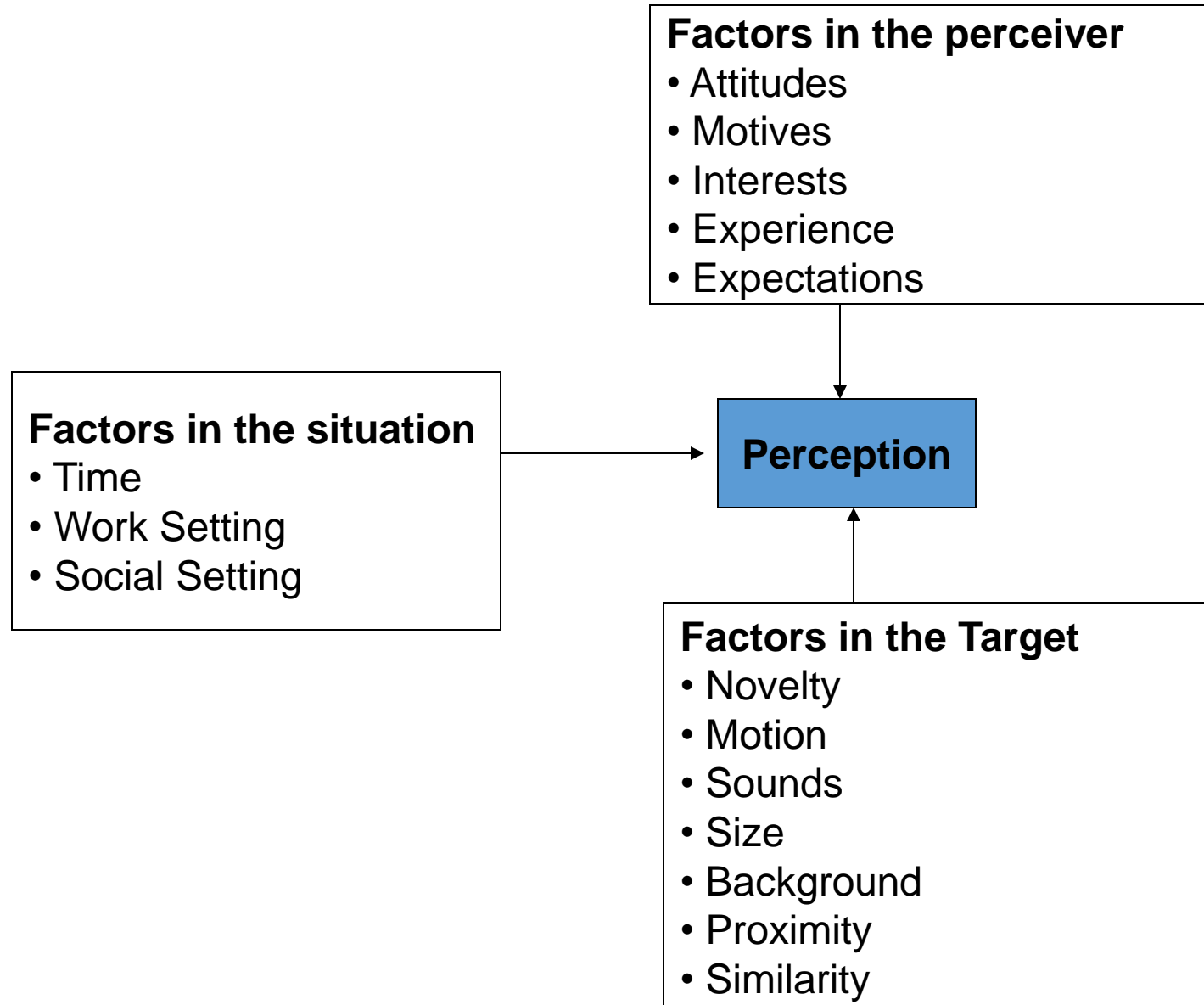# Psychology of Perception

- Perception is the process of receiving information about and making sense of the world around us;

- It involves deciding which information to notice;

- How to categorize this information, and

- How to interpret it within the framework of existing knowledge.

Factors influencing perception

- A number of factors operate to shape perception.

- These factors can reside in the *perceiver,* in the object or *target* being perceived or in the context of the *situation* in which the perception is made.

Factors influencing Perception

Factors in the perceiver
- Attitudes
- Motives
- Interests
- Experience
- Expectations

Factors in the situation
- Time
- Work Setting
- Social Setting

Perception

Factors in the Target
- Novelty
- Motion
- Sounds
- Size
- Background
- Proximity
- Similarity

Attribution theory

➢Attribution theory aids in perceptual interpretation by focusing on how people attempt to:

- •Understand the causes of a certain event.
- •Assess responsibility for the outcomes of the event.
- •Evaluate the personal qualities of the people involved in the event.

Cont…

- Attribution theory tries to explain the ways in which we judge people differently, depending on the meaning we attribute to given behaviour.

- It suggest that we observe and individuals behaviour to determine whether it was internally or externally caused.

Cont…

➢Internal versus external attributions of causes of behavior.

- Internal causes are under the individual's control.

- External causes are within the person's environment.

➢**Factors influencing internal and external attributions**

- Distinctiveness — Distinctiveness is degree in which individual displayed same behavior in different situations.
- Consensus — Consensus is the degree in which person behave in a same way.
- Consistency — Consistency is a degree which person show the same behavior over time.

Perceptual Distortions

➢Perceptual distortions include:

- Stereotypes or prototypes
- Halo effects
- Selective perception
- Projection
- Contrast effects
- Self-fulfilling prophecy

Shortcuts in judging others: Perceptual Distortions

- **Selective Perception** :

   People selectively interpret what they see on the basis of their interests, background, experience and

   attitudes.

- **Halo Effect** :

  Drawing a general impressions about an individual on the basis of a single characteristics.

- **Contrast Effect :**

   Evaluation of a person's characteristics that are effected by comparisons with other people recently encountered who rank higher or lower on the same characteristics.

- **Projection :**

   Attributing one's own characteristics to other people.

- **Stereotyping :**

   Judging someone on the basis of one's perception of the group to which that persons belongs.