Taylor Earl

2/24

COMM

* Perception Process
  + Selection
  + Organization
    - Paradigm and Schemas are knowledge structures that determine how we know or categorize things
  + Interception
    - Decoding- to give meaning to that information
* If you are focusing on one thing, you are losing your ability to look at other things
* Things that influence
  + Age
  + Gender
  + Group affiliation
* Ethnocentrism
  + Using one's culture to judge others cultures
  + Belief that cultures different from ones own are inferior
* Perception Checking
  + To check ambiguous behavior in a non threatening way
  + Describe the behavior
  + Give two plausible/possible interpretations
  + Request Feedback