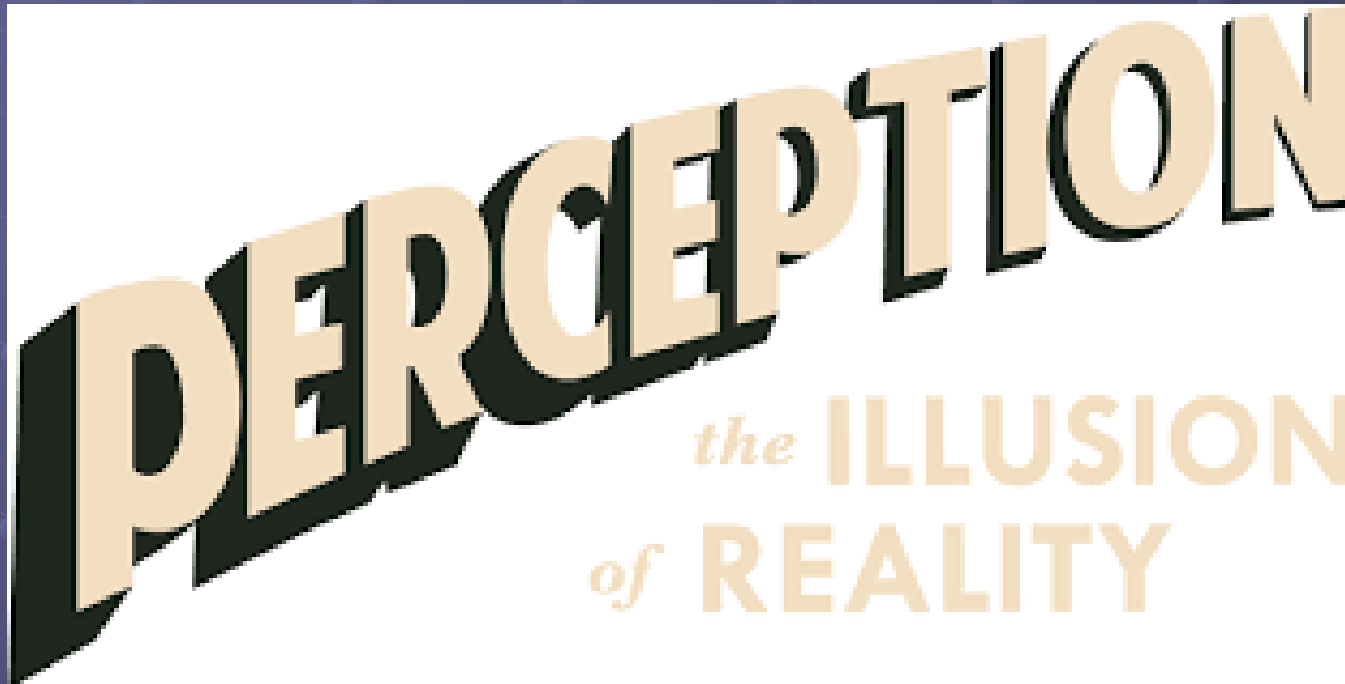


Prof. Sasmita Senapati



**“WE DON’T SEE THINGS AS THEY  
ARE, WE SEE THINGS AS WE ARE.”**



# PERCEPTION

*the* ILLUSION  
*of* REALITY

# Perception

So, it is a process by which an individual selects, Organizes and interpret stimuli into meaningful and coherent pictures of environment in which he loves.

“ A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.



In simple sense Perception means giving meaning to the environment around us.

It is perceiving of objects what we are faced with.

# Perception & Sensation

**Perception depends upon the sensory raw data.**

It involves a cognitive process that includes filtering, modifying or even changing sensation raw data to make sense out of them.

**Sensation may be described as the response of a physical sensory organs to some stimuli.**

It activates the functioning of the physical sensory organs.

# Factors influencing perception

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A number of factors operate to shape and sometimes distort 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

Internal (Perceiver's characteristics)	External (Characteristics of the perceived)	Situational
Needs and desires	Nature, Size	Physical setting
Personality	Intensity	Social setting
Experience	Frequency/Repetition	Organizational setting
Attitudes, values	Contrast	
Interest	Status	
Learning	Movement	
Psychological Needs	Appearance	
Age	Location	
Ambivalence (Doubtful, Hesitation)		
Paranoid Perception (irrational mistrust and suspicion)		

# PERCEPTUAL PROCESS

- Receiving Stimuli
- Selecting Stimuli.
- Organizing Process
- Process of Interpreting
- Process of Checking
- Process of Reacting

Perceptual Input

Process

Output

Stimuli

Selecting Organizing, Interpreting ,  
Checking

Actions

# The Perceptual Process

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## 1. Sensation

- An individual's ability to detect stimuli in the immediate environment.

## 2. Selection

- The process a person uses to eliminate some of the stimuli that have been sensed and to retain others for further processing.

## 3. Organization

- The process of placing selected perceptual stimuli into a framework for "storage."

## 4. Translation

- The stage of the perceptual process at which stimuli are interpreted and given meaning.



## Perceptual Process

**Receiving Stimuli**  
(External & Internal)

**Selecting Stimuli**  
External factors : Nature,  
Location,Size,contrast,  
Movement,repetition,similarity  
Internal factors : Learning,  
needs,age,Interest,

**Interpreting**  
Attribution ,Stereotyping,  
Halo Effect, Projection

**Organizing**  
Figure Background ,  
Perceptual Grouping  
( similarity, proximity,  
closure, continuity)

**Response**  
Covert (secret): Attitudes ,  
Motivation,  
Feeling  
Overt (Open): Behavior

● Receiving : The process starts with reception. Through our 5 sensory organs we receive stimuli.

● Selection of Stimuli:

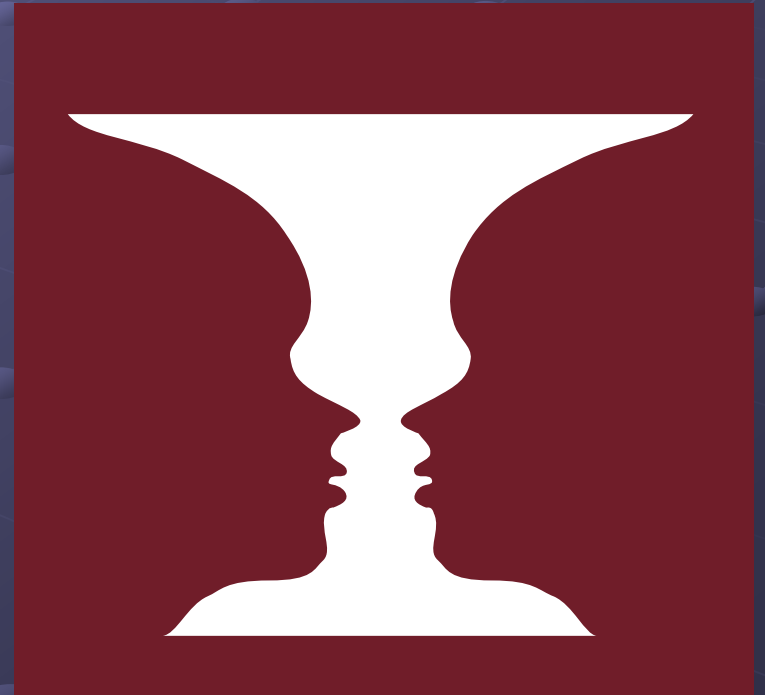
1. Figure ground principle
2. Relevancy

# Figure-Ground Illustration

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## ● Figure-ground differentiation

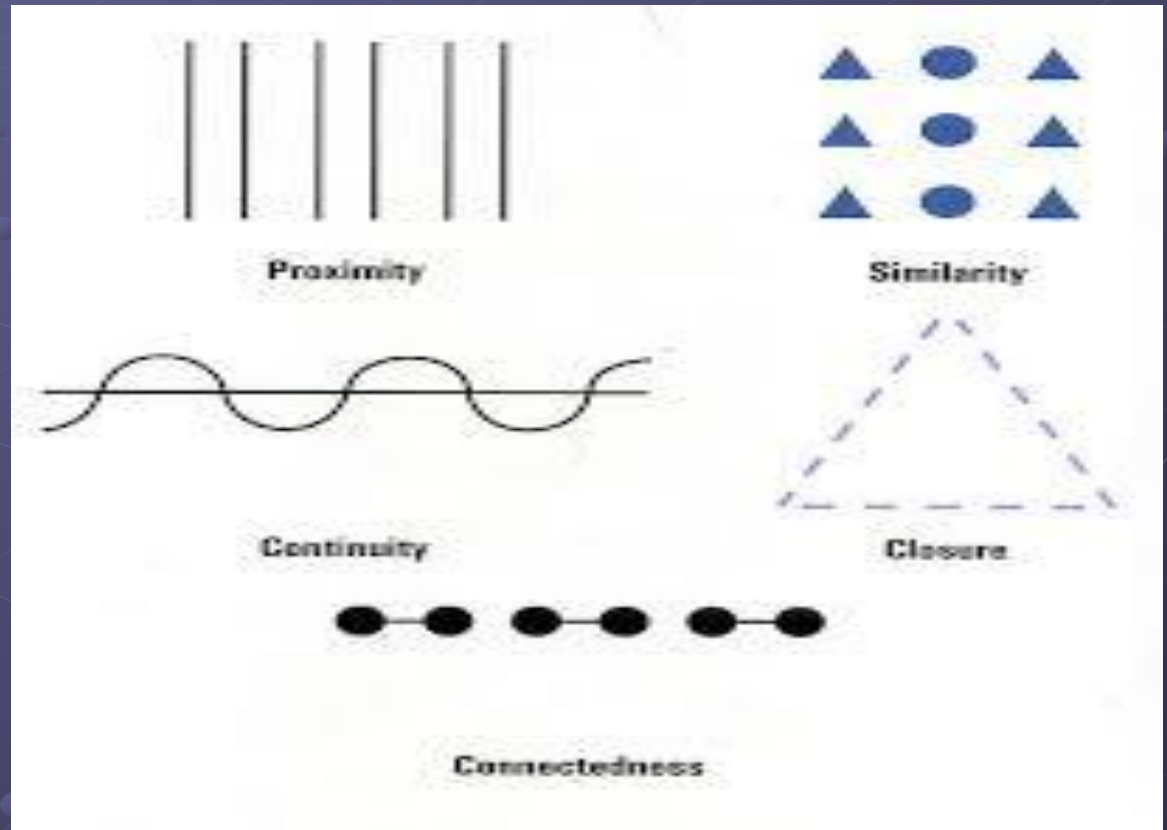
- The tendency to distinguish and focus on a stimulus that is classified as figure as opposed to background.



# Organization of Stimuli

Arranging or organizing in such a way so as to assign some meanings to them.

- Grouping
- Closure
- Simplification



# Interpretation

● Assigning meanings to data is called interpretation.

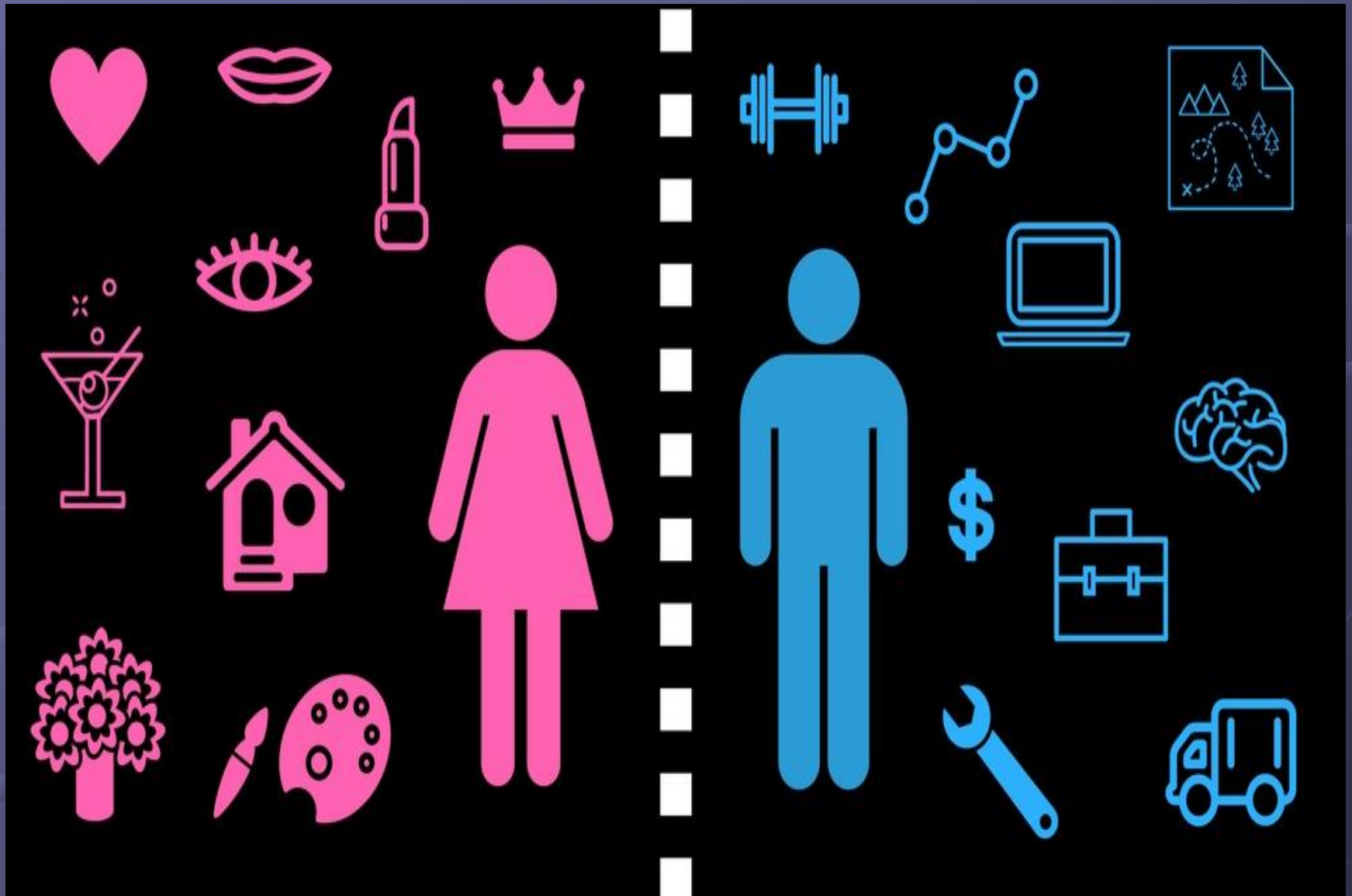
- Halo effect
- Attribution
- Stereotyping
- Personality
- Situation
- Perceiver

# Halo Effect





# Stereotypes



# Action

- It is the last phase in the perpetual process.
- It is the resultant behaviour of individual emerging from perpetual process.
- The action may be positive or negative depending upon favorable or unfavorable perception held by an individual.

# Shortcuts in judging others

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## ● **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 charecteristics.

## ● **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.

# Perception & OB

- Employment Interview
- Performance Appraisal
- Performance Expectation
- Employee Effort
- Employee loyalty



# How to improve Perception ?

- Perceiving oneself accurately
- Improving one's self concept
- Be empathetic
- Having positive attitudes
- Avoiding perceptual distortions
- Communicating openly



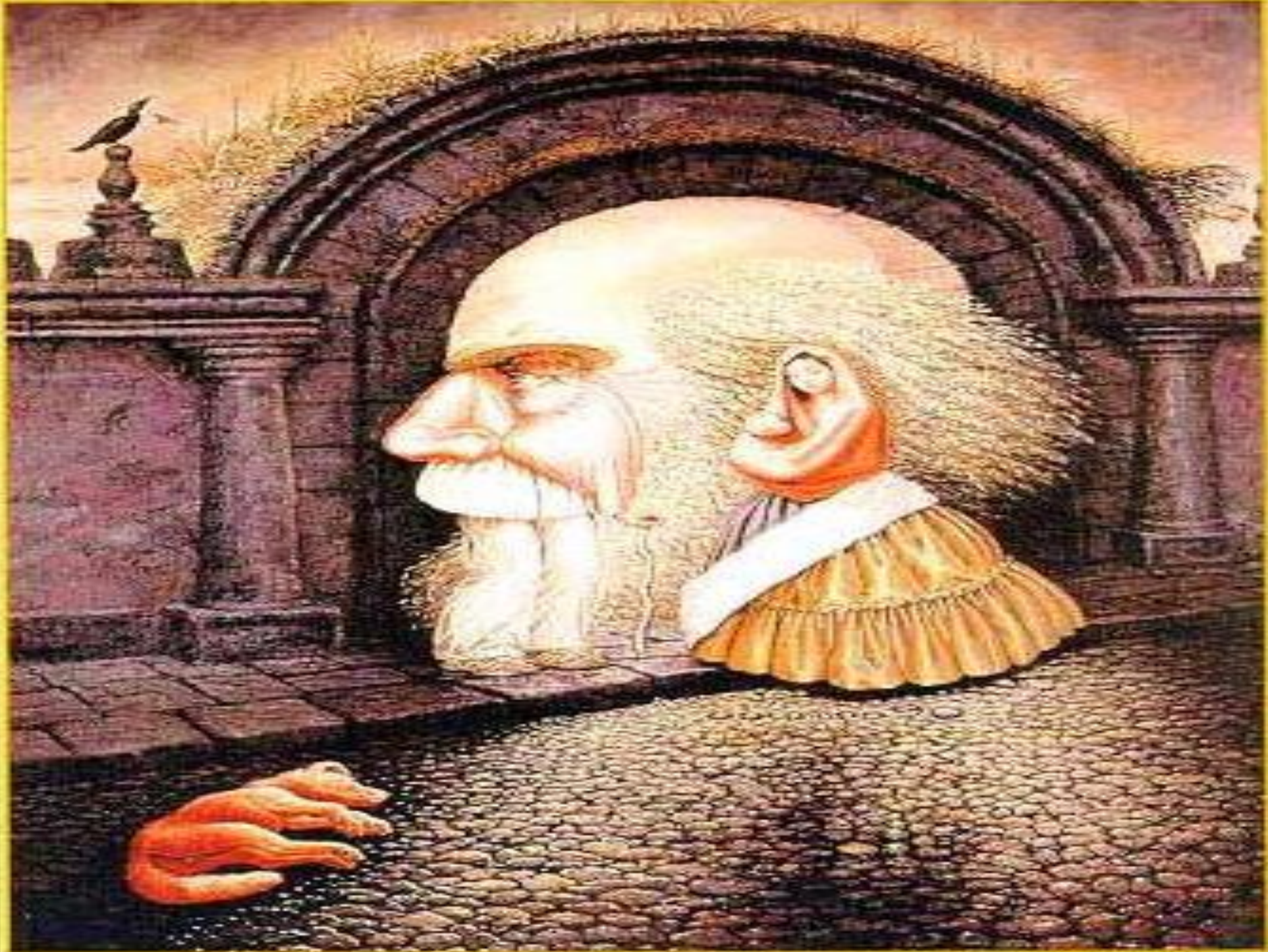
***Some clips.....***



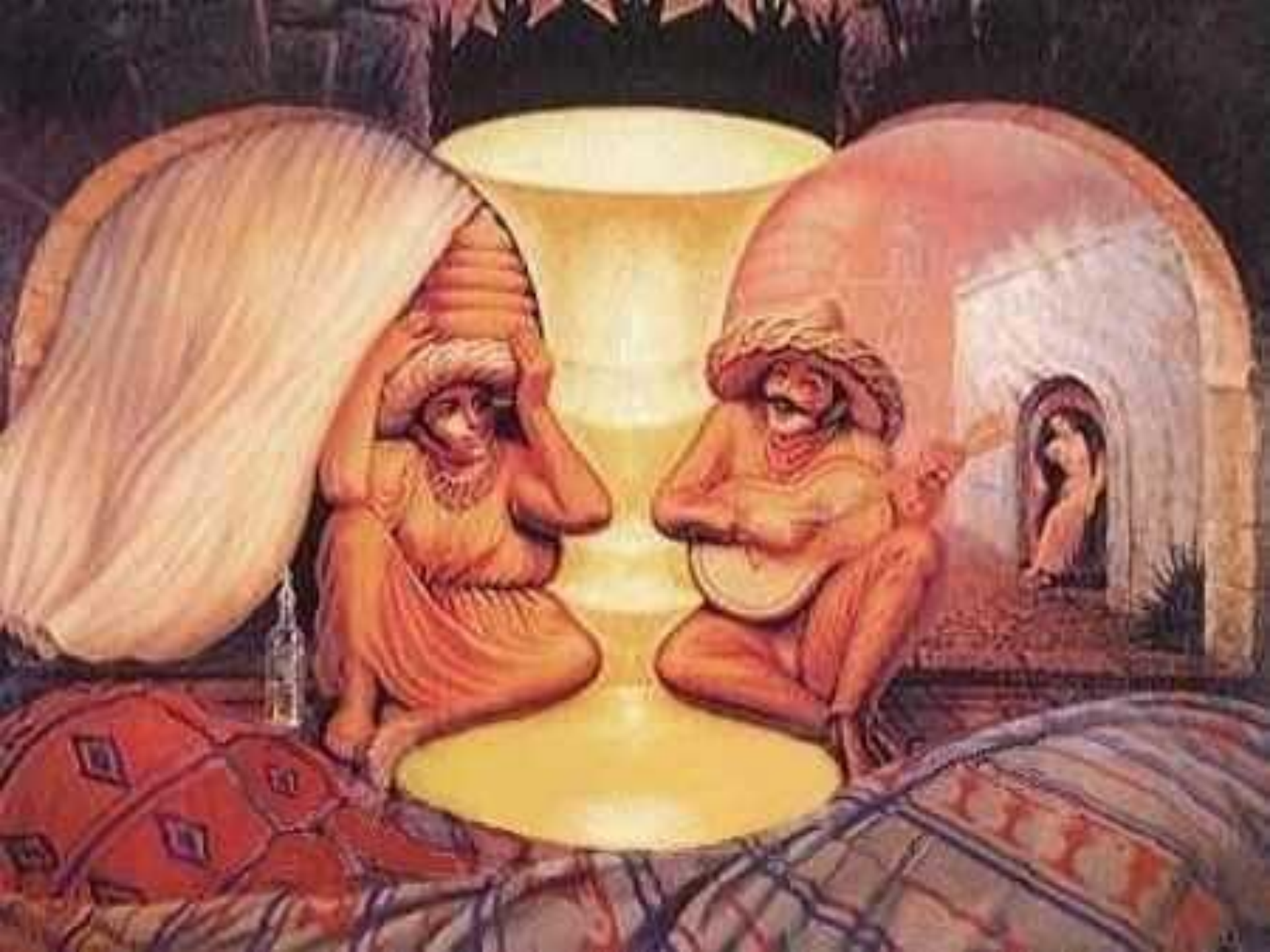




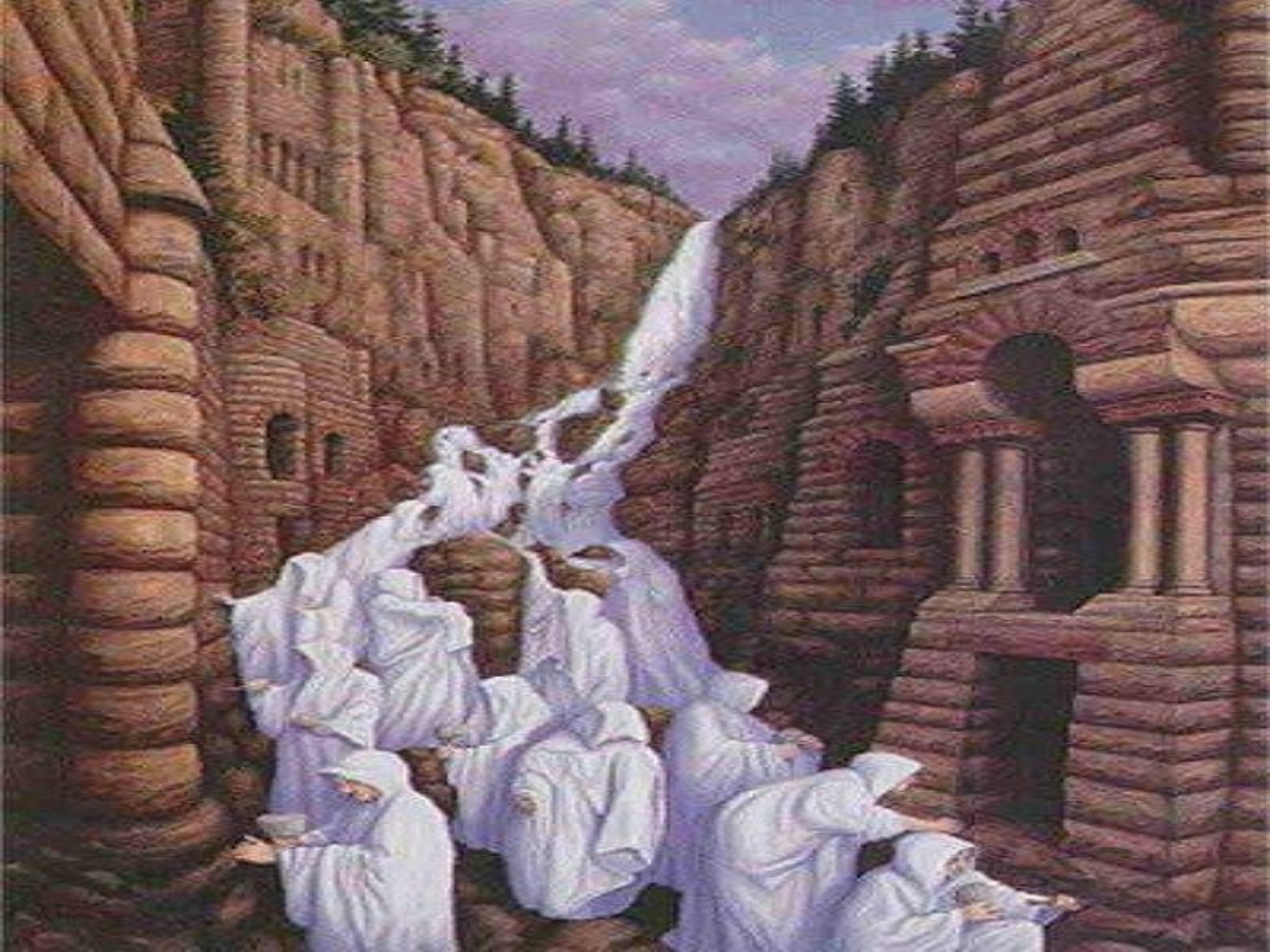
















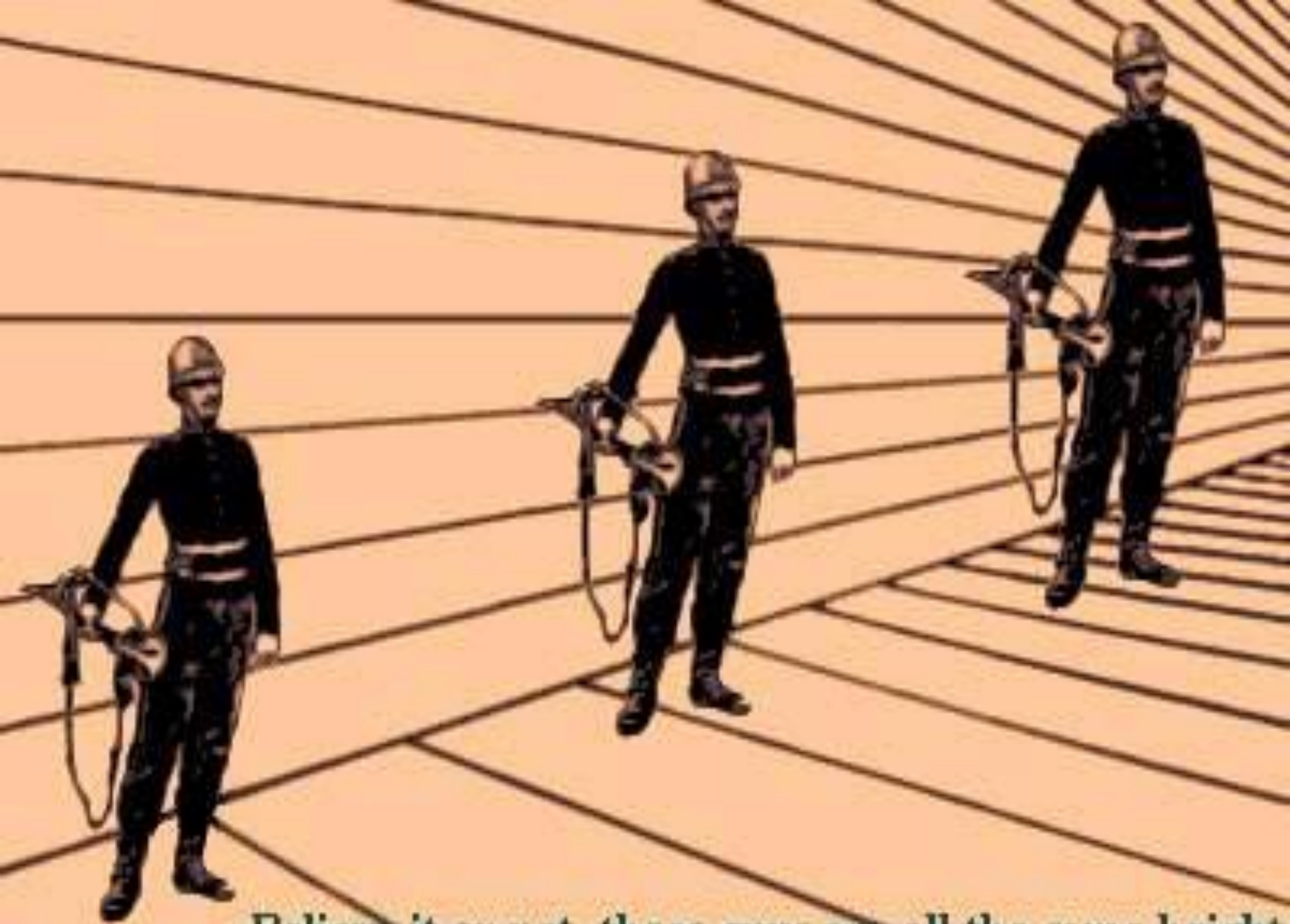
**If you find 9 of them, you have a sense of observation  
above of the average.**

**If you find 10 of them, you are very observer.**

**If you find 11 of them, you are extremely observer.**







Believe it or not, these guys are all the same height







