"WE DON’T SEE THINGS AS THEY ARE, WE SEE THINGS AS WE ARE."
The study of perception is concerned with identifying the process through which we interpret and organize sensory information to produce our conscious experience of objects and object relationship.

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.

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

1. Sensation
   - An individual’s ability to detect stimuli in the immediate environment.

1. 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.”

3. Translation
   - The stage of the perceptual process at which stimuli are interpreted and given meaning.
Receiving Stimuli (External & Internal)

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

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

Interpreting
Attribution, Stereotyping, Halo Effect, Projection

Response
Covert: Attitudes, Motivation, Feeling
Overt: Behavior

Perceptual Process

Organizational Behavior / Perception

Prepared by Bharat Bhati
Factors influencing perception

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

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

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

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

Prepared by Bharat Bhati
Perceptual organization

It is the process by which we group outside stimuli into recognizable and identifiable patterns and whole objects.

Certain factors are considered to be important contributors on assembling, organizing and categorizing information in the human brain. These are

- Figure ground
- Perceptual grouping
Field-ground differentiation

- The tendency to distinguish and focus on a stimulus that is classified as figure as opposed to background.
Our tendency to group several individual stimuli into a meaningful and recognizable pattern.

It is very basic in nature and largely it seems to be inborn.

Some factors underlying grouping are
- continuity
- closure
- proximity
- similarity
Person Perception: Making Judgments About Others
When individuals observe behavior, they attempt to determine whether it is internally or externally caused.
**Distinctiveness**
Does this person behave in this manner in other situation

- **YES**
  - Low Distinctiveness
  - No Distinctiveness
- **NO**
  - High Distinctiveness

**Consensus**
Do other person Behave in the Same manner?

- **No**
  - Low Consensus
  - Yes Consensus
- **Yes**
  - High Consensus
  - No Consensus

**Consistency**
Does this person behave in this same manner at other times?

- **Yes**
  - High Consistency
  - No Consistency
- **No**
  - Low Consistency

**Internal Attribution**

**External Attribution**

Organizational Behavior / Perception

Prepared by Bharat Bhati
Shortcuts in judging others

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 characteristic.
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 person belongs.
Believe it or not, these guys are all the same height