

LECTURE 5

PERCEPTION

What is Perception?

A process in which people organise and interpret their sensory impressions in order to give meaning to their environment.

Factors influencing Perception

Situation

Influenced by attention of time.

Perceiver

Personal character of the individual perceived.

Target

Relationship of target and background's distinguished characteristics.

Attribution Theory

When individuals observe behaviour, they attempt to determine whether it is:

External

Resulting from outside source. Having being forced in a situation.

Internal

Believed to be under the personal control of individual.

Fundamental Attribution Error

When we make judgment about the behaviour of other people we have the tendency to over or underestimate the external or internal factors.

Self-Serving Bias

The tendency for individual to attribute their own success to internal factors while putting the blame for failure on external factors.

Frequent Shortcut Judging Errors

Selection Perception

People selectively interpret what they see on the basis of internal background especially attitudes.

Halo Effect

Drawing a general perception about an individual on a single characteristic.

Frequent Shortcut Judging Errors

Projection

Attributes one's own characteristics to other people.

Stereotyping

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

Frequent Shortcut Judging Errors

Contrast Effect

Evaluation of a person's characteristics that are affected by comparisons with other people recently encountered who rank low/high on the same characteristics.