

Concept

According to Oxford Advanced Learner's Dictionary, " Perception means the way you notice things especially with the senses." Perception is the process of organizing and attempting to understand the sensory stimulation from the outer appearance. When the person receives the images, it is transmitted to the brain causing sensations.

Psychologists refer sensation as bottom-up process and perception is top-down process because they are constructed not only the function of senses but also the experience and expectation. If the receptors do not receive any images from the environment or unable to process the information or no information is transmitted in the brain and a perception does not occur.

- a. Bottom-Up Process:- Psychologists refer sensory analysis which starts at the entry level and the messages transfer to higher brain centers. The process of sensory analysis with basic elements and working towards higher complex level is known as bottom-up process. The cycle of this system is

Stimulus → Receptors → Brain

- b. Top-Down Process:- Psychologists refer the perception in which the information experience and sensation which are achieved from the receptors transfer to several stages of analysis and complexity from the brain is known as top-down process. It is higher level of processing, developing and understanding about the stimulus. Thus psychologists call this process as top-down process due to its nature. The cycle of this system is:-

Stimulus → Receptors → Brain → Effectors → Perception

Perception Conclusion:- Therefore both, Top-Down Process and Bottom-Up Process are to activate the receptors and transmit the information to the brain to make sense of interpretation to find out the accurate result of perception.

Note:- Receptors are the person who receives any images from outer environment.

Perceptual Organization

The receptors perceive objects of environment as having various pattern, depth, distance, movement etc. The factors in the environment help to give organization and meaning to perceive the features. The sensory impressions produced by stimulus are organized as the perceived objects. The process of perceiving is the process of perceptual organization.

Perceptual Organization combines sensations into meaningful perceptual units, locates them in proper place and preserves their meanings as the perceiver examines them from different point of views. There are four features in perceptual organization. They are:-

- a. Form Perception:- Form Perception refers to the organization of sensation into meaningful shapes and patterns. A group of psychologists called Gestaltists were the first psychologist to study form perceptions systematically in the early 20th century. Gestalt is a German word which means a 'whole or form' in English. The Gestalt Psychologist proposed that humans are born with the ability to organize the elements of our perceptual world by producing the most complete perception of environment. According to them in perception the 'whole or form' is greater than sum of the sensory parts. Form Perceptions includes two things:-
 - i. Figure and Ground:- When we see the visual stimulus the center of our attention attracts our vision is called the figure and the rest of the back ground part is called ground. For Example:- A picture on the wall in which picture is a figure and the wall is ground.
 - ii. Principal of Grouping:- The human mind follows certain rules to bring order and form in basic sensation. The principle of grouping are:-
 - Similarity
 - Proximity (Closeness)
 - Continuity
 - Closer (in-complete to complete)

- b. Depth and Distance Perception:- The ability to view the world in three dimensions and to perceive distance a skill is known as Depth Perception. The fact is that we have seen from two eyes but there is a certain distance between the eyes, slightly different images reach each retina. The brain captures two images into one view by recognizing the difference in images and uses the difference two estimates the distance an object from us. The difference in the images seen by the left and the right eye is known as binocular disparity.

The fact that the differences between the two eyes varies according to the distance of object which is the means of determine distance. If we perceive two objects one considerably closer than the other is, which is greater sense of depth due to theretinal disparity between two eyes. If the two objects are of similar distance the retinal disparity will be minor and they are perceived in similar distance.

The ability to judge depth and distance, we have to use two types of cues:-

 - i. Monocular Cues
 - ii. Binocular Cues

- c. Motion Perception:- The movement of images across retina that brings about the perception of motion. We would perceive the world as moving every time, we moved our heads. One of the critical things we learn about perception is to factor information about

our own head and eye along with information about changes in the retinal images. The movement of an object across the retina is typically perceived relative to some stable or unmoving background. The image on retina expands in size, filling more and more of the visual fields. Apparent movement is the perception that the stationary object is moving, like a person in the stationary train feels as if it is moving because a train on track begins to move slowly back and forth.

- d. **Perceptual Constancy**:- Perceptual Constancy is phenomena in which physical objects are perceived as constant in spite of changes in their appearance or in the physical environment. Perceptual constancy enables us to view objects having unvarying size, shape, color and brightness even if the image on our retina varies. For Example, The aero plane approaches flying overhead and disappears without changing the shape, in our perception.

In some cases our application of perceptual constancy misleads us. For example, when the moon first appears at night close to horizon seems to be huge-much larger than when it is high in the sky. Later in the evening the actual image of the moon in our retina is the same whether it is low or high in the sky.

Perceptual Illusions

Perception can also provide false interpretation of sensory information which are known as illusions. The term illusion was used by the psychologist to refer to incorrect perception. Visual illusions are physical stimuli that constantly produce errors in perceptions. There are two types of illusions. They are:-

- a. **Physical Process**:- It includes 'mirages' in which we perceive things that are not really there, such as the water you often seem to see on the dry road which is not there due to hot.
- b. **Cognitive Process**:- It includes countless illusions reference to the knowledge but mostly there are two categories of illusions: illusions of size and illusion of shape or area. The sizes of retinal image cast by the vertical line are identical longer in comparison of horizontal. The illusion of shape or area focuses on moon illusion in which the moon appears larger near the horizon and smaller when its distance increases.

Factors Influencing Perception

There are three factors that influence perception which are as follows:-

- a. Factors in the situation

- i. Time
 - ii. Work setting
 - iii. Social Setting
- b. Factors of Perceiver
- i. Attitude
 - ii. Motives
 - iii. Interest
 - iv. Experiences
- c. Factors in the target or perceived
- i. Novelty
 - ii. Motion
 - iii. Sounds
 - iv. Size
 - v. Similarity

Perceiver is a person who becomes aware of things or events through their senses and the perceived which is the target individual or situation that is being viewed and influences our thought patterns of perceptions. These two aspects work with and against each other to form a perception in our minds. For example, A person (Perceiver) might perceive a manager (Perceived) and expects him to speak with an authoritative tone of voice because he is an authority figure.

Person Perception

Person Perception is an element of social psychology concerning how we process information about people. The term is somewhat misleading because person perception does not deal with perception rather it concerns social processing issues like what information. We extract, when we see other people, how we interpret and how this interpretation influences on our behaviour. Research is a person perception which has focused on social and cognitive biases that influence our interpretation of others. Research has highlighted the specific nature of person perception, revealing a number of biases that are relied upon in order to lead with the innermost complexities of social information processing.

Kelly's Attribution Theory

Harold Kelly's "Co-variation Attribution Theory" or "Model of Attribution" explains how we use social perception to attributes personal behaviour to internal or external factors. It also explains what information we collect through perception and how it is used to form a judgment about someone's behaviour. The term "co-variation" refers to your ability to observe variable changes in our society or in relation to each other. This attribution theory depends on information from multiple experiences to determine the variable changes and some qualities on a person.

Kelly proposes three types of information to observe the personal behaviour which are:-

- a. Consensus:- It means the label of knowledge power in person.
- b. Distinctiveness:- It means unique or specific quality in a person.
- c. Consistency:- It means duration of quality in a person.

Impression Formation

It is the process by which we form an overall impression of someone's character and abilities based on available information about their personal behaviour. For e.g. If a new employee in our office does the work lazily on the first day, we judge his/her quality in negative point of view although, the initial impression are not always accurate if the employee consistently does the good work in later days we may start to view differently in positive way.

Perceptual Biases and Errors

A perceptual bias is a psychological tendency to lose objectivity in perception of people and situation. People may believe that they are able to evaluate any events fairly and accurately with full of judgment about the situation but a number of biases interact with the way they perceived events cultural and social pressures can lead to the biases coloring perception although the people think they are impartial.

Perceptual Errors are the mistakes specially one that causes problem or affects the results of something or perceived object.

Social Behaviour

There are three types of social behaviour which are

a. Persuasion (***convince garnu***)

According to Perloff, "Persuasion can be defined as a symbolic process in which communicators try to convince other people to change their attitudes or behaviour regarding an issue through the transmission of a message in an atmosphere of free choice."

b. Attitude

Attitude means the way that we think or feel about somebody or something in the society, everybody must have positive attitude to develop a society. It is internal quality of individuals. Functions of Attitudes are :-

- i. Knowledge:- which refers to predict the human behaviour and experience in the society.
- ii. Self-expressive:- which helps to communicate ourselves by developing our skill.
- iii. Adoptive:- which refers the acceptable attitudes in the society.
- iv. Ego Defense:- which refers to hold attitude that protect our self-esteem to make us feel guilty.

c. Prejudice and Techniques to reduce it

Prejudice is an unjustified or incorrect attitude towards an individual membership of social group; prejudice is different from discrimination because prejudice includes the entire racial, social. Three components of attitudes are affective, behavioral and cognitive whereas discrimination just involves behaviour. Prejudice is any form specially racial or social destructiveness which kills communication, innovation (ideas), motivation etc.

Techniques to Reduce Prejudices

- a. Equal Status
- b. Close and Personal
- c. Common Goals
- d. Domestic Value
- e. Strongly Condemn

Social Influences

Social Psychology is centered idea of social influence which is related (defined) as “the effect that words, actions, or mere presence of other people have on our thoughts, feelings, attitudes or behaviour. Social influences extend beyond our behaviour to our thoughts, feelings and believe with many forms.

The factors of Social Influences are as follows:-

a. Conformity

Conformity is a type of social behaviour, belief and thinking to identify with others or normative standard. Social psychology research on conformity tends to distinguish between two varieties: Informational Conformity (Social Proof) and Normative Conformity (Response). In the case of peer-pressure, a person is convinced to do something such as illegal drugs which they might not to do but they perceive as necessary to keep positive relationship with other people such as friends.

b. Compliance

Compliance refers to a social response which demonstrates the individuals, original behaviour, beliefs or thinking changes to join with other friends both privately as well as publically. Conservation may also refer to individual members of a group who move from their initial position to same position of other which may differ from original position.

c. Obedience

Obedience is human behaviour in a form of social influence in which a person obeys the order from an authority figure. Obedience can be seen as immoral and moral. Human have been shown to be obedient in the presence of perceived legitimate authority figure as shown by Milgram’s Experiment which was carried out by the psychologist ‘Stanley Milgram’ in 1960 to find out how Nazis managed to get ordinary people to take part in the mass murder of the ‘Holocaust’. Regarding obedience, Milgram said that ‘obedience is as basic element in the structure of social life as one can point (order) to some system of authority is a requirement of all communities living and it is only the man dwelling in isolation who is not forced to respond, though defense or submission to the commands or others.”

Thanks to

(Lecturer of Psychology Division MMC BBA)

**Email:- bbasolution072@gmail.com
Facebook Address: - www.facebook.com/NotesBBA**

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Unit 5 Perception, Social Thought and Behaviour

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