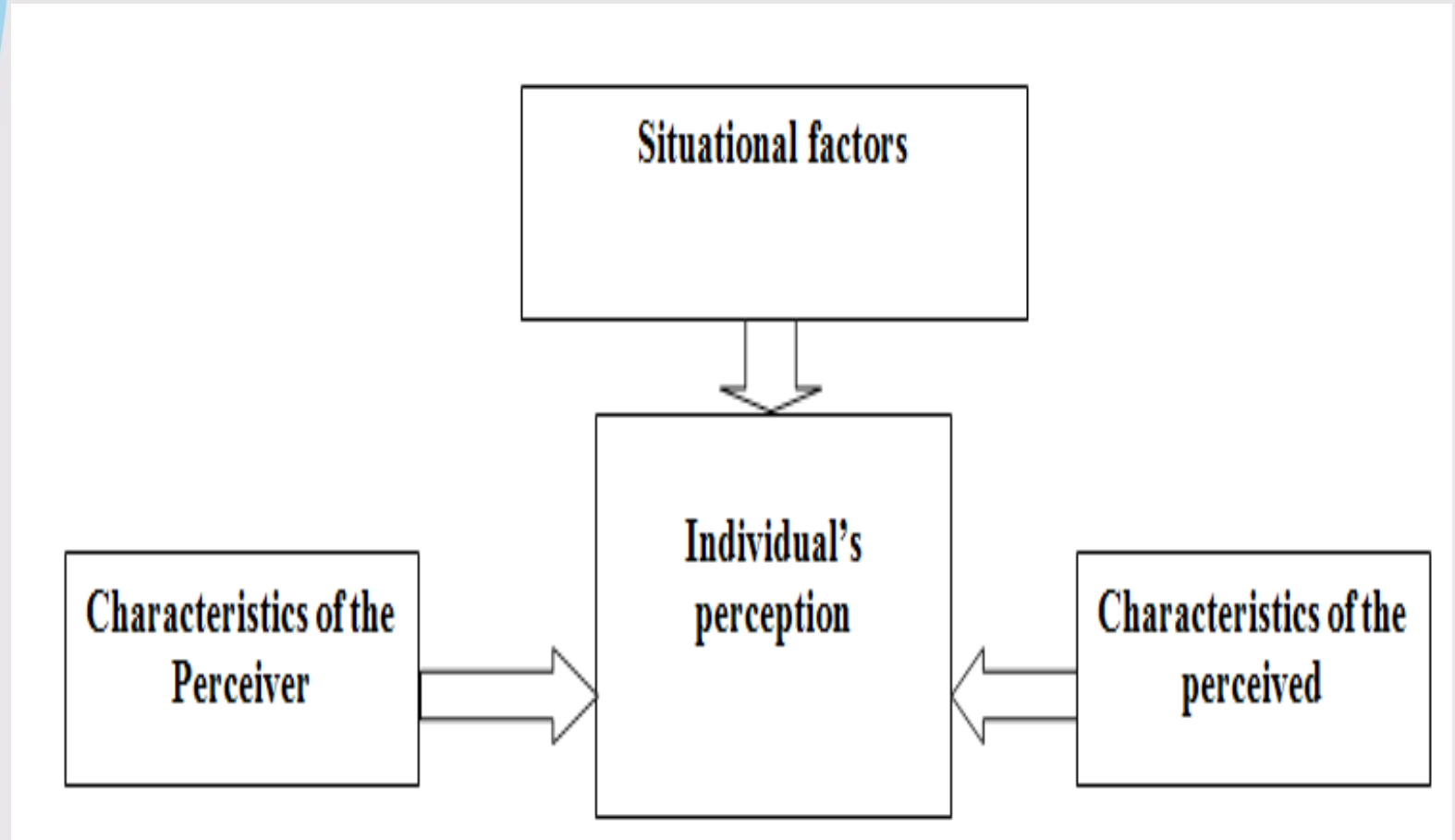




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Factors Influencing Perception





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The Perceiver-When a person looks at a target, his interpretation of it is influenced by his personal characteristics like his needs, past experience, habits, personality, values, and attitudes.

The Perceived- The physical attributes, appearance, and behaviour of other persons in the situation also influence how the object is perceived.

The Situation- The context in which we see the objects or events is important. The physical, social and organizational elements of the situation or event may also influence perceptions.



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Perception and OB

(i) Employment interview:- Different interviewers try to see different things in the same candidate and thus, arrive at different perceptions about the same candidate.

(ii) Performance appraisal:- Assessment of an employee's performance very much depends on the perception of the evaluator about the employee.



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- (iii) Performance expectation:-** New employees during their selection process acquire a set of expectations both about the organization and about the job.
- (iv) Employee effort:-** An employee's future in an organization depend on effort.
- (v) Employee loyalty:-** Like effort, assessment of loyalty is also a subjective judgment susceptible to perceptual distortions (misrepresentation) and bias.



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Managing the perception process

1. Have a high level of self-awareness
2. Seek information from various sources to confirm impressions.
3. Be empathetic
4. Influence perception of other people
5. Avoid common perceptual distortions
6. Diversity management programmes.
7. Know yourself.