



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Perception

Perception is the process by which people select, organize, interpret and respond to information from the world around them. This information is obtained through the senses namely, seeing, hearing, touch, taste and smell.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Perception can be defined as the process which involves seeing, receiving, selecting, organizing, interpreting and giving meaning to the environment.

In simple sense, perception means perceiving i.e., giving meaning to the environment around us.

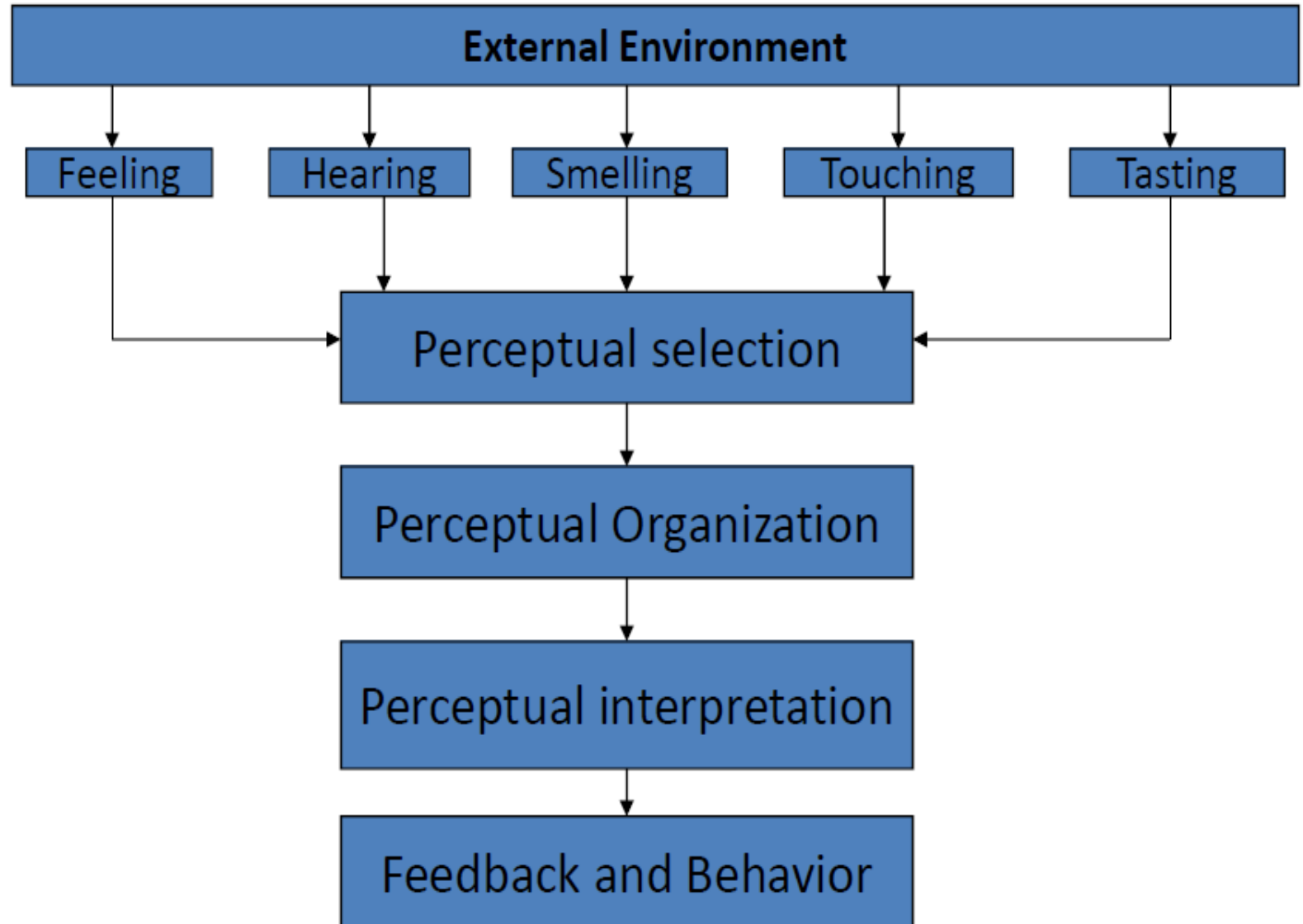
We look at something, but perceive it differently. For example, looking at a painting, some may perceive it as beautiful, the others as ugly.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Perceptual process





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

(a) Receiving stimuli :-

The perception process starts with the reception of stimuli. The stimuli are received from various sources. Through the five organs, we see things/objects, hear sounds, smell, taste and touch things. Stimuli may be internal or external. External stimuli includes light waves, sound waves, mechanical energy or pressure and chemical energy from objects that one can smell and taste. Internal stimuli include energy generated by muscles, food passing through the digestive system, and glands secreting behaviour influencing hormones.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

(b) Selection of stimuli:-

All stimuli which are received are not accepted. Some stimuli are noticed and some are screened out.

Example:- Girl – transistor- reading

Nurse- Flashing red light

The process of filtering information by our sense is called selecting stimuli.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

© **Perceptual organisation**: Having selected stimuli or data, these need to be organized in some form so as to assign some meaning to them. Thus, organizing the bits of information into a meaningful whole is called organization.

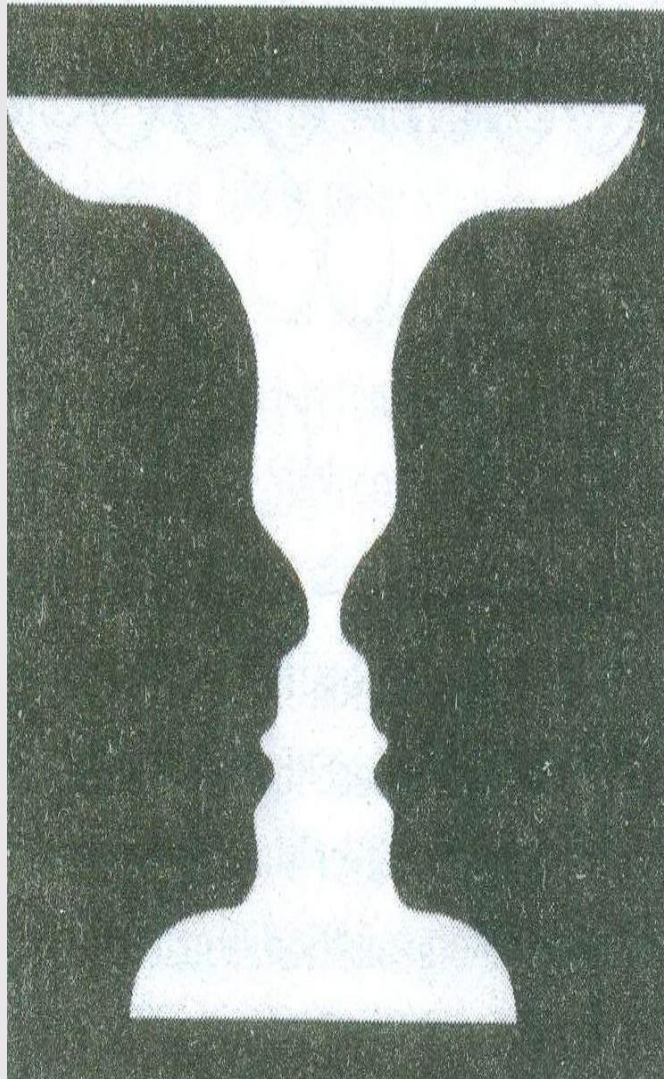
Eg., an object made of wood- 4 legs, seat, back, armrests- recognise to be a chair.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Figure Background & Ambiguous figure





Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

(d) Interpretation:- The data collected and organized remain meaningless for the perceiver till these are assigned meanings. **Assigning meaning to data is called interpretation.** The interpretation process is the most important element in the entire process of perception. The following are the important factors which influence interpretation in organizations.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

(e) The process of checking:- The perceiver tends to check whether his interpretations are right or wrong. One way of checking is to put a series of questions to himself or herself and the answers will confirm whether his or her perception is correct or incorrect. Another way is to check with others.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

(f) The process of reacting:- The last phase is reaction. The perceiver will indulge in some action in relation to his or her perception. The action depends on whether the perception is favourable or unfavourable: it is positive when the perception is favourable and negative when the perception is unfavourable.