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Factors influence perceptual selection

Several factors influence selection.

1. Internal and
2. External



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External factors influencing selection are –

- (i) Nature:-** By nature we mean whether the object is visual or auditory and whether it involves pictures, people or animals. Pictures attract more attention than words, picture with human being attracts attention more than objects alone.

- (ii) Location:-** The best location for attracting attention is directly in front of the eyes and in the centre of a page.



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(iii) Size:- Like intensity, size also matters very much.

(iv) Contrast:- The contrast principle states that external stimuli which stand out against the background, or which are not what people are expecting, will receive their attention.

(v) Repetition:- Repeated external stimulus draws more attention than a single one.

(vi) Motion:- People pay greater attention to moving objects rather than stationary objects.

(vii) Novelty and Familiarity



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Internal Factors Influencing Selection

- (i) Learning**
- (ii) Interest**
- (iii) Psychological needs**
- (iv) Age difference**
- (v) Ambivalence – Mixed feelings about a situation**



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Factors influencing perceptual interpretation

Halo effect:- Drawing a general impression about an individual based on a single characteristic or trait is called halo effect.

Stereotyping:- When individuals are judged on the basis of the characteristics of the group to which they belong, is called stereotyping.

Perceptual set:- Previously held beliefs about objects influence an individual's perceptions of similar objects-called perceptual set.



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Projection:- Under certain conditions, people tend to see in another person traits that they themselves possess.

Attribution:- Attribution is the process of attributing causes to the behaviour of others.