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The perception factor of psychology

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**Introduction**

Perception is the act of seeing what is there to be seen, but what is seen is influenced by the perceiver, the object, and its environment. According to S P Robbins, perception is defined as the process by which individuals organize and interpret their sensory impressions to give meaning to their environments.

What is these impressions perception includes the five senses?

1. Touch
2. Taste
3. Sight
4. Smell
5. Sound

All these senses play a very important role in forming a perception. Thus, perception is the process by which an individual selects, organizes and interprets information to create meaningful picture.

* Factors affecting perception

What are the factors which affect perception they are three factors which affect perception it could be related to the perceiver it could be related to the perceived and it could be related to the situation?

* Factors related to the perceiver
* Projection the perceiver tries to project his personality attributes in others is known as projection for example if a person is talkative, he will treat the other person is talkative too and this basically trying to project his personality into others
* Mental makeup sometimes the perceiver has preset nation in his mind about certain objects, events, and people the moment he must deal or react as he has made his mental set up to deal with such situations
* Stereotyping it is a tendency to judge people based on the perception of the group to which he belongs
* Halo effect it is tendency to draw a general overall impression about an individual based on single striking characteristics
* Recency effect recency effect is the effect that the recent event has on the perceiver
* Factors related to the perceived
* Status of the perceived: - when perception is made about a person who has high status in terms of position or wealth, he is generally perceived to be high on ranking than a person with low status.
* Closeness with the perceived: - if a person is close to another person in relationship, the perceived will be ranked high because of this relationship even though, in a particular situation, he may have behaved negatively.
* Factors related to the situation

Situation plays an important role in forming perception about a person a person sitting in a five-star hotel is perceived differently than a person sitting in a small hotel

* Perceptual process

It has three stages: -

1. Selectively perceive through our senses we pay attention to what meets a need or is enjoyable.
2. Organize we evaluate according to our unique mental schemata we organize according to how we think things should or should not be.
3. Interpret we take that all events objects and into person we organize information and then we interpret that is what does it mean
* Selection

Is the process by which we attend to some stimuli in our environment and not others and it could be internal or external it is often influenced by internal stimuli like our personal motives, incentives, impulse, or drives to act a certain way or selection is often influenced by external stimuli, such as bright light and colors, loud sound, strong odors, spicy flavors, or painful contact

Cocktail party effect: the phenome none of being able to selectively focus on a particular stimulus while filtering out arrange of other stimuli in the same way that a party goes can focus on a single conversation in a noisy room or notice their name being spoken in another conversation

* Organization

The second stage, is how we mentally arrange information into meaningful and digestible patterns the perceiver is influenced by

1. Figure and around
2. Perceptual grouping

These terms were coined by gestalt psychology, which is a school of psychology that emerged in the early twentieth century.

Gestalt psychologists emphasized that organisms perceive entire patterns or configurations, not merely individual components.

* Figure and ground

What a person observes is dependent on how a central figure is being separated from its background.

The perceiver thus tends to organize only the information which stands out in the environment which seems to be significant to the individual for example in a dance programmed, the spectators tend to perceive the dance performance against the background music, backdrop setup etc.

* Perceptual grouping

It means grouping stimuli into on organized pattern it happens based on

1. Proximity: - people tend to perceive things, which are near or to each other’s as together as group rather than separately. If four or five members are standing together, we tend to assume that they are belonging to same group rather than as separately.
2. Similarity: - persons, objects or events that are like each other also tend to be grouped together, for examples, if we happen to see a group of foreign nationals at an international seminar, Indians are grouped as are group, British as another, Americans yet another based on the similarity of nationalities.
3. Closure: - in many situations, the information what we intend to get may be in bits and pieces and not fully complete. However, we tend to fill up the gaps in the missing parts and making it as meaningful whole such mental process of filling up the missing element is called as closure.
4. Interpretation

Is the last stage of perception process through which we represent and understand stimuli once information is organized into categories; we superimpose it on to our lives to give them meaning picture.

Interpretation of stimuli is subjective, which means that individuals can come to different conclusions about the exact same stimuli

Subjective interpretation of stimuli is affected by individual values, needs, beliefs, experiences, expectations, self-concept, and other personal factors

* Objective factors
* Intensity
* Size
* Distinct & striking
* Movement
* Novelty
* Duration
* Repetition
* Abrupt change

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