

PG HRD – 201

**PAPER NAME: ORGANIZATIONAL BEHAVIOUR (PAPER V)
SEMESTER II**

By

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TOPIC: PERCEPTION

Definitions:

(1) Perception includes all those process by which an individual receives information about his environment seeing, hearing, feeling, tasting & smelling. The study of these perceptual process shows that their functioning is affected by the three classes of variables - The objects or events being perceived, the environment in which perception occurs, and the individual during the perceiving.

(2) “Perceptual process” should be understood as the manner in which the first causal affect of existing objects on our senses becomes an object of our perceptual judgment.

(3) Perception is the process whereby stimuli are received & interpreted by the individual and translated into a response (Engel et.al, 1968).

(4) Perception is the entire process by which an individual becomes aware of his environment & interprets it so that it will fit into his own frame of reference (Walter, 1970).

An analysis of these definitions reveal that:

1. Perception is the interpretation of the meaning of sensation.
2. Sensations are the constituents as raw materials of perception.
3. Whereas sensation is the first or at least the first conscious response born out of the stimuli, perception is the second response of the stimuli after sensation.
4. Perception refers to what is immediately experienced by an individual & it is a way in which the stimuli are interpreted.
5. Perception is a mental activity which acquaints us with situations by giving us direct knowledge of it.

6. Perception screens out that which an individual does not find relevant & involves not only the reception of physical stimuli but also the interpretation that an individual gives to the sensation he receive.

7. Perception is the direct response to the sensation & only an indirect response to the physical stimulus.

8. Individual actions, emotions, thoughts, feelings of ultimately his behaviour are set of in motion by a perception of his surrounding (Kumar, 1995:161).

Process of Perception:

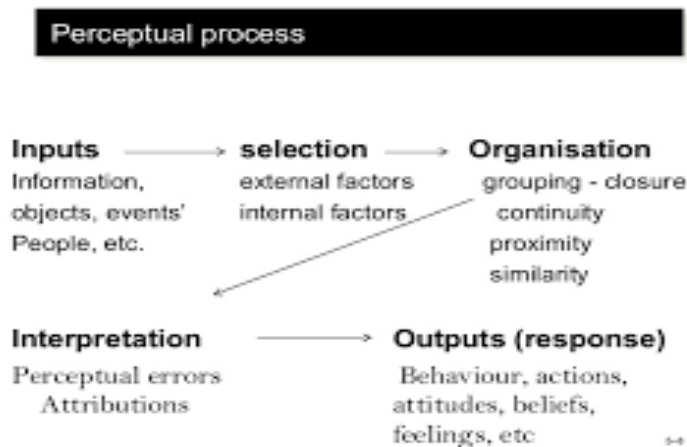


FIG:1

Hence, perception essentially consist of five processes viz receiving, filter in assigning, interpreting & finally reaching to the stimuli. These all processes are greatly influenced by the perceiver & environment.

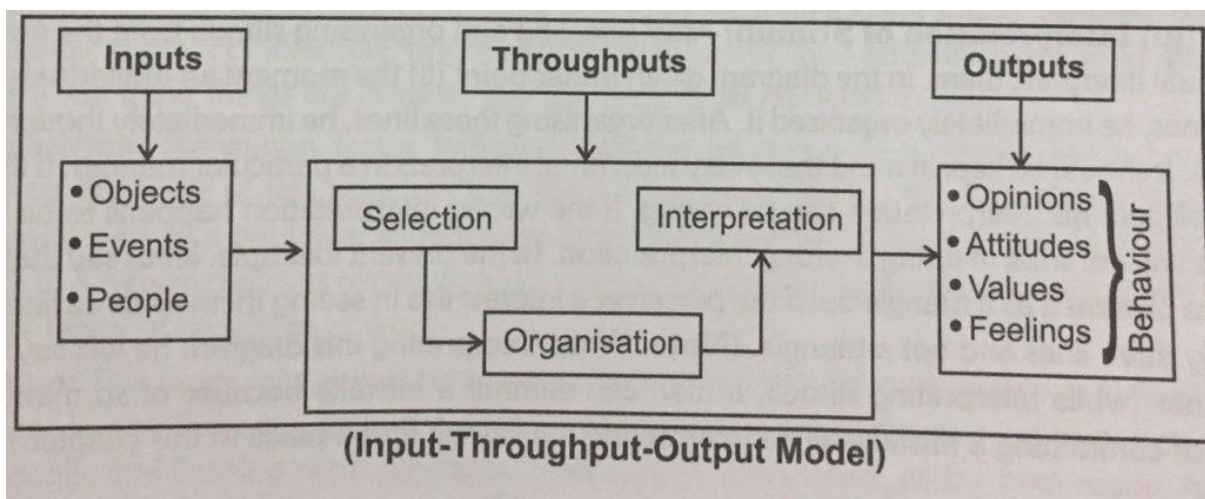


FIG:2

The above model (FIG:2)consists of variables:

1. Inputs: Perceived inputs are the stimuli such as information, events, objects etc. that are received by the perceivers.
2. Process: The receiver stimuli (inputs) are processed through the selection, organization & interpretation.
3. Outputs: The output is obtained through the processing mechanism. These outputs may be in the form of feelings, emotions, attitude, love, hatred, action etc.
4. Behaviour: The perceived outputs are reflected in terms of behaviour of an individual, the perceivers behaviour, in turn generate responses from the perceived & these again give rise to a new set of inputs. Thereby the outputs become inputs & the process continues.

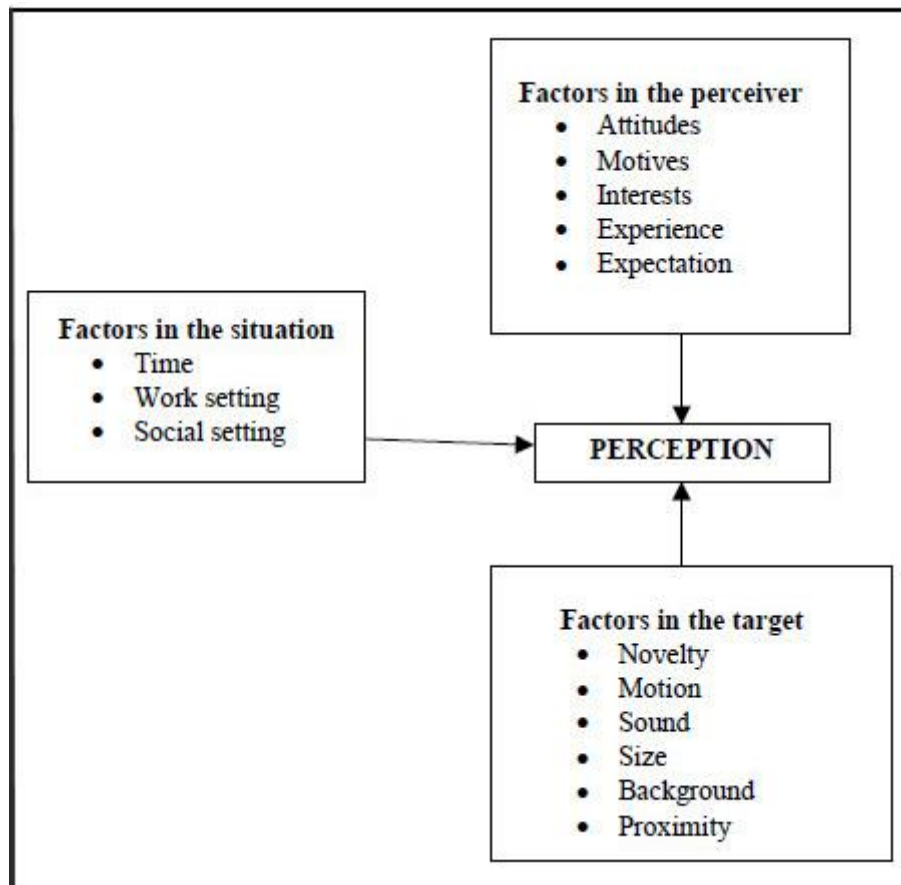
Types of Perception

- Vision
- Sound
- Touch
- Taste
- Smell
- Social
 - Speech
 - Faces
 - Social touch

Factors influencing Perception in Organizational behaviour

A number of factors operate to shape and sometimes distort perception. These factors reside in:

- i. In the perceiver
- ii. In the object or target being perceived or
- iii. In the context of the situation in which the perception is made.



Factors influencing Perception in Organizational behaviour

Attribution Theory

Attribution theory is concerned with how ordinary people explain the causes of behavior and events. For example, is someone angry because they are bad-tempered or because something bad happened?

A formal definition is provided by Fiske and Taylor (1991, p. 23):

“Attribution theory deals with how the social perceiver uses information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgment”.

Dispositional vs Situational Attribution

- Dispositional attribution assigns the cause of behavior to some internal characteristic of a person, rather than to outside forces.

For example, we attribute the behavior of a person to their personality, motives or beliefs.

- **Situational Attribution** : The process of assigning the cause of behavior to some situation or event outside a person's control rather than to some internal characteristic. When we try to explain our own behavior we tend to make external attributions, such as situational or environment features.

Hence, perception refers to the way in which inputs from the sense organs are organized, analyzed and interpreted in a meaningful way. It is a way in which we assign meaning to our experiences.
