

Meaning of the Perception

Why do different people see the same situation differently ? It is because they see what they want to see. Every person see's that the same situation from his point of view from his own point of view and thus select organize interpret and inform to the information according to own judgement.

Definition

“ Perception is the process by which people select organize and interpret information to form a meaningful picture of the word.”

The individual collect data of the environment organize it and give meaning to it according to his own interpretation. Perception is a physiological process through which different people give different meaning to the same data. Perception is subjective process and affect human behavior. It is subjective because different people select different information from the environment process it differently interpreted and arrived at different solution. Which according to them is the best in the given circulars chances to solve a common problem. It affects individual behavior because a person acts the way he perceives the situation people's behavior is affected by their perception of the situation they face.

Importance of the Perceptions

It helps manager's in understanding human behavior because people behavior is set the fact to control behavior of the people manager should understanding this perception.

The people percept things different it meaningful result in his perception which can grow conflicts in the organization. Understand the perception help manager in maintain community among member through and promote held by interpret relation in the organization.

It effort manager tendency to evaluate the performance of employees which evaluate the employee of manager may rank do home they like at a higher scope factor affecting personalization perform perception distraction.

According to Joseph rein 3 type of importance element of perception are the percept the situation and the perception.

Factor affection Perception relation this three personalization.

- (i) – Factors related to the perceived
- (ii) – Factors related to the situation
- (iii) – Factors related to the perceiver

An different factors interact related to different perceptions about the perceived the situation and the perceiver, misperception are likely to occur. These result is perceptual distortion.

The factor resulting in perception disorder are discussed below:

(i) – **Factors related to the perceived** :- Perceived is the person object event about whom Perception is being made.

(a)– **Statics of the perceived** : When perception is made about a person who has high status in term of position, social optimism intelligence or wealth he is generally perceived to be higher ranking than a person with low status his status or power is actual characteristics.

(b)– **Closeness of the perceived** :- If a person is close to another person in relationship because of his liking for the some trade the perceived will be ranked high because of these relationship even those a particular situation to may have behave negatively.

(c)– **Expectancy effects** :- This explain the expectances from the perceive the confidence in bestowed in perceived behavior there is a natural instant him or her to behave positively to maintain that confidence our acceptance about the another person (perceive) cause him to act in a manner that keep a up to over acceptance about him.

(ii) – **Factors related to the situation** : - Situation play an important role informing perceived a person about a person setting in a five star hotel if perceived different then sitting in a small hotel. An employee of a lives office is perceived than a employee of a simple office thus the situation factor characterize by the place effect perceived of the person. It is this for

purpose that may offer get huge amount of money that decade as it send a positive message about their image switch user help in promotion of their business.

(iii) – **Factors related to the perceiver** :- Factors perceiver are as follows:

(a)– **Personality** : Personality of an individual affected behavior and perception through.

- **Projection** : The person projects his personality traits in other also.

For example- In the perceiver is an extrovert he trades the perceived also to be an extrovert.

- **Self-fulfilling prophecy:** what the perceiver perceived is governed by what the aspects to be present in other . The perceiver sent to find an other what he find other. If the perceiver is soft and the linear approach to word's other he aspect other also to be the same.

(b)– **Mental makeup:** Sometimes perceive has present notion in his mind about certain things about certain object, events and people. The moment he has to deal or act upon those events he already knows. How to act or react as he has made his mental set-up to deal with such situation. In the organizational context people forms mental images about other words as obedient or disobedient, hard or soft as according to relate to them.

(c) - **Stereotyping:** It means judging people on the basis of the characteristics of the group to which they belong though individual may have distinctive traits but if they belong to a group or class about which some notion or form. Those individuals are also assumed to have the same characteristic. In the organizational context, the stereotype reception about all managers are being alike all workers are same and all behave the same way.

(d) - **Halo effect:-** It is the assumption of the perceiver that a person good in one activity is good in all and a person bad in one activity is bad in all activity also and it is the tendency of the perceiver to transfer people good or bad a person good is like and one who is disliked is attributed with all bad qualities. In this way the evaluation of the person is on the basis of single or few qualities and not all the qualities. On the basis of which he should be judged.

In the organization context the halo effect usually occurs in performance appraisal managers may assume that an employee doing well in sales department and doing well in production department also this may not actually be true and the evaluation will thus be inaccurate in lack of scientific analysis.

- (e)– **First impression** : The perceiver forms an impression about the perceived then he meets him for the first time impression is normally difficult to Change as he said first impression is the last impression the perceiver forms positive an negative impression about the perceive through a small interaction which is not based on sufficient information and evidence about the perceived and is therefore not fully accurate.
- (f) – **Recency effect** : It is the effect of latest meeting on assignment if there is a time gap between the first impression and the time perceived meets the perceiver the last. The last impression usually carries more weight recency effect is the effect that the recent event has on the perceiver. In the organization context during performance appraisal the employee are related on the basis of there latest or recent performance. The earlier performance is ignore.
- (g)– **Attribution** : It is a process by which person attributes cause to a particular behavior. People observe the behavior of others assign cause to the behavior and form reception about why that behavior has occur all future reaction to the behavior will be influence by the reception of the perceiver.