

Perception –

Meaning, factors influencing perception, person perception

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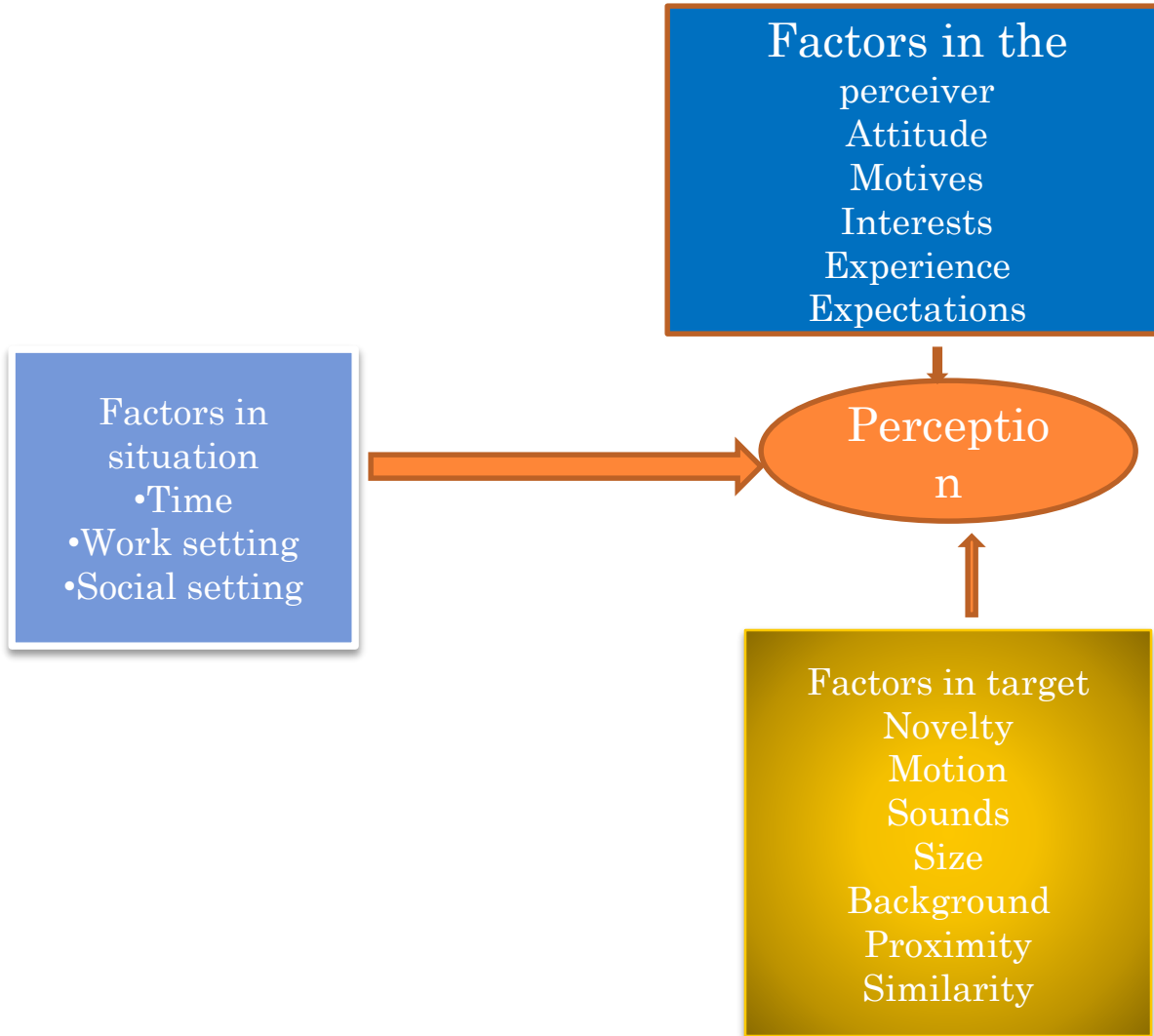
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PERCEPTION AND INDIVIDUAL DECISION MAKING

Factors that influence Perception



Attribution

Attribution
What causes certain behavior?

It is
something
within the
person we
observe (i.e.
personality)

Internal Attribution

Dispositional
Attribution

It is caused by
something
outside the
person we
observe (i.e.
situation)

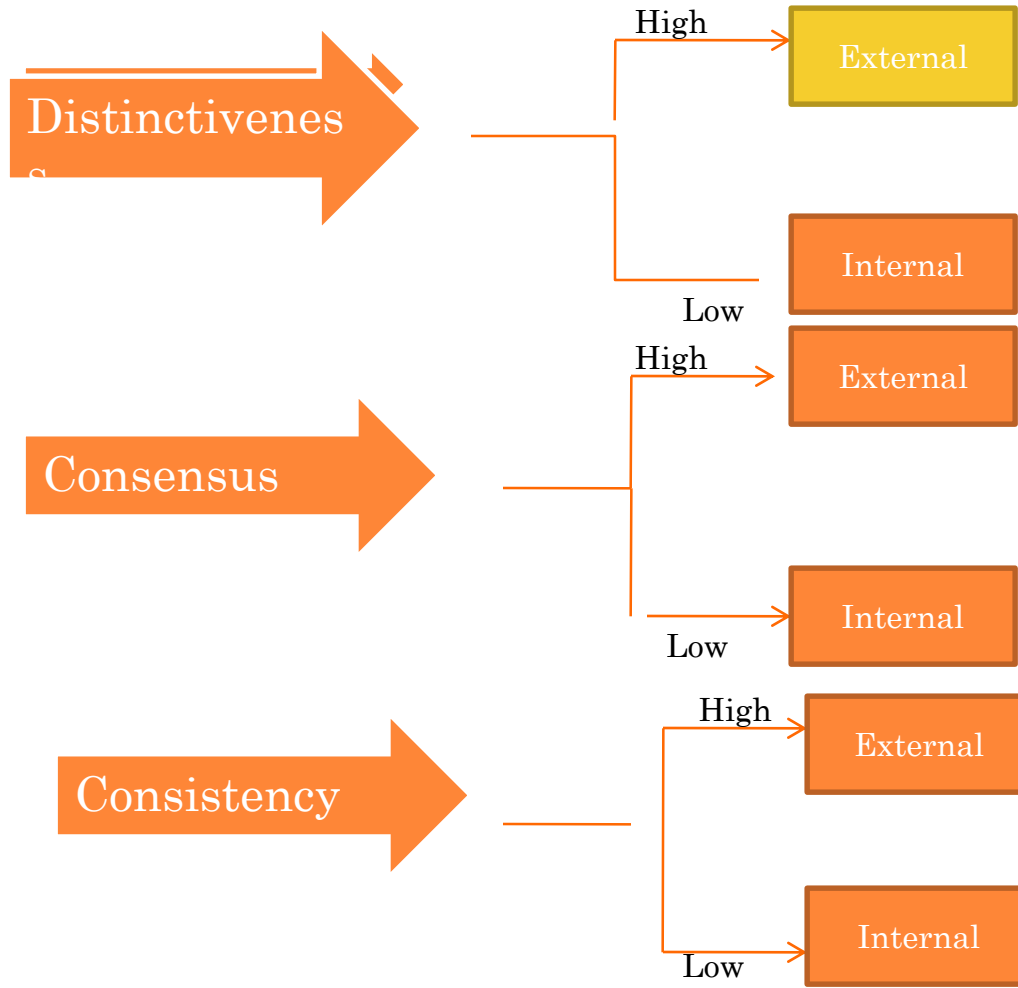
External Attribution

Situational
Attribution



Attribution Theory

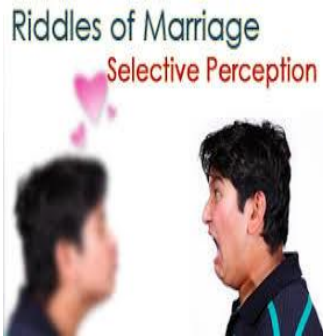
Observation → Interpretation → Attribution of cause



Individual behavior



Selective Perception



Contrast Effect

Common Shortcuts in Judging Others

Stereotyping



Halo Effect



Specific Applications of Shortcut in Organizations

- Employment Interview
- Performance Expectation
- Performance Evaluation

