

A Review of Process of Perception in Organizational Behavior

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Abstract

Differences in perception are central to both the practice and research in education. It is thus necessary for educational practitioners to understand the reason for differences in perception in order to practice and do authentic research. It is therefore the aim of this article to touch on the complex nature of the perceptual process and influencing factors as well as provide three examples of educational phenomena in order to highlight differences in interpretation.

Keywords: Interpretation, Educational Practitioners, Influencing, Perceptual Process etc,

Introduction

Perception refers to the set of processes we use to make sense of all the stimuli you encounter every second, from the glow of the computer screen in front of you to the smell of the room to the itch on your ankle. Our perceptions are based on how we interpret all these different sensations, which are sensory impressions we get from the stimuli in the world around us. Perception enables us to navigate the world and to make decisions about everything, from which T-shirt to wear or how fast to run away from a bear.

Close your eyes. What do you remember about the room you are in? The color of the walls, the angle of the shadows? Whether or not we know it, we selectively attend to different things in our environment. Our brains simply don't have the capacity to attend to every single detail in the world around us. Optical illusions highlight this tendency. Have you ever looked at an optical illusion and seen one thing, while a friend sees something completely different? Our brains engage in a three-step process when presented with stimuli: selection, organization, and interpretation.

For example, think of Rubin's Vase, a well-known optical illusion depicted below. First we select the item to attend to and block out most of everything else. It's our brain's way of focusing on the task at hand to give it our attention. In this case, we have chosen to attend to the image. Then, we organize the elements in our brain. Some individuals organize the dark parts of the image as the foreground and the light parts as the background, while others have the opposite interpretation.

Some individuals see a vase because they attend to the black part of the image, while some individuals see two faces because they attend to the white parts of the image. Most people can see

both, but only one at a time, depending on the processes described above. All stages of the perception process often happen unconsciously and in less than a second.

Nature of Perception

(1) Mental Process: Mental Process is the first Nature of Perception. Perception is a mental process. Under it an individual chooses, organizes and interprets information available in the environment. No individual can get attracted towards all the stimuli available in the environment. He selects only those stimuli which are related to him. After selecting the stimuli they are organised so that they are interpreted. In the end they are explained. In this way, one needs brain or intelligence at every step in the process of perception. Therefore, it will be quite right to call it a mental process.

(2) Activation Process: Perception is a process of activating an individual. Prior to the process of perception there is some sensation. Under sensation an individual remains inactive. He simply feels and does not react in any way. On the contrary, an individual gets activated under perception. Signal received from physical sensory organs set him thinking and his mind gets activated. Hence, perception is a process of activation.

(3) Subjective Process: Subjectivity means interpreting something on the basis of individual interest and understanding and not on the basis of facts. In other words, subjective process means looking at an object by different individuals from different points of view. Perception has this inherent specialty. Under perception a single particular truth can be viewed differently by different people. The main cause of this happens to be the fact that each individual has a different way of collecting information from the environment, organizing it and interpreting it differently.

(4) Unique Interpretation: Perception is a particular interpretation of a real situation and is not an actual representation of reality. In other words, it can be said that perception is not a photocopy presentation but is only a description of some object, event or individual according to an individual's understanding. Every individual interprets the real world in a different manner. Two individuals can have difference of opinion on any single point. Out of these both the two or any one of them can be wrong.

(5) Wider than Sensation: There is a difference between perception and sensation. Every individual has five sensory organs. Sensation is a response of these organs. Perception is wider than sensation. It is a mixture of sensation and cognitive process. Sensation is regulated only by

the sensory organs while in perception both the sensory organs and individual's understanding are involved. Sensation is the starting point of perception. First of all sensation is born, then an individual's brain gets activated and from here the process of perception starts. Therefore, perception is wider than sensation.

(6) Provides Meaning to Stimulus: An individual gets information about stimulus through sensation, e.g., first of all an individual feels the smell, taste, touch, etc. On the basis of this information the meaning is found out under perception.

(7) Affected by many Factors: The concept of perception is influenced by many factors factors which affect it are as follows. Major

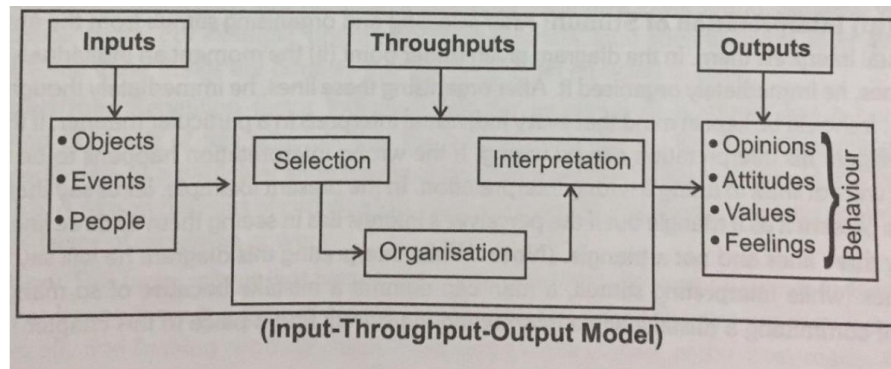
- (i) Internal Factors: These factors are related to the perceiver. They mainly include needs, values, experiences, understanding, etc.
- (ii) External Factors: These factors are related to external environment which chiefly includes intensity, size, repetition, motion, etc.

(8) Provides check on Behaviour: Understanding of perception has an important contribution in the anticipation and control of the behaviour of the employees. People's behaviour is according to their perception. If the manager can come to know how people perceive things, then he can anticipate organisational behaviour and can also control it.

(9) Multiple Uses: The knowledge of the concept of perception increases the understanding of organisational behaviour. Consequently, better results will be obtained in different areas of organisational behaviour, e.g., selection of employees, training, reward, labour-management negotiations, etc.

Process of Perception in Organisational Behaviour

Process of Perception – Under the process of perception a person chooses information from his surrounding environment organizes this information and then interprets it. As a result of it ideas, view point, values, feelings and behaviour are formed.



(A) Perceptual Inputs

Perception input means the stimuli available in the environment. These stimuli include objects, events and people. When a person comes in contact with the stimuli in the environment, the process of perception starts. Characteristics of stimuli, characteristics of the perceiver himself and the situation have a significant role to play in the choice of stimuli by an individual. In reality, perceptual inputs are not a part of the process of perception but it is needed to start the process of perception.

(B) Perceptual Throughputs

Perceptual throughputs are in reality the process of perception. Under it perceptual inputs are converted into perceptual outputs. In other words, under it during perceptual inputs the information received is processed to obtain outputs. The following three factors are included under the perceptual throughput:

- **Selection of Stimuli:** There are numerous stimuli in the environment. Our sensory organs are not capable enough to absorb all the stimuli. We get attracted to only those stimuli which are related to us. The remaining stimuli are simply ignored by us. In this way, at this stage some stimuli out of a large number are selected.
- **Organisation of Stimuli:** After selecting the stimuli, they are organised so that they can be made meaningful. For example, if we want to draw meanings of an incomplete picture, first of all we shall have to complete the picture itself. Making the incomplete picture complete is called organizing. With the help of his cognitive power an individual visualizes the complete picture with his perception. Here we have a diagram. Immediately, on seeing this diagram the image of a triangle emerges in our mind. Some other person can look at this diagram as only three lines instead of a triangle. With the help of his sensory system a

man can the information received by doing some plus-minus exercise and makes the whole thing meaningful. This is what we call the organisation of stimuli. This is what we call the organisation of stimuli.

- **Interpretation of Stimuli:** After selecting and organizing stimuli from the environment an individual interprets them. In the diagram given under point (ii) the moment an individual's looked at the three lines, he immediately organised it. After organizing these lines, he immediately thought that it was a triangle. It should be kept in mind that every individual interprets in a particular manner. If the perceiver is not intelligent his interpretation can be wrong. If the wrong interpretation happens to be favourable to him, he will not shirk in doing a wrong interpretation. In the present example, let us say that the onlooker wants to present it as a triangle but if the perceiver's interest lies in seeing them as three lines, then he will see only three lines and not a triangle.

(C) Perceptual Outputs

When the perceptual inputs go through the process of perceptual throughputs, perceptual outputs start appearing. In other words, at this stage the results of the perception process can be seen. These results are in tune with the individual's opinions, attitudes, values, feelings, etc. The results of this perception process influence the behaviour of an individual along with some other factors.

Importance of Perception:

- (i) Perception is very important in understanding the human behaviour, because every person perceives the world and approaches the life problems differently- Whatever we see or feel is not necessarily the same as it really is. It is because what we hear is not what is really said, but what we perceive as being said. When we buy something, it is not because it is the best, but because we take it to be the best. Thus, it is because of perception, we can find out why one individual finds a job satisfying while another one may not be satisfied with it.
- (ii) If people behave on the basis of their perception, we can predict their behaviour in the changed circumstances by understanding their present perception of the environment. One person may be viewing the facts in one way which may be different from the facts as seen by another viewer.

- (iii) With the help of perception, the needs of various people can be determined, because people's perception is influenced by their needs. Like the mirrors at an amusement park, they distort the world in relation to their tensions.
- (iv) Perception is very important for the manager who wants to avoid making errors when dealing with people and events in the work setting. This problem is made more complicated by the fact that different people perceive the same situation differently. In order to deal with the subordinates effectively, the managers must understand their perceptions properly.

Conclusion

Perception is an individual's view making it a powerful driving force for action. Processing sensory information and relating to past experiences enables one to create a lens in which to view the world through a filter of sociocultural influences. In the clinical setting, each individual comes with personal life experiences that influence perceptions. Nurses need to be cognizant of the how these differences can impact the delivery of nursing care. As has been stated, the only perceptions we know are our own and a conflict between nurse and client perceptions can lead to miscommunication and suboptimal outcomes. Rather than label a client or parent as "non-compliant", the nurse needs to explore what is influencing the individual's perceptions, identify what the client and nurse share in common, and utilize these findings to develop strategies to positively impact health

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