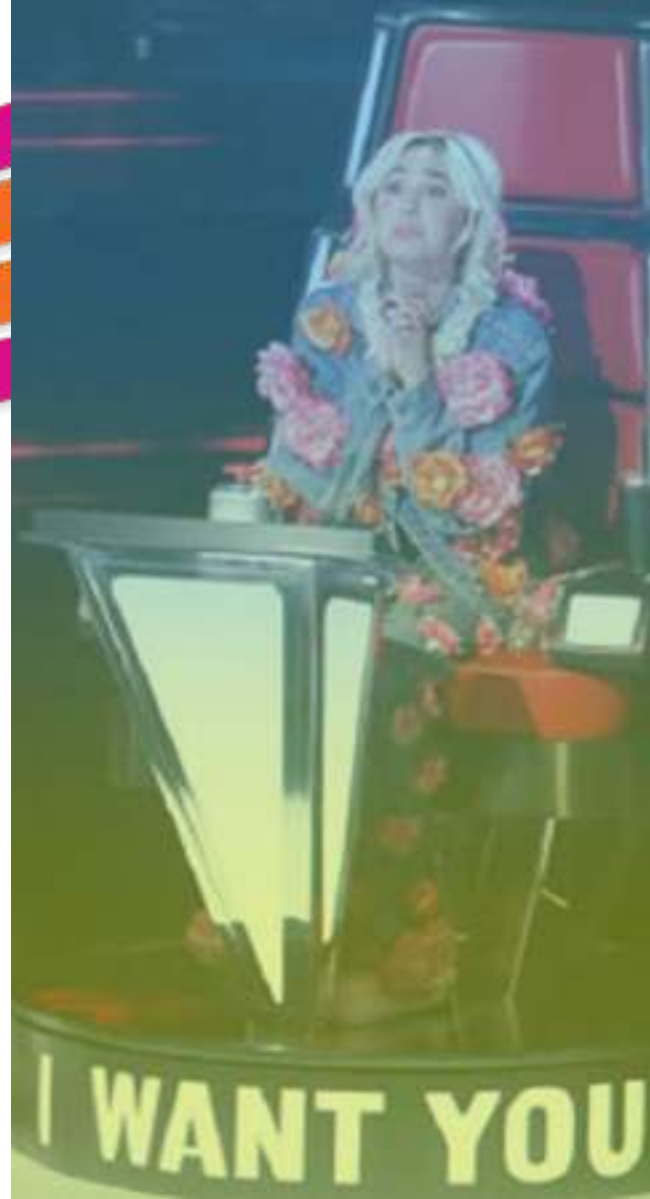
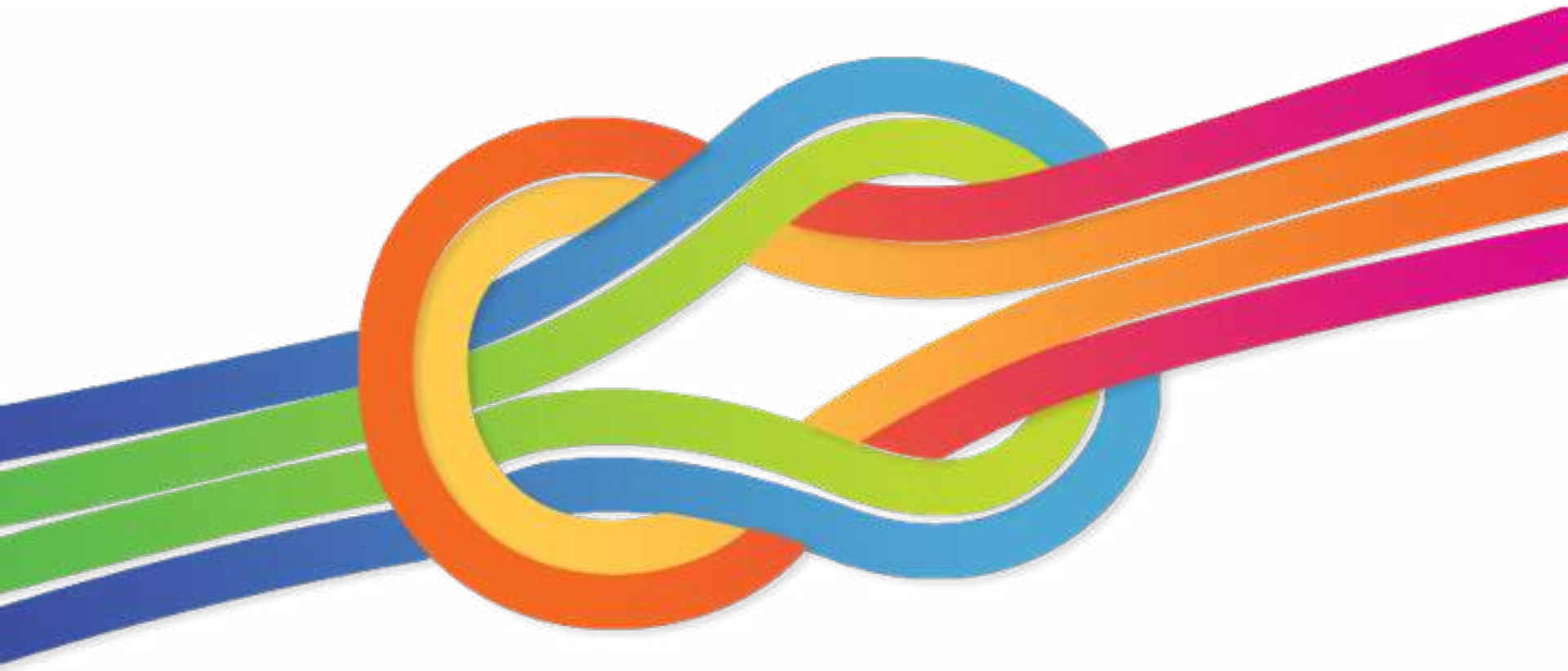


CHAPTER 4



Perceiving Others



Interplay

Section 1

**THE PERCEPTION
PROCESS**

The Perception Process

- Reality is constructed
 - First-order realities
 - Physically observable qualities of a thing or situation
 - Second-order realities
 - Attaching meaning to first-order things or situations
 - Second-order realities don't reside in objects or events but rather in our minds

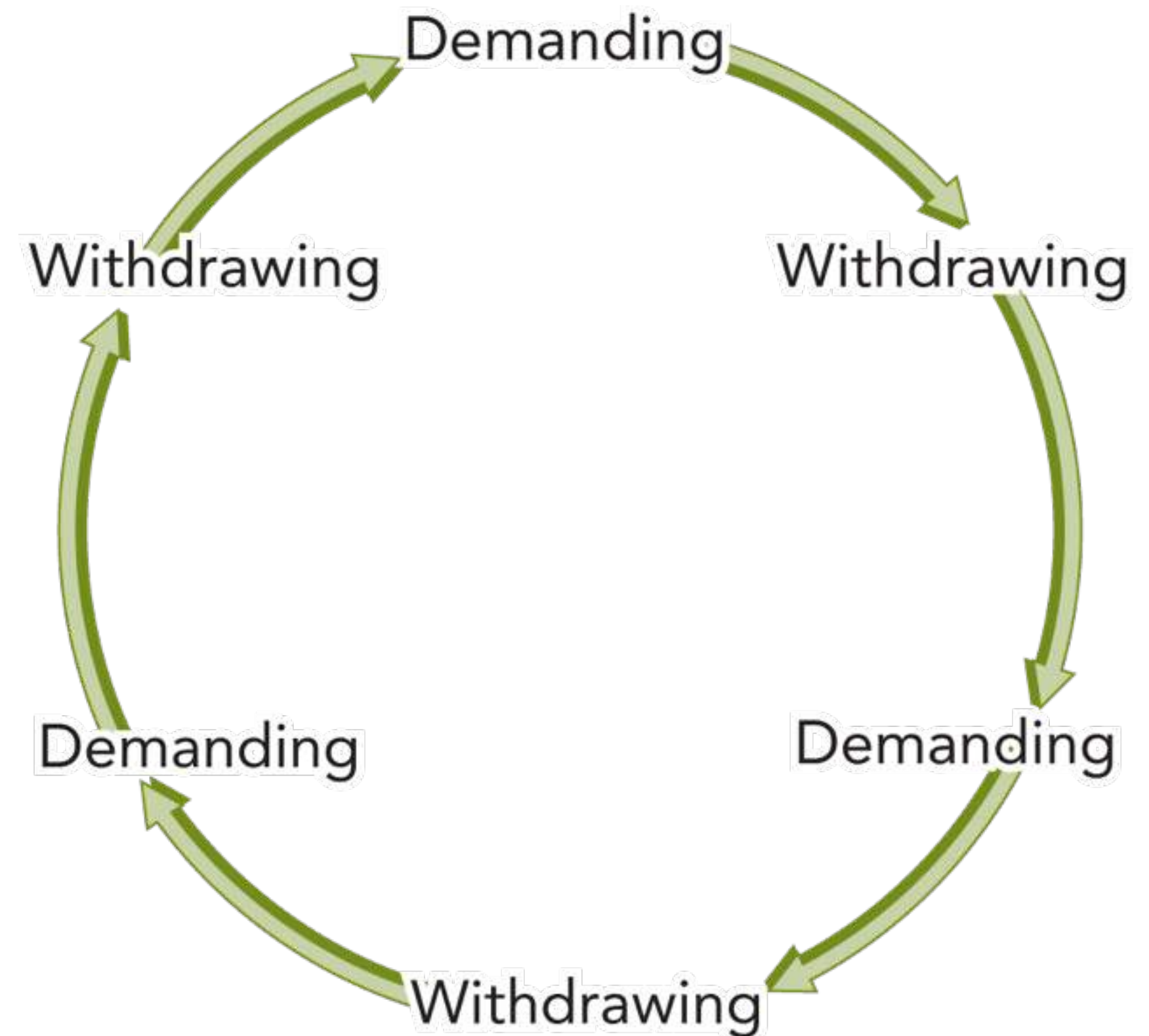
Steps in the Perception Process



- Selection
 - We “select” which data we will attend to
 - How does the following stimuli influence our selections?
 - Intensity
 - Repetition
 - Contrast

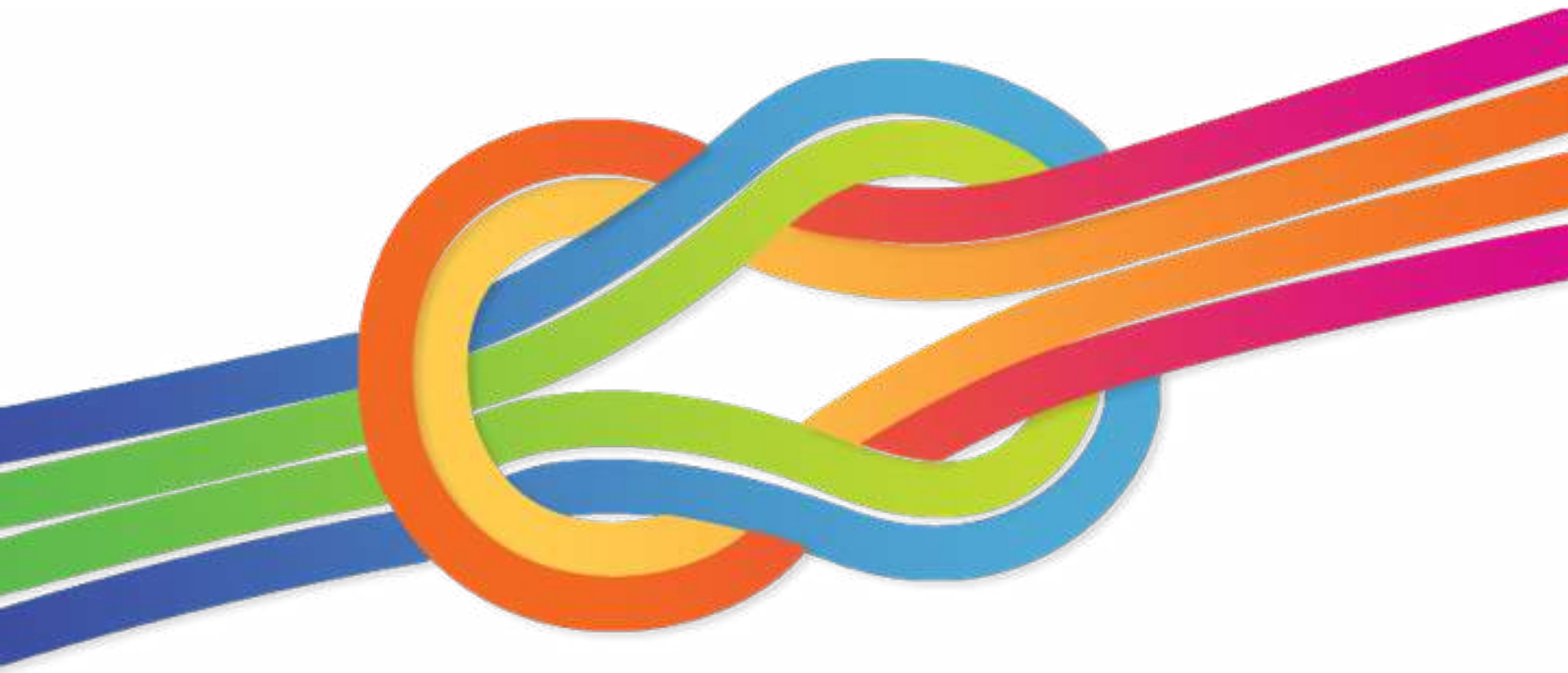
Steps in the Perception Process

- Organization
 - Perceptual Schema
 - Physical constructs
 - Role constructs
 - Interaction constructs
 - Psychological constructs
- How are these constructs used to organize information?



Steps in the Perception Process

- Interpretation: Attaching meaning to data
 - Considerations:
 - Relational satisfaction
 - Expectations
 - Personal experience
 - Assumptions about human behavior
- Negotiation: Process by which communicators influence each other's perceptions through communication
 - Narratives: Personal stories created to make sense of our personal world



Interplay

Section 2

**INFLUENCES
ON PERCEPTION**

Influences on Perception

- How we select, organize, interpret, and negotiate data is influenced by:
 - Access to information
 - Physiological influences
 - The senses
 - Age
 - Health and fatigue
 - Biological cycles
 - Hunger
 - Neurobehavioral challenges

Psychological Influences



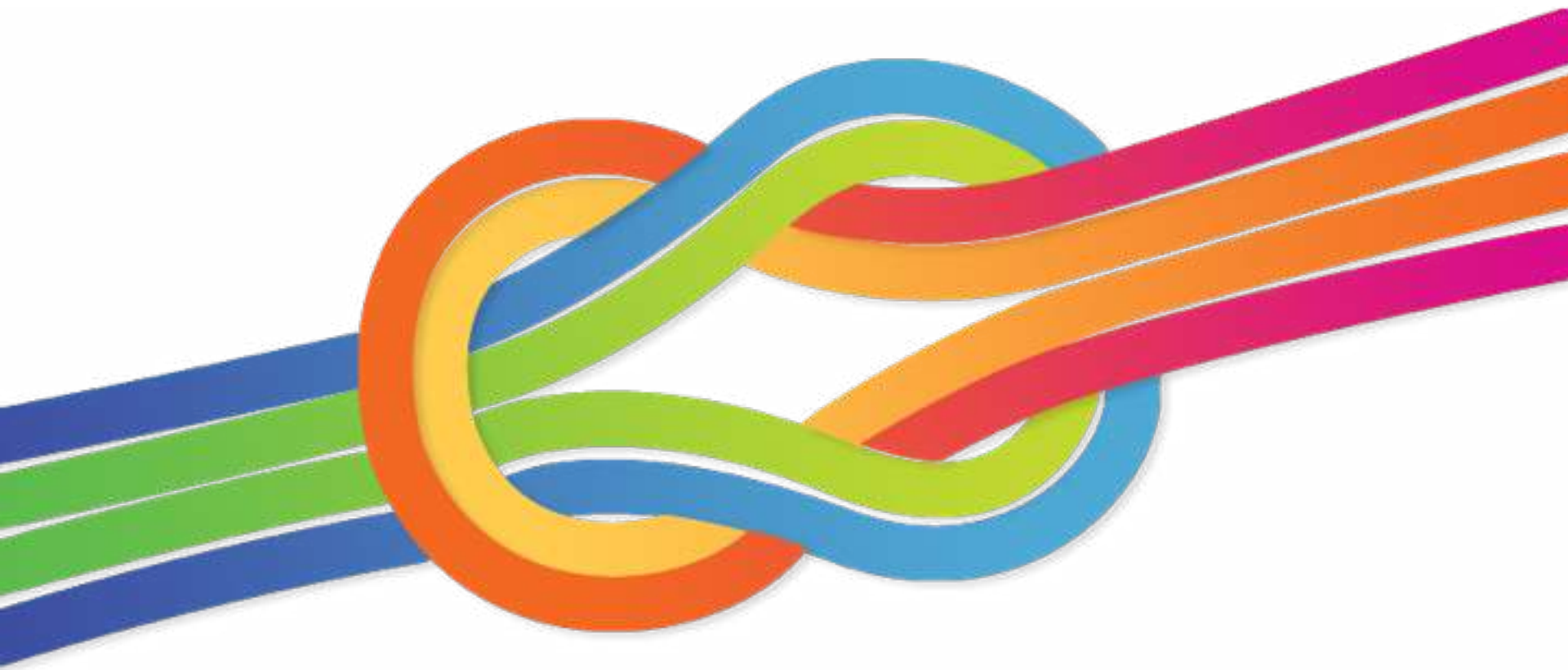
"How is it gendered?"

- How we select, organize, interpret, and negotiate data is also influenced by:
 - Psychological influences
 - Mood
 - Self-concept
 - Social influences
 - Sex and gender roles
 - Occupational roles
 - Relational roles

Cultural Influences

- Culture influences selection, organization, interpretation, and negotiation.
- Provide an example of a cultural difference influencing perception. What other cultural norms and values (covered in Interplay, Chapter 2) may influence perceptions?





Interplay

Section 3

**COMMON TENDENCIES
IN PERCEPTION**

Common Tendencies in Perception

- We make snap judgments
 - Stereotyping: Exaggerated beliefs associated with a categorizing system
 - Three characteristics:
 - Categorizing others on the basis of easily recognizable but not necessarily significant characteristics
 - Ascribing a set of characteristics to most or all members of a group
 - Applying the generalizations to a particular person

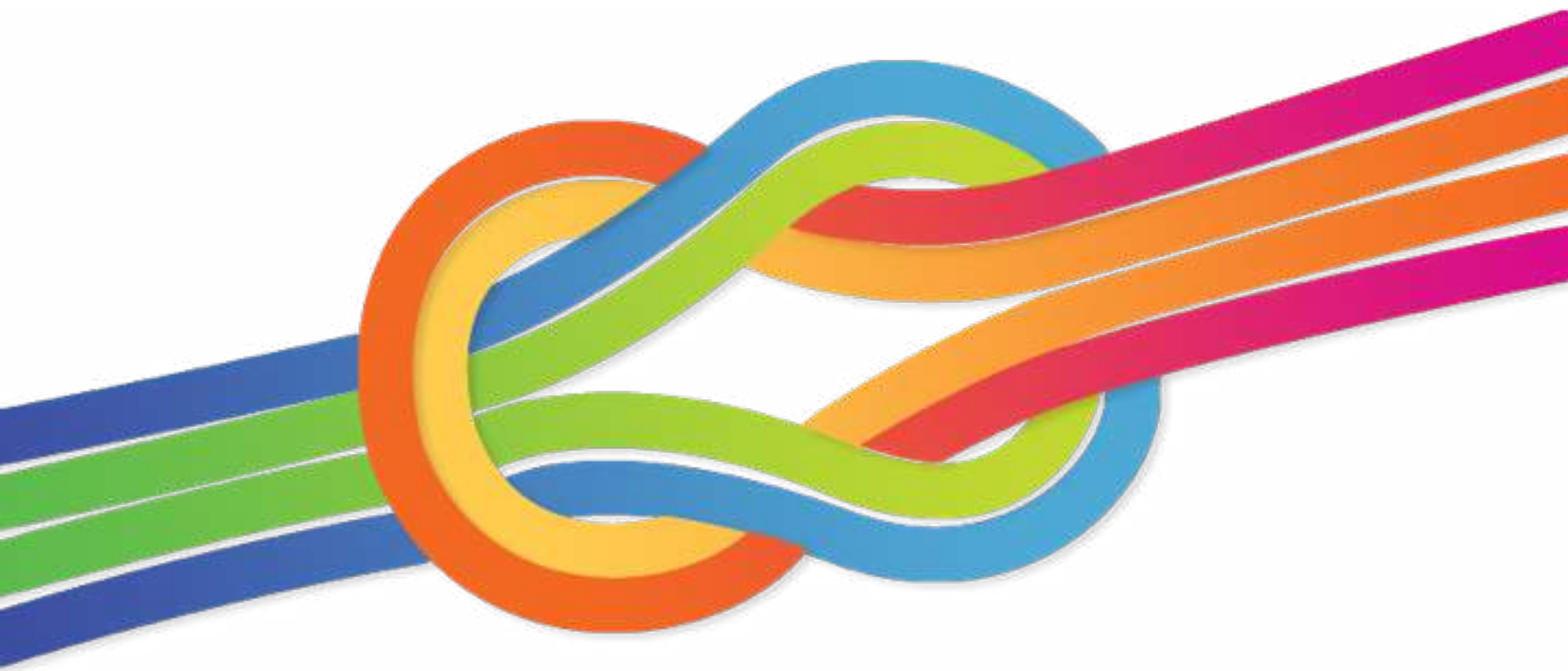
Common Tendencies in Perception

- We cling to first impressions
 - Primacy effect: Tendency to pay more attention to and recall things that happen first
 - Halo effect: Tendency to form an overall positive impression of a person on the basis of one positive characteristic
 - Confirmation bias: We seek out and organize our impressions to support an opinion

Common Tendencies in Perception



- We judge ourselves more charitably than we do others
 - Self-serving bias
- We are influenced by our expectations
- We are influenced by the obvious
- We assume others are like us



Interplay

Section 4

**SYNCHRONIZING
OUR PERCEPTIONS**

Perception Checking

- Three parts:
 - Describe the behavior you noticed.
 - Consider at least two possible interpretations of the behavior.
 - Request clarification about how to interpret the behavior.

Building Empathy

- Empathy defined
 - Ability to re-create another person's perspective, to experience the world from his/her point of view
- Experiencing Empathy
 - Interact with others
- Empathy and Ethics
 - Bystanders who feel empathy are more likely to intervene
 - Treatment for offenders involves instilling empathy



"How would you feel if the mouse did that to you?"