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Perception is the organization, identification and interpretation of sensory information to represent and understand the environment. Delineat the internal and external factors that influence key Takeaways Key Points perception process Comprised six steps: presence of objects, observation, choice, organization, interpretation, and response. Perceptive selection is determined by internal (personality, motivation) and external (contrast, repeated) factors. Perceptive organization includes factors that influence how a person connects perception with whole or patterns. These include, in particular, proximity, similarity and permanence. Key to terms: An integral part. Perception: What is revealed by five senses; what is found in the mind as thought, intuition or deduction. The process of perception is a sequence of psychological steps that a person uses to organize and interpret information from the outside world. Steps: Objects are present in the world. A man is watching. A person uses perception to select objects. A person organizes the perception of objects. A person interprets perception. The man responds. Choices, organization, and interpretation of views can vary between different people. Therefore, when people react differently in a situation, part of their behavior can be explained by studying their perception of the process, and how their perception leads to their responses. Multi-stage: The Necker cube and The Rubin Vase can be perceived in more than one way. A vase can be seen as a vase or two faces. The choice of perception is conditioned by internal and external factors. Internal factors include: Personality - Personality traits influence how a person chooses perception. For example, conscientious people tend to choose more details and external incentives. Motivation - People will choose perception according to what they need at the moment. They will promote a choice that they think will help them with their current needs, and will likely ignore something that is unrelated to their needs. Experience - Patterns of origin or associations that could be learned in the past affect current perception. A person will choose perception in a way that corresponds to what they have found in the past. External factors include: Size - larger size makes it more likely an object will be selected. Intensity - High intensity, brightness, for example, also increases the choice of perception. Contrast - When perception clearly stands out from the background, there is a high probability of choice. Movement - Moving perception is likely to be chosen. Repetition - Repetition increases the choice of perception. Novelty and Familiarity - Both of these increase choices. When perception it stands out in a person's experience. When he's familiar, he'll probably be chosen because of this acquaintance. Organization perception After selecting certain views they can be organized in different ways. The following factors determine the organization of perception: Figure-earth - After perception, objects stand out against their background. This can mean, for example, that the perception of something new can stand out from the same type as the old one. Perceptive grouping is when perception merges into a pattern. Closing - It's a tendency to try to create whole of perceived parts. Sometimes this can lead to an error, however, when the perceived fills in unverified information to complete the whole. Proximity - Perception, which is physically close to each other, is easier to organize into a pattern or whole. Similarities - Similarities between views contribute to the trend towards their joint group. Perception constant - This means that if an object is perceived to always be or act in a certain way, the person will seek to conclude that this is in fact always the case. Perceptual Context - People will tend to organize perceptions in relation to other relevant perceptions, and create context from these connections. Each of these factors influences how a person perceives his environment, so the reaction to the environment can be understood, taking into account the process of perception. Perception disorders, such as cognitive biases, can lead to poor judgment and irrational course of action. Analysis of complex cognitive patterns that can complicate employee perception and behavior of key takeaway points of Cognitive Bias are examples of advanced mental behavior that can cause biases that produce negative effects on the organization. Understanding how perceptions can be distorted is especially relevant to managers because they make many decisions and deal daily with many people who make assessments and judgments. Prejudice arises from various processes that are sometimes difficult to discern. These include labels for information processing (guristics), mental noise and limited intelligence processing capabilities, emotional and moral motivations, and social influence. Several examples of perceptions of distortion include bias, self-serving bias, cause-and-effect, framing and bias. Key terms are cognitive: an area of mental function that deals with logic, as opposed to affective functions that deal with emotions. heuristic: Methods based on experience to solve problems, learning and discoveries. Exhaustive search is impractical, so heuristic methods are used to speed up the search process for a satisfactory solution. bias is a pattern of deviation in judgment that occurs in the situations can lead to distortion of perception, inaccurate judgments, illogical interpretations or what is generally called irrationality. The implication in the concept of the deviation model is the standard of comparison with what is normative or expected; it can be the judgment of people outside these specific situations, or a set of independently verifiable facts. Essentially, there should be an objective observer to identify cognitive biases in a subjective person. Optical illusion: In this optical illusion, all lines are actually parallel. Perceptual distortion makes them appear crooked. Prejudice arises from various processes that are difficult to discern. Prejudice is inherently wrong or bad - it is acutely subjective or contrary to the reactions or decisions that one might objectively expect. The ways in which biases are derivative include: Information processing shortcuts (geuristics) Mental Noise Mind limited ability to process information Emotional and moral motives The social impact of the concept of cognitive bias was introduced by Amos Tverskaya and Daniel Kahneman in 1972 and grew out of their experiences of countless people, or the inability to reason intuitively with great magnitude. They and their colleagues demonstrated several delightful ways in which human judgments and decisions differ from rational choice theory. They explained these differences in terms of guristics, rules that are simple for the brain to calculate, but which introduce systematic errors. The perception of distortion and management of the Ways in which we distort our perceptions are especially relevant to managers because they make a lot of decisions and deal with many people by making judgment assessments, on a daily basis. Leaders must be aware of their logical and insightful misconceptions and prejudices of others. This requires a lot of knowledge about organizational behavior. A few useful perceptions of distortion managers should be aware of include: Confirmation of bias - Simply put, people have a strong tendency to manipulate new information and facts until they conform to their own preconceived notions. This inappropriate confirmation makes it possible to make poor decisions that ignore the true consequences of new data. Self-interest bias - Another common bias is the tendency to take credit for success by passing the dollar to failure. Managers should monitor this in the staff and understand when they are to blame. Objectivity for success and failure ensures growth and ensures proper accountability. Faith Bias - People often make decisions before they have all the facts. In this situation, they believe that their confidence in their decision is based on a rational and logical assessment of the facts when this is not the case. allows people to ignore the relevant facts by narrowing what is considered applicable to the decision. Causality - People pattern matching organisms. People analyze past events to predict future results. Sometimes their analysis is accurate, but sometimes it is not. It is easy to see causal communication in completely random situations. Statistical confidence intervals are useful for mitigating this shrewd distortion. Impression management is a goal-based conscious or unconscious process in which people try to influence the perception of others. Outline how the management of impressions and experiences affects the management, organization and branding of key Key Takeaways points affecting others, and receiving rewards, among other motivations, regulates the management of the impression from a general point of view. Impression management theory states that a person or organization must create and maintain experiences that align with the ideas they want to convey to their interest groups. Organizations use branding and other experience management strategies to bring consistent and repetitive information to an external and internal audience. Management should also take into account the impressions they make on others, both subordinates and business partners. Each organization has an image to maintain, as does its leadership. Impression of key terms: the overall effect of something, for example, on a person. In sociology and social psychology, the management of impressions is the goal of a conscious or unconscious process in which people try to influence the perception of a person, object or event by others. Impressions are managed by monitoring or forming information in social interactions. It is usually synonymous with self-presentation, in which a person tries to influence how others perceive their image. Experience management is used by communications and public relations professionals to shape the organization's image. While experience management and self-presentation are often used interchangeably, some argue that they are not the same. In particular, Schlenker believed that self-presentation should be used to describe attempts to control self-reactive images projected onto real or imagined social interactions. This is because people manage the impressions of other organizations, such as businesses, cities and others. The application to management from the management and/or organizational structure, the basic background is the same. Organizations have put forward a self-proclaimed (and develop strategy and improve) organizational perception. This is most often referred to as brand image or brand perception. Management must ensure that all aspects of the organization are aligned with the desired image and bring it to the public. Managers should also take into account they do on others, both subordinates and business partners. Managers need to make sure that they also promote the image of the company's brand. Maintaining a consistent and reliable experience in a professional context conducive to an organizational experience is a central communicative skill that managers must practice in order to be successful. Impression management theory management theory states that any person or organization should create and maintain impressions that coincide with the perception they want to convey to their interest groups. Both in terms of communication and in terms of public relations, impression management includes ways of communicating between personal or organizational goals and their intended actions to influence public perception. The idea that perception is a reality is the basis of this theory of sociological and social psychology. The perception of a person - a manager or an employee - fundamentally shapes how the public perceives the organization and its products. Motives and strategies there are several motives that govern the management of the impression. One of them plays an important role: we want to influence others and receive rewards. Giving the right impression facilitates the desired social and material results. Social outcomes can include approval, friendship, help or power, and convey the impression of competence in the workforce. This can bring positive material benefits, such as higher wages or better working conditions. The second motif of self-presentation is expressive. We create an image of ourselves to claim personal identity, and present ourselves in a way that is consistent with that image. If people feel that their ability to express themselves is limited, they react negatively, often becoming defiant. People resist those who seek to limit the expressiveness of self-presentation by adopting many different impression management strategies. One is integration, the use of flattery or praise to highlight positive characteristics and increase social appeal. Another strategy is intimidation, which aggressively manifests anger to make others hear and obey. The main factors regulating impression management are there are a number of factors regulating impression management. Impression management occurs in all social situations, because people always know that others are watching it. The unique characteristics of this social situation are important: cultural norms determine appropriate and non-verbal behavior in different situations. This behavior and actions should be appropriate for culture and audience to positively influence the management of the impression. Man's goals are another regulating the management of the impression. Depending on how they want to influence their audience in relation to a particular topic, presenting themselves in ways can shape different experiences and reactions in your audience. Self-effect is also important for consideration; this describes whether the person is sure that s/he can convey the intended impression successfully. If they're not sure, viewers will be able to say. Say. factors influencing perception in organizational behaviour ppt. factors influencing perception in organizational behaviour pdf

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