

# PERCEPTION AND ITS IMPORTANCE

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# Sensation and Perception

## ■ Sensation

- *The process by which our sense organs receive information from the environment.*

## ■ Transduction

- *The process by which physical energy is converted into sensory neural impulses.*

## ■ Perception

- *The process by which people select, organize, and interpret sensations.*

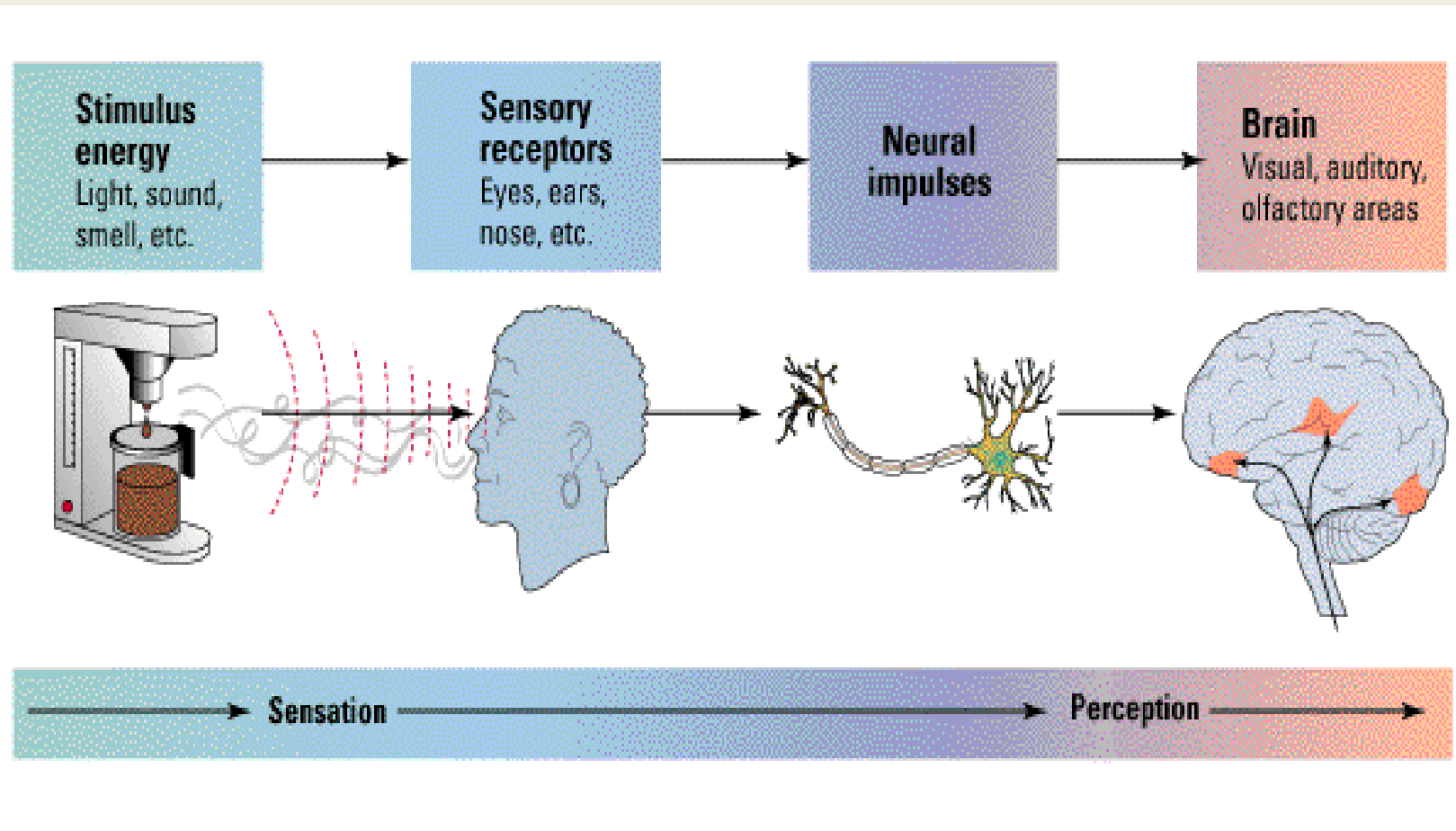
# Definition

- Perception is the process through which an Individual organizes and interprets his sensory impressions to give meaning to his environment.
- Perception in Psychology, mental organization and interpretation of sensory information.
- Perception is a three-phase process of selecting, organizing and interpreting information.

# Features derived on the basis of Definition:

- 1. Perception is an intellectual process through which an individual selects the data from the environment, organizes it, and obtains meaning from it. The physical process of obtaining data from environment, known as sensation, is distinct from it.
- 2. Perception is the basic cognitive or psychological process. The manner in which an individual perceives the environment affects his behaviour. Thus, people's actions emotions, thoughts, or feelings are triggered by the perception of their surroundings.
- 3. Perception, being an intellectual and psychological process, becomes a subjective process and different people may perceive the same environmental event differently based on what particular aspects of the situation they choose to absorb, how they organize this information, and the manner in which they interpret it to obtain the rasp of the situation. Thus, the subjectively perceived reality in any given may be different for different people.

# Processes of Sensation & Perception



- There are two types of perception based on the type of stimulus processed-internal and external.
- Internal perception (proprioception) tells us what is going on in our bodies. We can sense whether we are hungry, tired, or similar such phenomena.
- External perception (exteroception) tells us about the environment beyond our bodies. By using our senses of hearing, touching, etc. we perceive our environment.
- In organizational behaviour, external perception is studied and often the term perception is used without prefixing the word external to perception. Our definition of perception is in this context.

# Importance of Perception

- Perception affects the outcome of behaviour. This is so because people act on the basis of what they see. Hence, in understanding behaviour, the managers must recognize that facts people do not perceive as meaningful usually will not influence their behaviour, whereas the thing they believe to be real, even though factually incorrect or non-existent will influence it. Thus, the understanding of human perception, particularly in the organizational setting is important in understanding and controlling the behaviour. In an organizational setting, perception is important in various activities.
- However, there are three major areas which require special attention so far as the perceptual accuracy is concerned. These are interpersonal working relationship, selection of new employees, and performance appraisal.

- 1. Interpersonal Working Relationship.** Organizations are intended to bring about integrated behaviour. Therefore, managers in the organization need to know whether or not members share similar or at least compatible perceptions. If they do not the problems of the organization are greater and will require effort to make perceptions more compatible. Misperception usually leads to strained relations and may even result in open conflict among people.
- 2. Selection of Employees.** Organizations typically select new employees on the basis of selection tests, interviews, and reviews of the applicants' backgrounds. In many instances, much of the information is vague, and managers are subject to many of the perceptual problems when they make the selection decisions. The major areas of problems in this case are that the manager's emotional state may vary from day to day, causing unfair perceptions of the same applicants, and there may be strong tendencies towards logical error and stereotyping, especially during initial interviews.
- 3. Performance Appraisal.** The appraisal of a subordinate's performance is highly affected by the accuracy of a manager's perceptions. The major areas of concern in this context are (1) managers may have tendencies to positively evaluate some employees because they are better liked, or are on favoured tasks, or are particularly noticeable; and (2) because of halo effect, performance evaluation will be affected adversely.