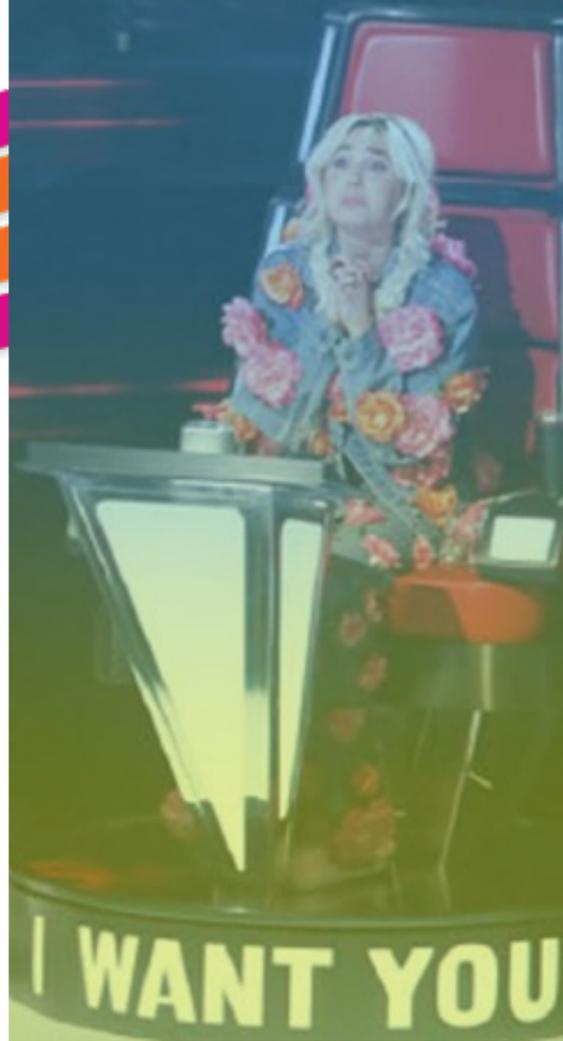
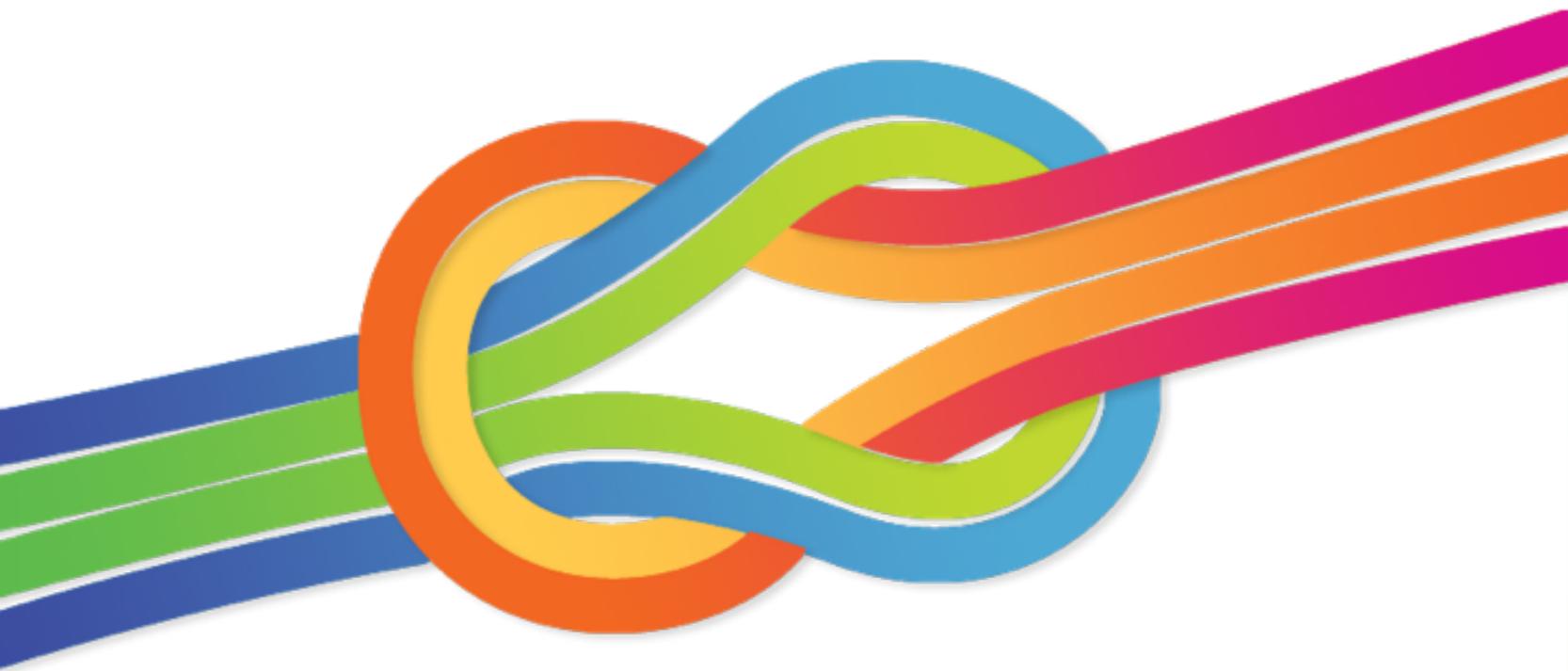


# CHAPTER 4



**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

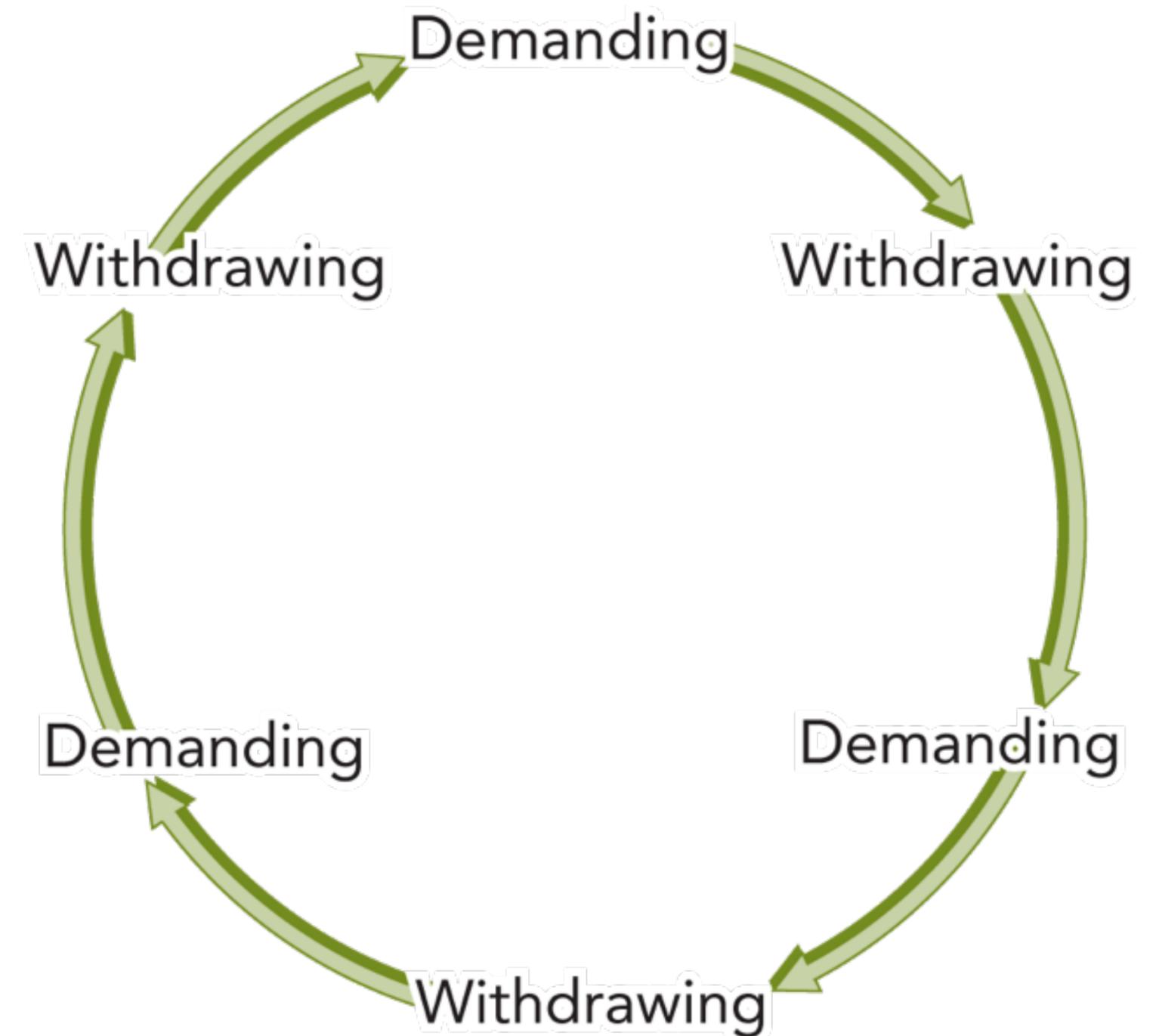
# Steps in the Perception Process



- 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

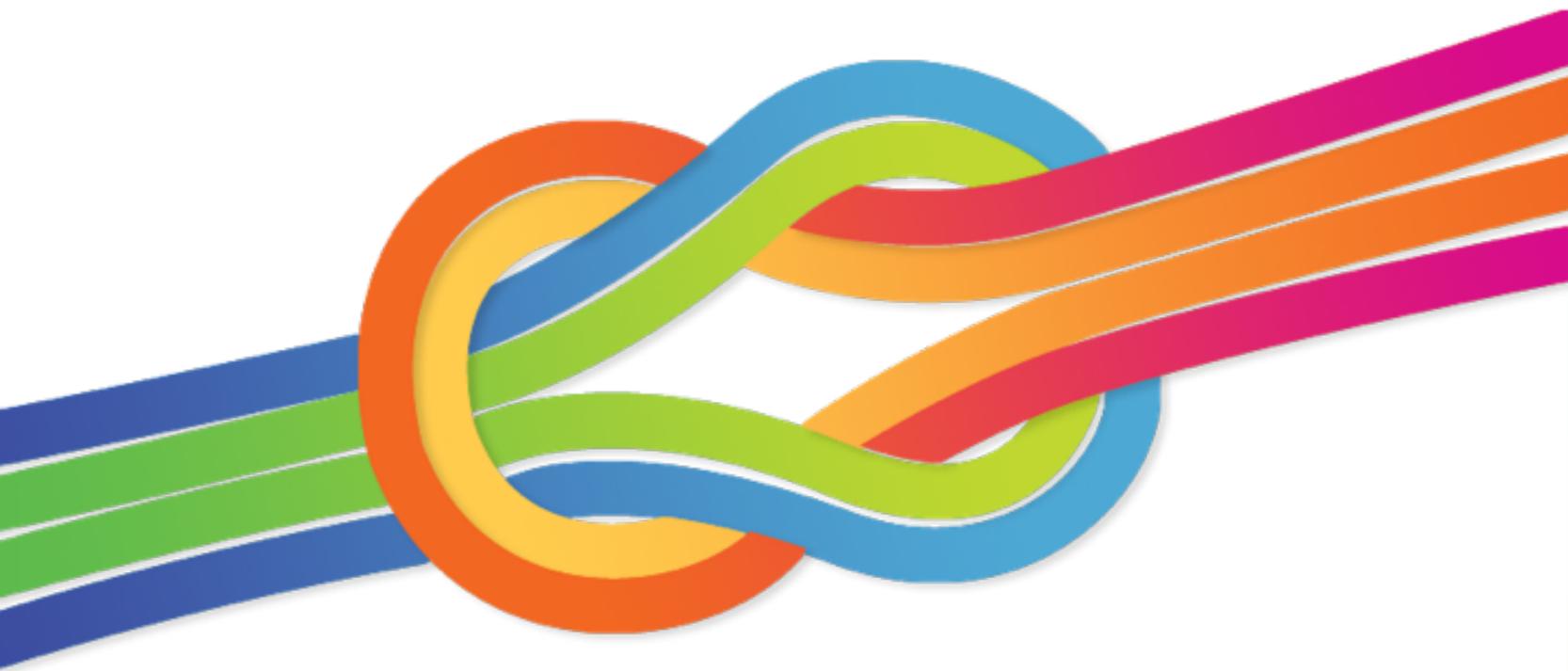
# Common Tendencies in Perception

- 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?"*