

A large crowd of stylized human figures, mostly gray, with one figure in the center highlighted in bright pink. The figures are arranged in rows, receding into the distance. The pink figure stands out prominently in the middle of the crowd.

Social Perception

PERCEPTION

“a way of regarding, understanding or interpreting something; **a mental impression**”



SOCIAL PERCEPTION

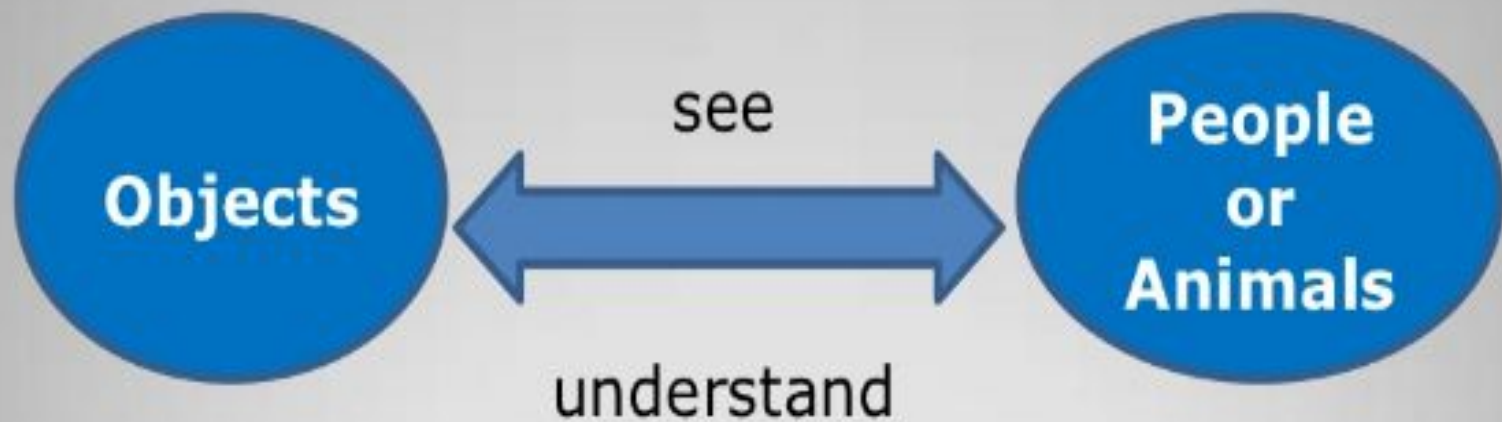
- “The process through which we seek to know and understand other people.”
- Social perception is the study of how people form impressions of and make inferences about other people.
- Refers to the processes through which we use available information to form impressions of other people, to assess what they are like.



- We learn about other's feelings and emotions by picking up on information we gather from their physical appearance and verbal and non-verbal communication.
- Facial expressions, tone of voice, hand gestures and body position are just a few examples of ways people communicate without words.
- Social perceptions can obviously be flawed-even skilled observers can misperceive, misjudge and reach the wrong conclusions. Once we form wrong impressions they are likely to persist.

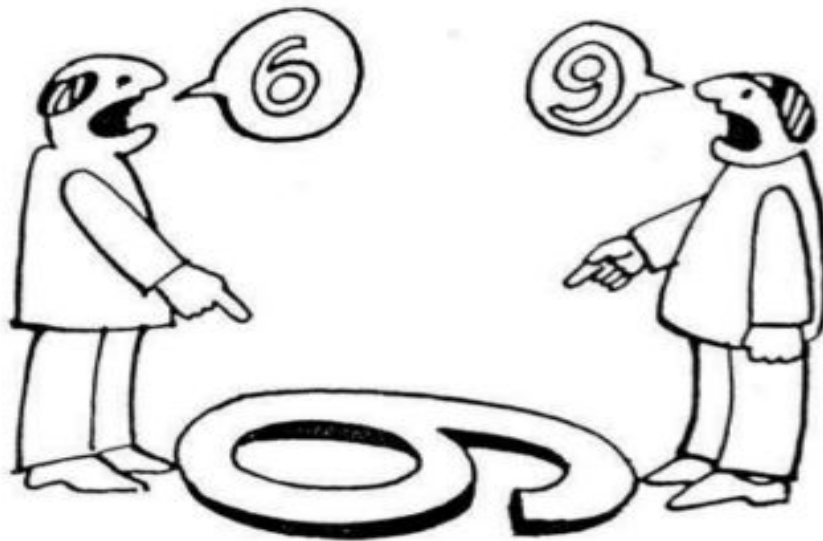


A simple process...

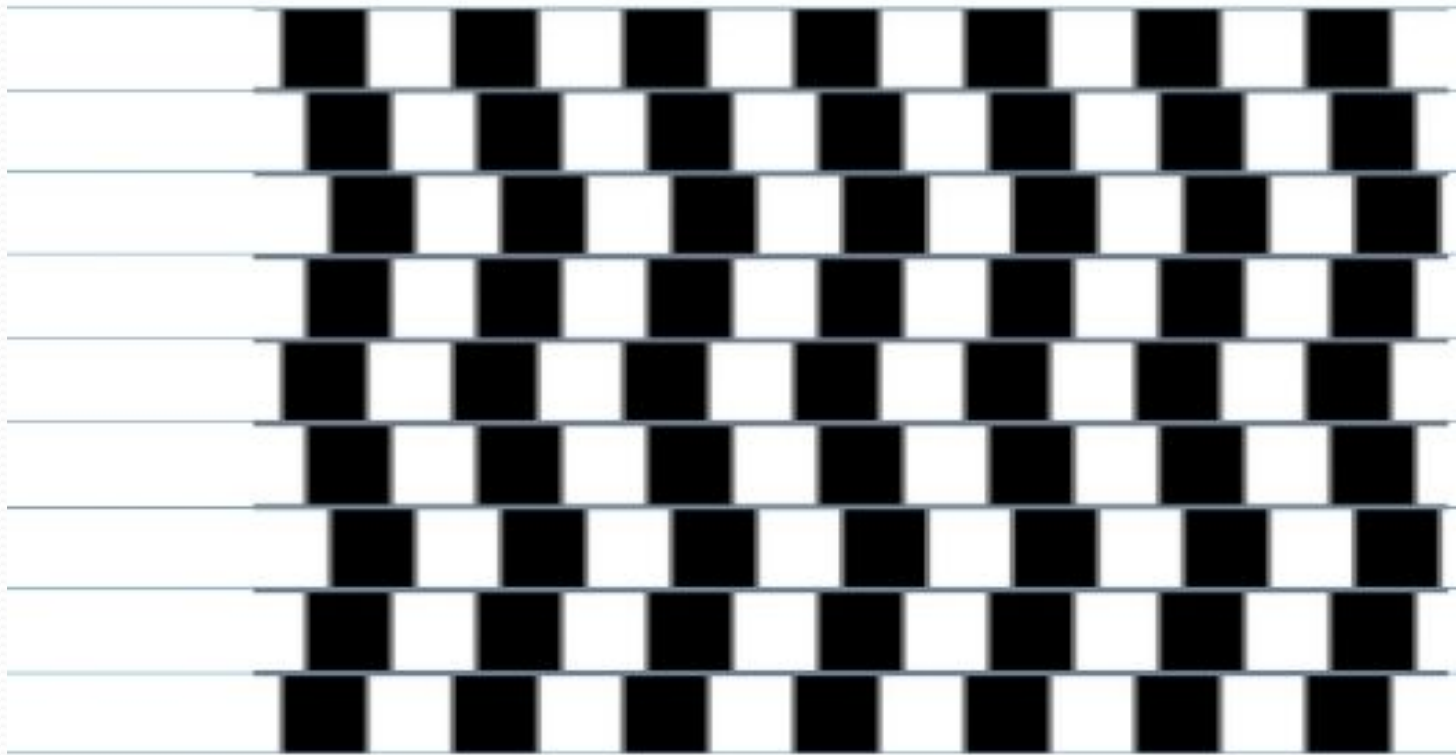


Examples:

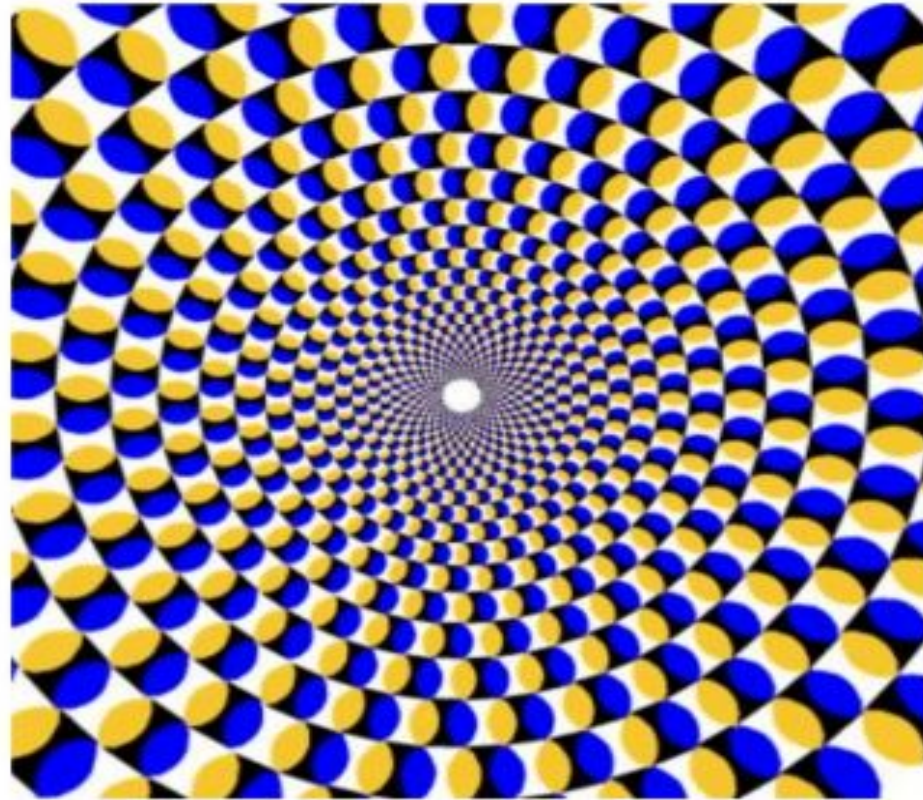
6 or 9?



Lines: Parallel or Divergent?



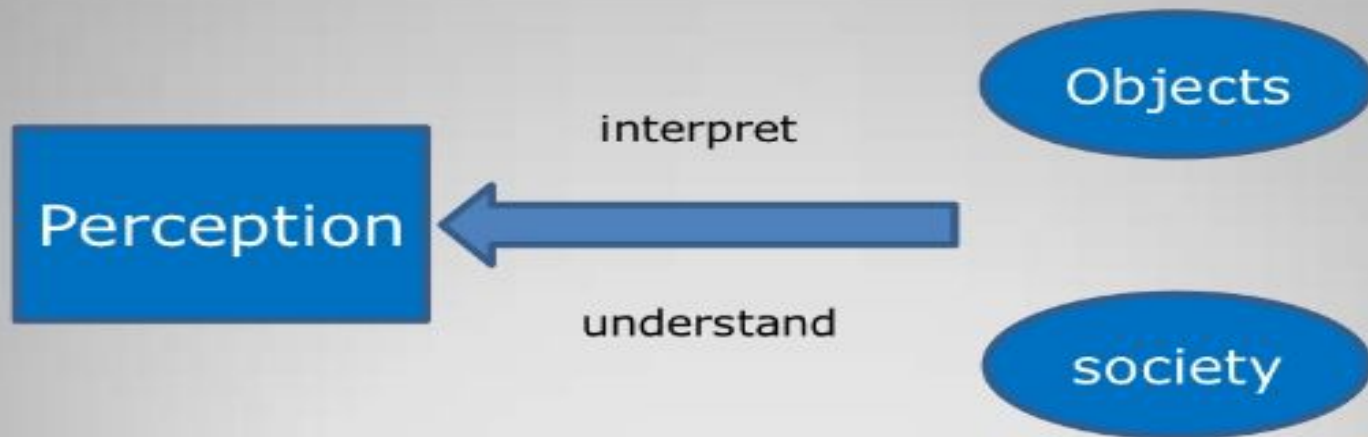
Animated or Still?



Young Lady or Old Lady?



It's a process...



EFFECTS OF MOTIVES AND ATTITUDES ON PERCEPTION

- Motives, attitude and perception are related to one another as parts of total personality make up of an individual. Attitude are formed to serve motives and function for them. The process of perception also similarly become active or helping in the fulfilment of needs of the human beings. For example-when we are passing through a street of the town then it may not happen that we observe all the shops, restaurants, offices, banks etc. which are situated on both the sides of the street. We pass on without perceiving any shop or office. But if we are hungry then we go on perceiving all the restaurants. Hence need becomes the cause of our percepts.

ELEMENTS OF SOCIAL PERCEPTION

□ Three sets of clues help form the impression of another person:

1. Person
2. Situation surrounding the person
3. Observed behavior of the person



REFERENCE

- <https://www.slideshare.net/doshidev/social-perception-60420560>
- <https://www.slideshare.net/ivygreatel/social-perception-attribution>
- <https://www.slideshare.net/MarijaVorobjovait/presentation3-14578158>