

## Chapter 3

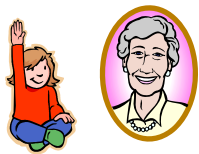
February 5th

Friday we had fun looking at the different ways we **organize** items based on figure and ground, we need to continue our look at

### Perception – Phase 2 - **Organization**

### The Perception Process – **Organization** continued

- Perceptual Schema
  - Appearance
  - Social roles
  - Interaction style
  - Psychological traits
  - Membership



### The Perception Process – **Organization** continued

- Implicit Personality Theory
  - Subconscious system of rules that tell us which characteristics work together

Mary is bold, defiant and \_\_\_\_\_

1. introverted
2. extroverted

## Implicit Personality Theory con't

- Halo Effect
- Reverse Halo Effect

## The Perception Process – Organization continued

- Generalizations
  - Stereotypes - “exaggerated generalizations associated with a categorizing system.” (pg. 96)
  - occur when we forget that individuals are unique

## The Perception Process – Organization continued

- Punctuation
  - Example:
    - Teacher Point of View: I nag, because you do not complete assignments on time. And then I become apathetic because you do not appear to care.
    - Student Point of View: I don't complete assignments on time because you nag; and then I do even less because you are no longer a fun teacher you don't seem to care.

## The Perception Process – Interpretation

- Give meaning to the stimuli we have selected and organized.
- Some factors that influence your interpretation (see pg 99 for more)
  - Degree of Involvement
  - Past Experience
  - Knowledge
  - Self-concept

## The Perception Process – **Negotiation** *It takes two to tango*

- Takes two to create a shared perspective

### Exchange of narratives

- Self-concept/punctuation/life – all have own stories

## Some factors that **influence** our perception

- Physiological
  - Senses
  - Health
  - Fatigue
  - Hunger
  - Biological cycles
- Cultural
  - Ethnocentric
- Social Roles
  - Gender Roles
    - Sex
    - Gender
  - Occupation roles
- Self-concept
- Shared narratives

## **Accuracy of Your Perception**

What we think we see is not always accurate.

- Attribution Process
  - Process of assigning reasons for another's behavior
    - Self-serving bias
  - Hold onto our 1<sup>st</sup> impression of someone
    - Why we manage our identity

## **Perception Checking**

- 3 components
  - A complete description of behavior observed
  - 2 possible interpretations
  - Request for clarification
- Considerations
  - Completeness – key when risk is high
  - Nonverbal congruency
  - Cultural Rules

- With this next situation – answer honestly – of the three choices I provide which comes close to what you would say to your friend.

- Situation on next slide.

Your friend Carlo was driving you home from a party last night when he began to weave between the lanes on the highway. You were uncomfortable but didn't say anything then. Now it is the next morning and Carlo is sitting next to you in class. You have decided to bring up the incident.

**Based on the situation what would you say?**

1. Carlos, I'm sorry I should have stopped you from driving you were DRUNK.
2. Man, you were TRASHED last night are you ready for today's quiz?
3. Carlos, last night you began to weave between the lines. Were you trying to scare me or were you driving under the influence. Should I have taken your keys and not let you drive? Please explain your behavior.

How many of you automatically chose statement 3 because that is a perception check and I have just taught you how important they are to relationships..

**Is that something a  
Competent Communicator  
would do?**

**NO**

## Perception & Competent Communicators

- Chapter 1 – competent communicators have ability to choose most appropriate behavior and that includes looking at the *Context* (time and place)
- To be effective you must also have *Empathy*