Perception: Basics
- Key definitions
- Stages of perception
  - Selection
  - Organization
  - Interpretation

Definitions
- **Perception**: The process of gathering sensory information and assigning meaning to it.
- **Interpersonal Perception**: The process of gathering sensory information about people and assigning meaning to their actions.

Where does perception occur?
- **Sender**
- **Message**
- **Channel**
- **Receiver**

**Feedback Loop**
- **Active**
- **Passive**
Three basic stages

- Selection
- Organization
- Interpretation

Selection

We perceive and remember things selectively

- Selective Perception
- Selective Attention
- Selective Exposure
- Selective Recall

Selection

- Intensity
- Repetition
- Contrast or Change
- Motives/Interests/Needs
- Physiological Limitations
- Expectations
Organization
Imposing the Familiar on the Unfamiliar
- Figure/Ground
- Categorizing
- Link/Connect Categories
- Closure

CAUTION Be careful of stereotyping

Interpretation
The process of explaining what has been selected and organized in a way that makes sense
- Relational satisfaction
- Personal moods
- Past experience
- Assumptions about human behavior
- Expectations
- Knowledge

Quiz Time!
- Can you list the three stages of the perceptual process, in order?
- Can interpretation influence selective attention?
- Why is understanding the perceptual process important in interpersonal relationships?