

PERCEPTUAL ORGANISATION

It is generally thought that in our perceptual system the sensory processes play a dominant role. Gestalt psychologists have also emphasised that in our percept both the ~~by~~ sensory. Perceptual organisation & speech the sensory system plays an important part. But psychologists like Bruner, Postman, Neelken & Attneison etc have emphasised that in our perception the personal & social factors play important roles. Among the personal factors following are most important:-

- ① Motivational States: Osgood ^{has} given ~~given~~

Osgood
Sanford
McClelland and
Atkinson
Shaffer and Murphy

very fine example to prove that motives play an important part in our perception. He reported that he passes by an office every day which is numbered 4003 & when it was time for lunch he perceived it as food. Sanford also studied the effect of hunger on perception of ambiguous figures. Ten children served as subjects who were given ambiguous figures before & after food. It was found that food related responses ^{were} ~~were~~ double before food than after food period. [Carpenter, Chein & Murphy also conducted experiments on hungry College students. They were shown ambiguous pictures at a very low intensity of light & he found in the result it was found that as food related responses increased with the increasing hour of food deprivation]

'McClelland & Atkinson' Conducted an study on naval trainees who were ~~being~~ not given food for 1, 4 & 16 hours. In the result it was found that number of food related responses increased as the hour of food deprivation ~~interest~~ increased. ~~Shaffer~~ 'Shaffer & Murphy' conducted experiments on to show the effect of reward & punishment on perception. Faces were shown on tachistoscope for $\frac{1}{2}$ second.

Two faces were rewarded & two of were punished.
rewarded ~~rewards~~ faces were recalled 54 times
where punished faces were recalled only 13 times.
Thus it can be concluded that present motivating
condition & reward play an important part in
our ~~perception~~ perception.

② Value: - The value also plays an important role
in our perception. Bruner & Goodman

① Bruner & Goodman
② Klien

conducted an experiment on rich & poor
children's groups. They were told to estimate
the size of the coin called for. It was seen
that poor children ~~over~~ over estimated the
size of the coin while children of rich
group almost estimated the size of the coin
exactly. ~~This result showed that need &
value also play roles in our perception.~~

Thus Bruner & Goodman set up the hypothesis
that the greater the value of an object for an
individual the more it undergoes change, so
over estimation by the poor group children.

Blanc studied on auditory stimuli. They were
called words for their higher value representing
than their higher value & lower value. It
was found that the subjects perceived the
words representing their higher value ~~more~~

not clear

even though they were presented at a lower intensity of sound, ~~than the~~ & ignored the words representing their lower values.]
'Klien' on ^{his} ~~the~~ experiment on recognition phenomenon found that subjects behaviour always satisfied his values.

③ Meaning :- In our perception meaning plays an important part. we perceive and ~~and~~ organise the objects easily & read readily when they are meaningful than those which are vague & ambiguous. For example if we are provided with the stimulus word like :-

RAMISRUNNINS we perceived the words in 3 units if we know the meaning of it as :- Ram is running. A person who is illiterate & does not know English will perceive in only one unit being influenced by the objective factor of proximity. Hallowell says that we register quickly what is meaningful to us. In 'Mcginnis' ^{experiment} ~~experiment~~ ~~using the~~ ~~emotional & neutral words~~ and found that 8 male & 8 female ~~for~~ undergraduate students served as subjects. These were told some emotional & some neutral words. The students took more

- ① Hallowell
- ② Mcginnis
- ③ Howes & Solomon

time to recognise the Emotional or taboo words than the neutral words. This he said was due to perceptual defence. But Howes & Solomon criticised the view of perceptual defence & said that recognition time of taboo words were more, because the such words were not used in our everyday conversation & hence more time in their recognition, ~~due to their unfamiliarity with the subjects.~~ they were quite unfamiliar & unmeaningful to the subjects.

(d) Set:- The role of mental Set in perception is no less. It enables us to look a thing when we looking for it & to miss when we are not mentally set to see it. This is why drug addicts perceive drugs too easily & readily than those who are not drug addicts.

Cultural &

(e) Social Norms:- Social & Cultural ^{norms} ~~norms~~ are basic determinants of ~~our~~ individuals perception. A child ~~born~~ is born & brought up in a particular society & culture. He learns the norms of that society & his perception is accordingly guided. Eric Fromm reported from New Guinea in Africa

① Eric Fromm

That children born in Apeish culture ~~are~~
learn sociality, hospitability & cooperativeness
from the very beginning ~~so~~ later on they
perceive ~~every~~ every individual as their
friend & help him. on the other hand
~~the~~ children born in Mundugumor culture
learn competitiveness & apathy toward
~~others~~ others. So they perceive others as
strangers.

(f) Social Preception: The individual lives in
a society may it be small, like a family
or large, a country. In society one person
~~studies~~ perceives the interests, attitudes,
prejudices, social values etc of other
individuals. But how he will mix &
react to other individuals in the society
depends on his particular need & interests.
The person with whom his interests are served
~~as~~ are perceived as friend & others with
whom his needs are not served ~~as~~ are
ignored. Similarly the same person may
at one time be ~~be~~ looked as friendly
(serving his purpose) & at other
time may be ~~be~~ perceived as
unwanted (not serving his purpose.)

Thus it can well be concluded that in individuals, perception both the personal & social factors play important roles.
