

Interpersonal Communication and Perception



3 Stages of Perception

- 1) Selecting: Choosing What we Perceive
- 2) Organizing: Ordering what we perceive
- 3) Interpreting: Making meaning of what we perceive

Influences on Selection

- Selective Perception: Underlying Cultural Values, Attitudes, Perceptions and Beliefs
- Selective Attention: Focusing on Overt Stimuli
- Selective Exposure: Selective Reinforcement
 - Halo Effect
- Selective Recall: Choosing what to forget or remember
 - Horn Effect

Influences on Organizing

- Superimposing: Creating a Familiar Pattern
 - Attribution Theory: Chronological; Cause and Effect
 - Standpoint Theory

Punctuation: Organizing and Categorizing

- Race, Gender, Sexual Orientation

■ Closure: Making the Unknown Known

- Making associations with familiar expectations

The Process of Interpretation

- Cognition
- Socialization
- Reflected Appraisal
- Reinforcement

Underlying Social Values

- Individualism vs. Collectivism
- Materialism vs. Immaterialism
- Physicality vs. Abstraction
- Duality vs. Singularity
- Linearity vs. Holisticness
- Quantitative vs. Qualitative
- Masculinity vs. Femininity



Obstacles to Accurate Perception

- Ignoring the Facts
- Over-generalizing
- Oversimplifying
- Stereotyping
- Imposing Consistency
- Focusing on the Negative