

BASIC PSYCHOLOGICAL PROCESS

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Subject: Management theory and Organizational
behaviour

Academic year :2020-2021

BASIC PSYCHOLOGICAL PROCESS

- Awareness about human behavior is essential to understand the behavior exhibited by employees under situations so that the management team can design appropriate policies and programs to guide and motivate their personnel to achieve organizational goals.

BUSINESS PSYCHOLOGY

- ◉ It refers to the application of organized knowledge about human behavior to improve personal and interpersonal satisfaction and productivity in the job.
- ◉ It is the systematic study of human behavior in a work setting with the specific aim to enhance productivity, interpersonal relationship in the work settings as well as job satisfaction.

LEVELS OF PSYCHOLOGICAL PROCESSES

1. **Physical and physiological activities** :- Brain activities are related to almost all psychological processes including thinking, imagination, memory, perception, emotion etc.
2. **Motor Behaviour** :- Motor activities and verbal responses.
3. **Psychological Processes** :- Thinking, remembering, problem solving, reasoning etc.

LEVELS OF PSYCHOLOGICAL PROCESSES

4. **Language and communication** :- People communicate with other and convey their intentions and meaning through language and gestures.
5. **Interpersonal behaviour** :- He like and dislike others and cooperate with them and develop negative attitude and prejudice.
6. **Group and Intergroup Level behavior** :- Social interaction can take different forms such as cooperation and competition and have significant consequences for our behavior at individual and group levels.

APPROACHES TO UNDERSTANDING PSYCHOLOGICAL PROCESSES

- The goal of the discipline of psychology is to provide understanding of and getting insight into various psychological processes.
 1. Experiential Approach
 2. Observational Approach
 3. Experimental Approach

PERCEPTION

- ⦿ Perception refers to the way we try to understand the world around us.
- ⦿ Perception is the process by which we organize and interpret our sensory impressions in order to give meaning to the environment.
- ⦿ Perception is a set of human processes by which an individual becomes aware of and interprets information about the environment.

FEATURES OF PERCEPTION

1. Perception is an intellectual process
2. Perception is a selective process
3. Perception requires sensation
4. Perception involves past experience
5. Change is the basis of perception
6. Perception is objectives as well as subjective

SENSATION V/S PERCEPTION

Basis	Sensation	Perception
Different stage	The first stage of a complex process that allows us to understand and interact with our world	It is the second stage of said process
Source	The source of sensation is the stimuli obtained from sensory organs	The source of perception is the information send to the brain through sensation
Process	Sensation is the process of sensing our surrounding using the five senses	It is the process of interpreting the acquired sensations
Nature of process	Sensation is the simple mental process	It is comparatively a complex mental process
Organization of Stimuli	Sensation does not involve any organization, combination or selection of stimuli	Perception entails organization combination and selection to from stimuli into a pattern
Physical and Psychological	Sensation is more physical. It arise only because the body receives a stimulus and the body reacts to it converting the stimulus into one of the things that one of the sensory organs of the body can identify.	Perception is absolutely psychological . Perceptions are individual thoughts of individual.
Procedure	Biological procedure	Psychological process- past experience- ideologies.

PERCEPTUAL PROCESS

It is the sequence of psychological steps that a person uses to organize and interpret information from the outside world.

1. Receiving stimuli -external stimuli and internal stimuli.
2. Selection of stimuli
3. Organization of stimuli- aspect of forming bits of information into meaningful ones is called perceptual organisation.
4. Interpretation of stimuli

FACTORS INFLUENCING PERCEPTION

- ❖ In the perceiver
- ❖ In the object or target being perceived
- ❖ In the context of the situation in which the perception is made

CHARACTERISTICS OF THE PERCEIVER

1. Attitude
2. Mood
3. Needs and Motives
4. Self-Concept
5. Interest
6. Cognitive Structure

CHARACTERISTICS OF THE PERCEIVER

7. First Impression
8. Past experience
9. Expectations
10. Beliefs
11. Situation

CHARACTERISTICS OF THE TARGET

1. Physical appearance
2. Verbal Communication
3. Non-Verbal communication

CHARACTERISTICS OF THE SITUATION

- The situation in which the interaction between the perceiver and the target takes place has an influence on the perceiver's impression of the target.
- The strength of the situational cues also affects social perception.

SPECIAL FACTORS AFFECTING PERCEPTION

Besides the basis factors which affect perception, There are certain special factors which greatly this selectivity. These are broadly classified under two major heads.

1. External Factors

- a) Color and contrast
- b) Size
- c) Intensity
- d) Position
- e) Movement
- f) Repetition
- g) Familiarity & Novelty

SPECIAL FACTORS AFFECTING PERCEPTION

2. Internal Factors

- a) Personality
- b) Learning
- c) Motivation

ATTRIBUTION THEORY

- ◉ Attribution theory is intended to assist an individual in understanding the causes of human behavior.
- ◉ Firtz Heider and Harold Kelley.
- ◉ Attribution is the process by which we make sense of our environment through our perceptions of casuality.
- ◉ Generally this theory is related to perception of a person at work.

ATTRIBUTION

- ◉ It can assist top management in understanding the reasons behind the employees behaviour.
- ◉ It can also help the employees in understanding the thoughts about their own behaviours.
- ◉ The perception of the reasons of behaviour can impact the actions and judgment of both the employees and managers.
- ◉ In psychology, the tendency to exaggerate the influence of personality when explaining the behaviour of others and to overlook the effect of contextual factors is known as *fundamental attribution error*.

PERCEPTION-SPECIFIC APPLICATION IN ORGANIZATION

1. Stress
2. Employment Interview
3. Performance Appraisals
4. Assessing Level of Effort
5. Assessing Loyalty
6. Absenteeism and Turnover
7. Job Satisfaction

To reduce the errors involved in perception:

- One has to keep in mind the way the perceptual process works.
- One can compare one's perception with other people.
- One should understand other person's point of view.
- One should be willing to change.
- One should view the world in dynamic terms.