**UNIT 4: PERCEPTUAL PROCESSES**

**Unit Introduction:**

Welcome learners to unit 4 discussing perceptual processes.This unit will start by giving the definition of perceptual process,give you an outline on the steps in the perceptual process.You will also learn how the environments contribute to our day to day behaviour.

This unit is divided into three sections as follows:

Section 1: The Perception

Section 2: The perceptual process

Section 3: The steps in the perceptual process.

**Unit Objectives:**

1. By the end of this unit you should be able define perception and perceptual process.

2.Describe the steps in the perceptual process.

**SECTION ONE: THE PERCEPTION**

1. **Section Outline**
   1. Section Introduction.
   2. Section Objectives.
   3. Definition of Perception
   4. Concepts of Perception
   5. .Section summary

**1.1.Section Introduction.**

Welcome to section 1 of unit 4.In this section you will go through the definition of perceptual process. You will then proceed to understand the key points in the perceptual process.

**1.2 Section Objectives.**

By the end of this section you should be able to :

1. Define perception.

2. Discuss the mechanisms of perception.

**1.3 Definition of Perception.**

Perception is the process through which people receive, organize, and interpret information from their environment.

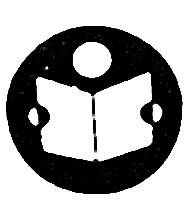
**1.4 Concept of Perception**.

The process of perception begins with an object in the real world, termed the distal stimulus or distal object. By means of light, sound or another physical process, the object stimulates the body’s sensory organs.

Perception is not the same as reality. Yet perception is the basis of feelings and actions; the quality and accuracy of a person’s responses to a specific situation.

Perception is the organization, identification, and interpretation of sensory information to represent and understand the environment. In other words perception is our sensory experience of the world around us and it involves both the recognition of environmental stimuli and actions in response to stimuli. Perception not only creates our experience of the world around us; it allows us to act within our environment

Perception includes the five senses; touch, sight, taste, smell; and hears. It also includes what is known as proprioception, a set of senses involving the ability to detect changes in body positions and movements. It also involves the cognitive process required to process information, such as recognizing the face of a friend or detecting a familiar scent.



* 1. **SECTION SUMMARY**

Perception doesn’t just involve becoming consciously aware of the stimuli, it is also necessary for our brains to recognize what it is were sensing and the final step of the perception involves some sort of action in response with environmental stimulus.

This could involve a variety of actions

**SECTION TWO:THE PERCEPTUAL PROCESSES.**

1. **Section Outline**
   1. Section Introduction
   2. Section Objectives
   3. Definition of perceptual process
   4. Concepts of perceptual process
   5. Section Summary.

**2.1 Section Introduction.**

Once again welcome to section two of unit 4.In this section you will go through the definition of the perceptual process. You will proceed to see how you can link it up section one.

**2.2 Section Objectives.**

By the end of this section you should be able to

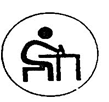
1. Define perceptual process
2. Describe the constituent steps of perceptual process
   1. **Definition of Perceptual process**

The perceptual process is a sequence of steps that begins with the environment and leads to our perception of a stimulus and an action in response to the stimulus. OR It is the unconscious process we undergo to make sense of the information which simply means that we take the information and turn it into something we can categorize.

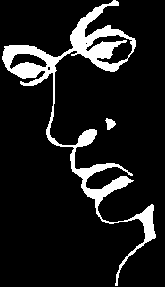
* 1. **Concepts of perceptual process**

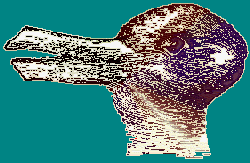
The process of human perception is the process by selecting, organizing and interpreting people, objects, events, situations and other phenomena.

We do not passively receive what is out there; we actively work to make sense of things. The perceptual process is influenced by two environments namely; Internal and External .Internal environment encompasses; beliefs, values, nature with conscious past. Whereas the external environment, is controlled by factors acronymed PESTEL [P stands for political; E for economic, S for Social; T for technology; E for ethics and L for legal].The factors from two environment impact on our perceptual environment at the perceptual input first stage or step.

What do you see in the images below?

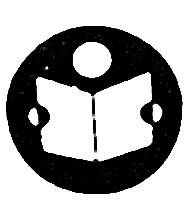








.

**2. 5 SECTION SUMMARY**

One of the most important aspects of achievement is training the eye to see properly. Sight is an interesting phenomenon. We see things not as they are but as we are, in other words seeing things does not believe. Believing is seeing. We can only see in others what lies within ourselves

**Unit 4 Review Questions**

1. The steps in perceptual process include all except
2. The environmental stimulus
3. The attended stimulus
4. The imageon the retina
5. Transduction
6. Natural processing
7. The final stage of perceptual process include
8. Transduction
9. The environmental stimulus
10. Action
11. Recognition
12. Perception itself
13. Environmental stimulus is?
14. The attended stimulus
15. Everything in the environment that has the potential to be perceived
16. The process involving light passing through cornea and pupil
17. The awareness
18. The object recognition
19. The action phase of perceptual development involves
20. Motor action
21. Transuding the light into visual signals
22. Recognition
23. Neural processing
24. All the above

Answers

1. e
2. c
3. b
4. a

**References**

1. Gauthier, I. Tarr, M. J. & Bubb, D. (Eds.) (2010). Perceptual expertise: Bridging brain and behavior. Oxford, England: Oxford University Press.
2. Gibson E. J. (1991). An odyssey in learning and perception. Cambridge, MA: MIT Press.10
3. Goldstone, R. L. (1998). Perceptual Learning. Annual Review of Psychology, 49, 585-612.
4. Hall, G. (1991). Perceptual and Associative Learning. Oxford: Clarendon Press.
5. Jacobs, R. A. (Ed.) (in press). Integrative approaches to perceptual learning. Topics in Cognitive Science.
6. Recanzone, G. H., Schreiner, C. E., Merzenich, M.M. (1993). Plasticity in the frequency representation of primary auditory cortex following discrimination training in adult owl monkeys. Journal of Neuroscience, 13, 87-103
7. Organizational Behavior: Emerging Knowledge, Global Reality by Steven L. McShane and Mary Ann Von Glinow