

SECTION-4.1

Perception depends on complex functions of the nervous system but subjectively seem mostly effortless because this processing happens outside of conscious awareness.

Importance of perception

Perception is subjective, active and creative process through which we assign meaning to sensory information to ourselves and others.

- Perception is very important in understanding human behaviour because every person perceives the world

and approaches life problems differently whatever we see or feel is not necessarily the same as it really is, when we buy something, it is not because it is the best, but because we talked it to be the best.

2. If people behave on the basis of their perception we can predict their behaviour in the changed circumstances by understanding their present perception of the environment. One person may be viewing the facts in one way which may be different from the facts as seen by another viewer.

3. With the help of perception, the needs of various people can be determined because people's perception is influenced by their needs.

4. Perception is very important for the manager who wants to avoid making errors when dealing with people and events in work setting.

5. Perception can be important because it offers more than more than objective output; it is just an observation and manufactures an altered reality enriched with previous experiences.

• Perception builds character (not necessarily good or bad character) that it defines different roles individuals fall into the clown, the hypocrite the self-righteous the Sinner etc.