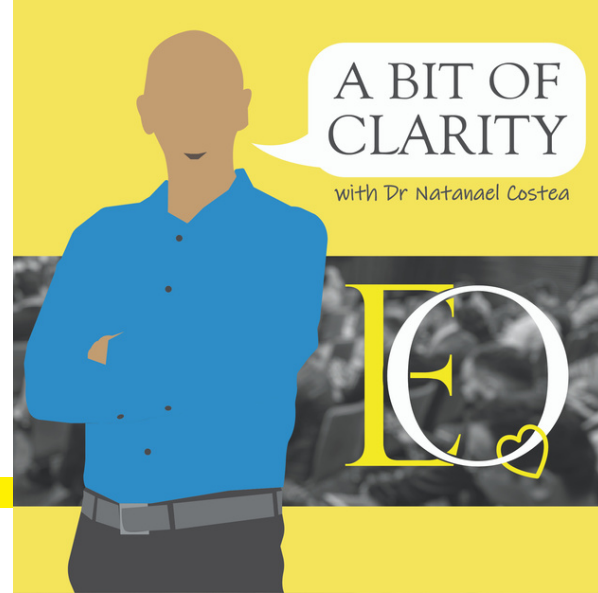


EP 028 PERCEPTION



SHOW NOTES

OBJECTIVE

> Develop an understanding of perception.

UNDERSTANDING PERCEPTION

Social Perception deals with how people think about and make sense of other people - how they form impressions, draw conclusions, and try to explain other people's behavior. Sometimes called social cognition, person perception or the study of "naive psychology," social perception focuses on factors that influence the ways in which **people understand other people** and on how **people process, organize, and recall information about others**.

Making sense of our environment is a major task for the mind, which we learn and improve upon as we grow. We interpret the world around us **by forming categories and using cause-effect linkages**. This process may not always be rational or logical, as reading the available information is a subjective task.

We process new information (in any form) we receive **based on the information already present in our environment**. Our previous beliefs, our attitudes towards a particular event or group, and our current mood, all come together to shape our perception of our surroundings. Certain preconceived notions exist as part of our personality, our social life, our upbringing, and any other source of social identity.

PERCEPTION THROUGH NON-VERBAL CUES

1. **Facial Expression.** "The face is the image of the soul." Human feelings and emotions are often reflected in the face and can be read in specific expressions. There are six different basic emotions on the human face: anger, fear, happiness, sadness, surprise, and disgust. Studies suggest that humans worldwide show similar facial expressions.
2. **Eye Contact.** "The eyes are the window of the soul." Feelings are best seen in the eyes.
3. **Body Movements.** Moods and emotions are often reflected in the position, posture and movements in the body.
4. **Posture.** The way a person carries himself affects his feelings. When someone is sad they tend to look down and frown, when anxious they might tap their feet or shift their eyes and when happy they may smile.
5. **Touching.** Touching is the most intimate non-verbal cue. It can suggest affection, sexual interest, or even aggression.

APPLICATION

> Think of a recent conversation and write down what you perceived through each of the non-verbal cues.

RESOURCES

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