

question no. 2 “individual’s behaviour is determined to a large extent by the way environment is perceived by him/her”. comment upon the statement and give examples to support your view.

solution: meaning of individual behaviour

behaviour refers to the response made by an individual. the response may be the result of influence of external factors. the external factor is termed as stimulus and the action taken by the individual is

known as response. both heredity and environment determine the behaviour an individual.

The psychologists say that man’s heredity determines what kind of person he/she can be and the environment determines what he/she becomes. heredity refers to the characteristics transmitted by parents to the next generation. human beings acquire biological characteristics through genes, which control the development of tissues and organs of the body. they are determined at the time of the conception. parents influence hereditary characteristics through the transmission of genes. Children acquire certain features of physique and psychic qualities out of this genetic transmission. Research in genetic engineering also suggests that heredity determines physical, mental and emotional states of the individuals. physical stature, gender, colour, intelligence etc. are influenced by the hereditary factors. , the individuals are brought up in a particular environment family, society, culture, etc. these environmental factors influence the behaviour of the individual. children’s socialisation process start in the family. children are made to follow the behavioural pattern of the family. members of the family compel children to conform to certain acceptable behaviour and avoid unacceptable behaviour. Thus children acquire knowledge of acceptable and unacceptable behaviour from their family. children

further start socialising with a number of social groups like friends, school and other members of the society. thus they acquire socially acceptable behaviour and try to avoid socially unacceptable behaviour as a result of their interaction with these groups. the culture in which children are brought up, determines the decision making styles, attitude, independence v/s dependence, soberness v/s aggression, competition v/s cooperation etc. as a member of a particular culture, children learn norms, values and attitudes which are prescribed by the culture. individuals are compelled to behave in conformity to the culture norms established by the society. thus society and culture exert influence on the behaviour of individuals. individual behaviour and perception now it is clear that biological characteristics clubbed with the environmental forces determine the behaviour of an individual. a number of factors influence the behaviour of an individual in the organisation. individuals are exposed to varieties of stimuli of the environment. they process these stimuli and interpret them. the individual’s behaviour is determined to a large extent by the way the environment is perceived by him/her. we have mainly five sensory organs viz. eyes, ears, nose, tongue, and skin. the basic five sense organs help us to collect information through their respective tasks. through eyes we see, through ears we listen, through nose we can identify smell, through tongue we take taste, and through skin we touch. through these sense organs, as an average human being, you collect several thousands of impressions every day. however you pay selective attention to particular information collected by your sense organs. let us have four situations. situation-one: remember one orchestra programme you had visited recently. you were listening attentively a favourite song

of yours, and each word and tune was audible to you. suddenly you listened your name pronounced through a familiar voice coming from backside. lo! there was your fast friend, with whom you are meeting after a gap of few years. you joined him and both of you got lost in intimate nostalgic talk. the song of the orchestra was still on, but you were not listening! What happened? you were listening selectively. in first instance you were listening to the song, and in the second instance, you were listening the words of your friend.

situation-two: remember when you were in the mid of your teen age, when most of you were interested in watching clouded sky. do you remember, you used to perceive a particular shape (like, a football player, an elephant, map of a country or a state etc.) in the cloud, but your friend had witnessed some other shape? situation-three: remember, one crucial football/cricket match you were playing sometime back. there was a garden close to playground. do you remember, you could realize aggressive smell of

manure in the garden only when the match was over, but not during the tense moment of the match? situation-four: remember, some years back you had developed some

misunderstanding with one of your close friends. earlier you had completely confided in him, but no more thereafter. you saw him talking with your friend. you thought he was talking ill about you to your friend. later on you found it was not so. the situation-one depicts that we

tend to listen what we choose to listen; situation-two depicts, we tend to see what we choose to see; situation-three depicts, we tend to smell what we choose to smell, and situation four depicts, we tend to infer what we are inclined to infer. all the four examples suggest that our mental focus captures only a portion of sensory stimuli present

in the environment. this capturing depends on our preferences. thus perception is more than the sum of all the sensory input supplied by our sense organs. process of perception helps us to select, organise, and interpret sensory input to achieve a meaningful grasp of our surroundings. Perception yield final products that differ from raw, unprocessed sensations in important ways. importance and uses of perception

as a concept, perception has important place in the subject of organisational behaviour (ob). Ob deals with human behaviour at work place, and perception is an important determinant of behaviour. people behave on the basis of their perception of the reality, not on the basis of the reality itself. We may say, the world does not appear to us as it is, but it appears as painted by our perception of the

world. this statement establishes the importance and uses of perception on the one hand, and limitations of perception on the other. perception helps us adapt to a complex and ever-changing environment through perceptual constancies. constancies refer to our tendency to perceive physical objects as unchanging despite shifts in the pattern of sensations these objects induce. perceptual constancies suggest that our perception of the world doesn't change as much as variations in the sensory information registered by our receptors might lead us to expect. three types of constancies are more common: size constancy, shape constancy, and brightness constancy. the principle of size constancy relates to the fact that the perceived size of an object remains the same when the distance is varied, even though the size of the image it casts on the retina changes greatly. the principle of shape constancy refers to the fact that the perceived shape of an object does not alter as the image it casts on the retina changes. The principle of brightness constancy refers to the fact that we perceive objects as constant in brightness and colour even when viewed under different lighting conditions. these three principles suggest thatthe gap between sensations

and the perceptions provided by the constancies is clearly beneficial. Limitation of perception unfortunately, perception can provide false interpretations of sensory information. Incorrect perceptions are called illusions. Illusions may take place in two ways: due to physical processes (e.g. mirages), and due to cognitive processes. For our purpose, illusions through cognitive processes are more relevant. Illusions through cognitive processes fall in two categories: illusions of size, and illusions of shape or area. The model of process of perception describes four stages. The model can be understood through input-throughput-output approach.

stage 1: it describes perceptual inputs. Perceptual inputs encompass all stimuli that exist in our environment including information, objects, events, people etc. The perceiver receives these inputs.

stage 2: it describes perceptual mechanisms or throughputs. This is the transformation of perceptual inputs to outputs. It involves the three processes of selecting, organising, and interpreting the stimuli that are in the environment. Though all individuals go through the same three steps, while transforming the perceptual inputs to outputs, they differ in how they select, organise and interpret stimuli based on their own personality predispositions and biases.

stage 3: perceptual outputs are derived through the processing of perceptual throughputs. These include one's attitudes, opinions, feelings, values, and actions. Perceptual errors may adversely affect the outputs. Hence, managers should enhance their perceptual skills.

stage 4: behaviour is a resultant factor. The perceiver's behaviour, in turn, generates responses and these reactions give rise to a new set of inputs.