

# SOCIAL BEHAVIOUR

- Social Behaviour is term used to describe the general conduct exhibited by individuals within a society.
- Social Behaviour is the activity of an individual which qualifies , modified or otherwise alters the act of another individual.

# TYPES OF SOCIAL BEHAVIOUR

- Emotional Behaviour.
- Violent And Aggressive Behaviour.
- Prosocial Behaviour.
- Group Action.

# BASES OF SOCIAL BEHAVIOUR

- Cultural influences arising from the existence of organised societies.
- Social influences of primary groups like family within the society and environmental influences mediated by the physical properties.

# METHODS OF STUDYING SOCIAL BEHAVIOUR

- Observation.
  - Experimental.
- Field Study.
  - Survey.
- Sociometry.
  - Cross-Cultural.

# PERCEIVING OTHERS (PERCEPTION)

- Perception is a method by which person arrange and interpret their sensory thought to give meaning to their surrounding.
- Perception include all those processes by which an individual receives information about environment like seeing , hearing , feeling , tasting , smelling.

# NATURE OF PERCEPTION

- Intellectual Process.
  - Cognitive or Psychological Process.
- Subjective Process.
  - Lens Providing Worldview.
- Socially Co-Created.
  - Culturally Influenced.
- Self-Fulfilling.

# FACTORS INFLUENCING PERCEPTION

- Characteristics Of The Perceiver (Internal Factor) :
  - Needs And Motives.
    - Self-Concept.
      - Beliefs.
    - Past Experience.
  - Current Psychological State.
    - Expectations.

# FACTORS INFLUENCING PERCEPTION

- Characteristics Of The Target (External Factors):
  - Size.
  - Intensity.
  - Frequency / Repetition.
    - Status.
    - Contrast.
    - Motion.
  - Novelty And Familiarity.
    - Order.
- Characteristics Of The Situation.



# PERCEPTUAL PROCESS

## ❖ Perceptual Selection:

- Sensory Activation.
- Sensory Adaptation.

## ❖ Perceptual Organisation:

- Figure And Ground.
- Perceptual Grouping.
  - Similarity.
  - Proximity.
  - Closure.
  - Continuity.
  - Common Fate.

# PERCEPTUAL PROCESS

- Perceptual Constancy.
  - Shape Constancy.
  - Size Constancy.
  - Colour Constancy.
- Perceptual Context.
- Perceptual Defence.

# PERCEPTUAL ERRORS

- Stereotyping.
- Selective Perception.
- Distortions.
- Self-Fulfilling Prophecy.
- Contrast Effect.
- Halo Effect.
- Attribution.
- Projections.
- First Impression.
- Inference.

# IMPORTANCE OF PERCEPTION

- Facilitates Understanding Of Human Behaviour.
- Helps In Behaviour Prediction.
- Determination Of Needs.
- Effective Subordinate Dealing.



*ТРАМЪ УОУ*