Welcome to a guided demonstration of the Perception Analysis Worksheet. In this demonstration, you follow along as a student fills out the Perception Analysis Worksheet.

Your Perception Analysis Worksheet should look like this.

Tanya has to show three people a picture and have them describe the picture using 10 different words. Then, she has to fill out the Perception Analysis Worksheet based upon the words her observers choose. The first person she asks is Adam, her long-time friend from high school. Adam’s first three words for this photo are “Female,” “Student,” and “Worried.”

Before Tanya fills out the Perception Analysis Worksheet, she first clarifies what selecting, organizing, and interpreting are so she can better determine how to check off where the different descriptive words fit. The authors of her textbook, Communication in a Changing World, explain that selection, organization, and interpretation are the three basic steps to perception. First, people select what they perceive simply because they happen to focus on one sensory stimulus over another. Then, they organize the stimuli in their minds by placing them in a category. This helps give meaning to the stimulus, which is the last step of interpretation. Interpretation goes one step further by allowing people to explain the overall perception based on the selection and organization of the stimulus, according to Dobkin and Pace on pages 69 through 79 in their 2006 book. (Dobkin & Pace, 2006, p. 69-79).
As Tanya fills out the Perception Analysis Worksheet, she decides that Adam probably picked “Female” based on selection through **vividness**, organization through **scripts**, and interpretation through **biases in attribution**. Because she knows Adam is a single heterosexual male, Tanya thinks the woman in the photo being female automatically stood out to him as **vivid**. Tanya thinks that his choice to describe the person in the photo as **female** in his first word shows that he is following that **script** for “male.” Finally, Tanya marked **biases in attributions** because she felt Adam had an **attractiveness bias** in his interpretation based on pre-conceived ideas of what makes a person attractive.

Tanya decides to mark **salience**, **prototypes** and **context** for Adam’s description of “student” for the photo because Adam is a student at the local community college himself. Perhaps he has seen many people (male and female) looking like this as they listen to a lecture. Thus, it was **salient** because it seemed familiar to him. Tanya thinks that maybe the young lady in the photo matched a **prototype** of what Adam thought a student might look like. Finally, in interpreting his perception, Tanya thinks he was using **context** because the subject in the photo seems to be listening to someone. Adam might have seen that as a classroom **context** for this photo.

Finally, Tanya takes Adam’s word “worried” and marks it as **social learning**, **stereotypes**, and **closure**. She thinks that he knows what worried looks like due to his **social learning**. Tanya decides that maybe he was stereotyping that look. In Adam’s mind, maybe a student should be worried about a test. Finally, she believes that Adam was using **closure** to interpret the perception of the photo because he was “filling in the blanks.” He was making some assumptions about the look based on the other ways he perceived the photo.
**VO:** As Tanya finishes filling out the *Perception Analysis Worksheet*, she realizes something. She used her own perceptions of Adam to fill out a worksheet about his perception! She used **salience** because Adam was familiar to her. She also used **stereotyping** because she realized she was using Adam’s past behaviors to identify why he chose certain words in this exercise. Finally, she was **assigning attributions** to Adam and making judgments about him as she filled out the worksheet. She was amazed at how much she had learned about perception (her own and others’) by just showing an old friend a photograph and deciding why he might have described it the way he did.

[Slide 9]

**TEXT ON SCREEN:** You have now completed the Perception Analysis Worksheet Demonstration.

**ACTION:** (NA)

**VO:** You have now completed the Perception Analysis Worksheet Demonstration.