

Perceptions

Business



Perceptions of the Mind Task Perceptions Perception is the process of attaining an understanding using the notion senses. Relatively, it is an act of perceiving (Project Implicit, 2011). The senses and feelings enable us to embrace a perception, which is different among individuals. The aim of the implicit Association Test was to discover ones speed in categorizing money words and values attributed to it with mild or objectionable words. People form distinct associations in their mind based on their emotions. In today's world, a large set of people lies in the category of associating nefarious deeds with money. The next category comprises of individuals who associate money and magnanimous deeds. However, the intention of the test was to conduct a study to the masses on their attitude towards money. It reveals that money or wealth influences people's values (Project Implicit, 2011). These values may be either virtuous or wicked.

It is appropriate to say that money influences the background status. Individuals who come from families with average wealth belong to the middle class status whereas those from a humble background belong to the lower middle class. Moreover, huge amounts of money tend to entice some individuals. If a prize is rewarded to an individual, for example, 20 dollars, and the person asked to choose between accepting the pay now or wait for an extra six months in order to gain 120 dollars, the individual prefers to wait for the six months (Project Implicit, 2011). In case a tragedy happens to a more developed and rich country, some individuals will prefer not to offer assistance in terms of money due to the perception that the country has enough wealth, while others will offer money since they attribute meritorious deeds with money.

The Japan earthquake situation generated different perceptions among
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individuals. The American government offered to aid the countries revival by offering large amounts of money. This generosity developed different perceptions among the people as some said that there is no need of offering assistance in terms of money to a rich country. Other people suggested that it was a noble deed by the Americans as they attributed goodly deeds with money.

Reference

Project Implicit. (2011). Research. Retrieved on 27th October from <https://implicit.harvard.edu/implicit/Study?tid=-1>