

# Perception and learning - dissertation example



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## Perception and Learning

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Question 2 3 Reference 5 Question What perceptual problems occurred in this case? The perceptual problem can occur due to several issues. In this following case study the problem occurred primarily due to the Stereotyping. In this type of perceptual problem people have a wrong judgement over the qualities of others or a whole group set and they always take others in their own way of working and behaviour and believe that to be the right characteristics others should possess (Changing Minds, 2011). Here in the following case study the Vice president of marketing at Hy Dairies Inc, Gilman have the believe that his own way of working as marketing research co-ordinator can also boost the career of his brand manager Rochelle Beauport. In spite of very good track record in the brand management the vice president never asked her about her career interest rather directly told her to join research team as technical support position. These give rise to the employee dissatisfaction and anxiety amongst the employees. Gilman should have identified the social identity of his employees and their likings to enhance their personality (Simply psychology, n. d.). Question 2 What can organisations do to minimise misperceptions in these types of situations? In minimising this kind of situations the vice president of Hy dairies Gilman should give proper attention towards active listening process. Gilman should have discussed with Rochelle about her points and should understand what she wants to do in her future. Speaking directly to the listener before taking any decision can help to minimise misperception to great extent. Though this type of culture is not considered appropriate in many cases but if done it can

be very effective. Lastly one should understand the reason for a particular decision and should clear the points why the particular decision was taken against her. Reference Changing Minds, (2011). Stereotypes. Retrieved on June 07, 2011 from <http://changingminds.org/explanations/theories/stereotypes.htm>.

Simply psychology, (No date).

Social Identity Theory. Retrieved on June 07, 2011 from <http://www.simplypsychology.org/social-identity-theory.html>.