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### **Role of Motivation in Perception**

Perception determines the behavior of an Individual .It is influenced by number of factors, in which motivational factor is one of them.

According to this factor, “we do not perceive the things as they are, but we perceive the things as we are.” Several experiments have been conducted in this field, which supports the above view, most of them are given below:-

1. **Need:** - It is an important factor, which comes under the motivational factor, it influences our perceptual ability, due to which a stimulus is perceived differently by different persons. It is also seen that a stimulus is perceived differently by a same man in two different occasions, due to change of need. Murphy conducts an interesting experiment in this field. He had done his experiment on hunger girl subjects with ambiguous drawings. They perceived it as eatable things but after satisfaction of hunger they perceived the same figure as playable things. Through this experiment it is concluded that perception of ambiguous drawings are influenced due to the change of need. Postman, Chain and

Levine conducted several experiments in this field. Another experiment is done by Osgood. Through his experiment he found that in a hunger state subject perceive house number 400D as FOOD, but in normal state he perceive it as 400D. The experiment of McClelland and Atkinson of 1949 and several other experiment supports the importance of need in perception.

2. **Mood:** - It also affects the perceptual ability of an individual, the mood of an individual varies always, so we perceive a stimulus in various form. Luba and Lucas conduct an experiment in this field. They had done their experiment on girl subjects in three different moods – normal, critical and happy. They perceive the same figure in three different forms due to the change of mood. In the light of above experiment and several other experiments it is proved that” we often perceive the things as we want to perceive or expect to perceive rather than what the real situation dictates,”[Holt].
3. **Value:** - Every stimulus has its own value. This value differs from man to man and also differs from time to time for the same man. It is why a stimulus is perceived differently by different people at the same place and is perceived differently by the same man on two different occasions. The hypothesis is proved by Burner & Goodman. They conduct an experiment on ten – year – old children in 1947. All children are equivalent in age and intelligence but they are different in economic conditions. They are taken from poor, rich and average economic conditions. They are instructed to draw the size of different coins. It is found through the experiment that the poor children have overestimated and rich children have under estimated. Secord and Backman has also

conducted an experiment and found that greater value of stimulus has got greater over estimation. Experiments of Jonshon and Thomson, Solomon and Watson (1949) and several other experiments support above view. But experiments of Ashely, Harper and Runyon of 1951, and experiments of carter & Schooler of 1949 goes against the above hypothesis, But the number of experiments conducted in this field supports the value of stimulus in perception.

4. **Anxiety:** - The feeling of anxiety also take an important place under perception. The perception in anxious state differs from the perception of normal state. The feelings of daily life also support it.
5. **Interest & Attitude:-** Interest and attitude also influences the perception of a man. Every individual perceive a stimulus according to the nature of his interest and attitude. A experiment is done in Colombia University in which the subjects are seated in classroom and number of loudspeakers were kept. Every loudspeaker is producing.

**Emotion:** - The emotions of an individual also influence the perception to a great extent. When people are motivated or emotionally involved in an activity, they tend to perceive what they want to see and hear. In other words, an individual may be set to perceive the world in ways that agree with his needs and match his emotions at a given instant. A prejudiced person may selectively perceive other people in ways that support his prejudiced mind. For example if a person is strongly in favour of a particular political party, all the policies of that party may be

considered good, while he may disregard the view of the other political parties.

**Mental Set:** - The mental set of an individual also affects the perception. We perceive any stimulus according to our mental set. It is an individual factor, which differs person to person and moment to moment. Murray conducted an experiment to prove the role of mental set in the field of perception. He conducted his interesting experiment on girl subjects. They perceived a figure of a male in two different types due to different mental sets. Chapman (1932), Leeper (1953), Postman and Burner's experiment also prove it.

**Past Experiences:** - Past experiences play an important role in the way an individual perceives his world. Whatever he learns is partly a learning of new perceptions. And an individual's previous learning and past experiences affect his present perceptions. An object acquires different meanings for different persons depending upon the person's past experience.