

Department: Commerce

Activity: Webinar

Date:29/10/2021

Title of the activity: Understanding Perception

Industry / Resource Person: Ms. Smitha Kavatekar, Associate Professor, School of Commerce, Jain (Deemed-to-be University)

Report:

The Department of Commerce, Mount Carmel College (autonomous), organized a webinar on on “Understanding Perception” on 29th October 2020 for I B.Com Honours (batch 2020-2021).

The session was full of insights relating to perception which the students found it to be remarkable as it was an additional source of knowledge for them, and they practically understood about how we see the world. She enlightened the students on topics such as the importance of perception, stimulus of the sensory organs, interpreting the stimuli, different elements of same process, its meaning and its process, the approaches to different things, the factors influencing perception, the gestalt principles, hallow effect, horns effect, stereotypes, qualities of a manager, etc. she showed different pictures and asked the students to identify the principles of perception. This made the students more interested, and the session automatically was very interactive. she also mentioned words and the stereotype of each word had behind them.

Overall, the students found the session to be very interesting, informative, intriguing, it taught them so many new things and how to view every minute detail of life with meaning and the opportunity to know more about perception.

Number of Participants:75 Students

Photographs –

A Webinar on Understanding Perception by Dr.Smita Kavatekar

29:57

Request control

Leave

bcom honours guest

+53 EE AC ND FT FAUSTINA THAPA GYAIA JAIN DC DSHIKA MUTHAMMA YUKTHA KK sreeitha rebeka bcom honours guest

Type here to search

ENG 2:14 PM 10/29/2020

A Webinar on Understanding Perception by Dr.Smita Kavatekar

47:43

Leave

Processing Approaches

- Bottom-up Processing – emphasis on features of stimuli – mental construction
- Top-down Processing – emphasis on the perceiver – process of recognition and identification of stimuli

teams.microsoft.com is sharing your screen

bcom honours guest

+56 EE BS AC ND FT FAUSTINA THAPA GYAIA JAIN DC DSHIKA MUTHAMMA YUKTHA KK sreeitha rebeka bcom honours guest

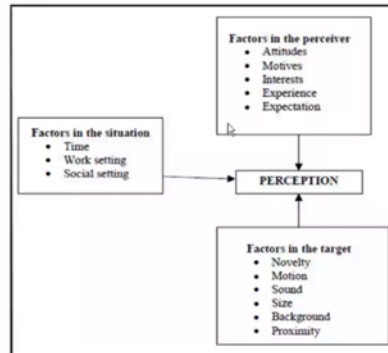
Type here to search

ENG 2:32 PM 10/29/2020

50:38

Join Meeting | Chat | Screen | ... | Microphone | Video | Leave

Factors That Influence Perception



- ❖ Perceiver
- ❖ Target
- ❖ Context

teams.microsoft.com is sharing your screen. Stop sharing Help

bcom honours guest

Participant avatars and names: +56, EE, BS, AC, ND, FT (FAUSTINA THAPA), GJ (GVAIA MIN), DC (DISHIKA MUTHAMMA), YK (YUKTHA KK), SR (sreethi rebeka), BG (bcom honours guest).

Windows taskbar: Type here to search, 2:35 PM, 10/29/2020, ENG.