

Editorial on Perception

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Editorial Note

Perception is the process of arranging, recognising, and interpreting sensory data in order to reflect and appreciate the information or environment that is provided. Perception is based on signals that travel through the nervous system and are triggered by physical or chemical stimulation of the sensory system.

Types of perception

- Visual perception
- Auditory perception
- Olfactory perception
- Haptic (touch) perception
- Gustatory (taste) perception

Perception occurs in five stages: Stimulation, Organization, Interpretation-evaluation, Memory and Recall.

The five stages of perception

Stimulation: The occurrence of sensory stimulation basically this part of perception process involves in contact with a particular stimulus. The world is full of stimuli that can attract our attention through various senses. Thus we are able to describe systematically the sights, sound, smell and taste that populate our conscious experience. Stimulation includes selective attention and selective exposure. Selective attention occurs by anticipating fulfill needs and prove enjoyable.

Organization: Normal perception requires the ability to distinguish and recognise objects and events. People can't use their senses effectively unless they have the ability. Laws, schemata, and scripts are used to coordinate perception. People view objects that are physically close together as a unit when

they are structured by laws. People formed schemata based on their own experiences as well as vicarious experiences gained through everyday activities, television, reading, or hearsay. Any kind of schema will reflect some familiarity in the mind. This will aid one's interpretation of categories through a large number of them. It can, however, cause perception errors by influencing one's perception of non-existent objects or by causing one to miss seeing things that are present. A script is a type of schema that concentrates on a specific action, case, or procedure. It is a pattern of how we acted and how we arranged it in our own behaviour.

Interpretation-evaluation: It is two processes of stimuli by individual experiences, needs, wants, values, desires, physical and emotional state, gender, and beliefs meaning based on individual laws, schemata, and scripts in this interpretation-evaluation stage. When meeting a new person who is a doctor, for example, one tends to see this person as extreme, successful, health-conscious, and academically good. In other terms, assessing whether an individual's behaviour and actions are acceptable or unacceptable based on one's own script.

Memory: After passing through the stages of arousal, organisation, and interpretation-evaluation, we move on to the memory level. It's a repository for both understanding and interpretation-evaluation data that's organised using scripts and schemas. The aim of memory is not to remember events or experiences; rather, it is to remember people's preconceptions and schemata.

Recall: Individuals' preserved memories want to remember such details over a period of time. The recall stage reconstructs what the person learned in a meaningful way. Recall data that is compliant with the schemas. Failure to do so, however, is incompatible with schemas. Recalling knowledge contradicts one's schema since it causes one to think or even rethink.

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