

Individuality

Who you are as a Person...
Concluded?

You as an Individual

1. You have learned a lot this term about yourself (I hope). Note down the most important thing you have learned so far.

Perception

- Perception is the process through which people receive and interpret information (make judgments, usually about others) from the environment.

You made judgments about me when you first met me. What was it? What caused them? Has it changed?

Perception vs. Stereotypes

- Stereotypes occur when attributes commonly associated with a group of people are assigned to an individual.

[Why is the African American unemployment rate so high?](#)

[Applications of stereotypes /racism to business.](#)

Stereotypes

- What types of stereotypes are there? Lets list how people are stereotyped:

The Halo Effect

What is your perception of this person?



The Halo Effect

- What about this person?



The Halo Effect

- When one attribute is used to develop and overall impression of a person or situation. What were your impressions of those two people? What caused those perceptions?

Do you Project?

- Yes you do! When we assume other people have our individual needs, desires, and values. It's a lesson in assumption.
- Do you think people do this to you? Business tries to impress its values on us. How business wants to be perceived and how it wants us to perceive. That's impression management.

Big 5 Personality Types

Trait	Description
O penness	Curious, original, intellectual, creative, and open to new ideas.
C onscientiousness	Organized, systematic, punctual, achievement oriented, and dependable.
E xtraversion	Outgoing, talkative, sociable, and enjoys being in social situations.
A greeableness	Affable, tolerant, sensitive, trusting, kind, and warm.
N euroticism	Anxious, irritable, temperamental, and moody.

Go to our Website

- Complete the Big 5 Personality Test There and note down your results.