



[Glossary]

Perception and Decision Making Part-1

Subject:	Business Economics
Course:	B.A., 4 th Semester, Undergraduate
Paper No. & Title:	Paper – 402 Organizational Behaviour
Unit No. & Title:	Unit - 2 Individual Behaviour
Lecture No. & Title:	Lecture – 5 Perception and Decision Making Part-1

Glossary

- **Attribution theory** - An attempt when individuals observe behavior to determine whether it is internally or externally caused.
- **Decisions** - The choices made from among two or more alternatives.
- **Fundamental attribution error** - The tendency to underestimate the influence of external factors and overestimate the influence of internal factors when making judgments about the behavior of others.
- **Halo effect** - Drawing a general impression about an individual on the basis of a single characteristic.
- **Perception** - A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.
- **Profiling** - A form of stereotyping in which a group of individuals is singled out— typically on the basis of race or ethnicity—for intensive inquiry, scrutinizing, or investigation.
- **Projection** - Attributing one's own characteristics to other people.
- **Self-fulfilling prophecy** - A situation in which one person inaccurately perceives a second person and the resulting expectations cause the second person to behave in ways consistent with the original perception.
- **Self-serving bias** - The tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors.
- **Stereotyping** - Judging someone on the basis of one's perception of the group to which that person belongs.