

# Beauty and the Beast : Perception and Reality

Aisa Davis

Research Plan

## **Introduction**

Imagine that your being sat down in an ordinary room and on display before you is a set of videos. One video depicts a son being abused by his father, while the other video depicts the same situation but with another father and son. You are then asked a series of questions about the first video. Questions like how does that make you feel, do you feel bad for the father, should the father receive punishment for his actions towards his son? After giving your response you are then notified that the abused child in the second video is in fact the father in the first video, that the once abused child had grown up to be an abusive father. Once told this you are then asked the series of questions again. Do you think that your answers might change? Is the father a villain or a victim? Now that you have this new found information has your perception changed because of the reality of the situation? Was the father not just another version of beauty who became beast? When it comes to perception is it reality and what's reality if it's not a perception?

## **Statement of the Problem**

The statement of my problem is can perception be reality and can different forms of communications control that? The problem that's concerned with my study is that once different forms of Mass Communications give a person or help shape a person's perception, does it become their reality?

Will what they hear or see from different channels of communications form a real idea of their world , and if so is it really real?

### **Purpose of the Study**

The purpose of my study is to find out if perception can alter reality or if it is reality through different forms of mass communications. The research involved with my purpose of study will bridge the gap between what's defined as real and defined as thought or outlook. It will help to better understand how different forms of communication shape or world and maybe even how some see it. This leads me to the questions I tend to explore. What is Perception and reality? How does the brain allow those two to work ? Does one's outlook shape the world, or does it in fact determine its whole existence? If so are different forms of mass communication shaping our reality ?

### **Significance of the Study**

The significance of this study will be the showing by collected data and evidence if perception is really reality? Then, connect it to my problem statement if indeed it is or proven isn't can different forms of communications control that ?

### **Aim of the Study**

When asking yourself the question what is life you can't help but think then what is reality . In doing research I will answer this question and give clarity to my counterparts and any other reader about what's real and what's thought. Not only to give clarity but this research will also shine light on how different forms of communications shape , alter, or even are our world.

### **Conclusion**

When it comes to perception is it reality and what's reality if it's not a perception ? Not only will my research answer this question which is one out of few , but it will also shed light on how powerful forms of communication might be ? What if our reality isn't what's in front of us but it's all what we thought ? Within this research we'll learn that more , and maybe something works changing.

## **Chapter 2**

### **Review of the Literature**

## **Introduction**

When it comes to perception and reality it's not just about what we see but it's an extensive dive into the brain to see how it operates and what parts make it all possible . My research will be based off the question is perception reality and how does different forms of communications alter or change that. This research however is limited and so as a result, my study is significant to studying deeper into the mass communications world and psychological world that's not yet studied .

## **Methodology of Tenets**

In any good research the researcher must have good structure or framework , within my study the basic framework I'll be using is intense studying of the human brain and it's receptors , as well as the study of human reception , acquiring many definitions of reality and perception and the history of the two words, as well as different forms of testing on real subjects to see and compare results. Within this research the tenets I will operate by will to be non biased , to strategize everything as well as take notes, to have full and complete understanding of the brain and it's receptors pertaining to this study before presenting , and to provide new information to the world of Mass Communications. These tenets will help with my research by making sure I stay on task , am fully knowledgeable on the subject as well as making sure to provide better or new information to my field of study.

## **Literature Review**

The secondary research will illustrate boldly on the understanding of the human brain and it's receptors , which will highlight physically what goes on in ones head as they receive as well as perceive. In addition this secondary research will bring actual documentation on what reality, as well as perception is said to be this will help better understand what reality and perception is to see how they truly

work, to understand if it's possible that are one. Within the research readers as well as researcher will come to know what reality and perception is mentally and physically to highlight if the two are one in the same, while also documenting how different forms of communication effect it. Many other researchers , scientists , politicians have studied this problem as well to better highlight. Some of them included George Berkeley, that in 1710 started a huge discussion on sensory perceptions , then again in the 1980's when Lee Atwater a political strategist stated "perception is reality" and is used repeatedly in politics and marketing , as well as Wilhelm Wundt who in the early 20th century recognized contrast as a fundamental principle of perception. These great men and others have highlighted this area but as it pertains to this study I will have to do more research so that I can center around my topic's focus which is , perception reality and how different forms of communication can affect that.

### **Conclusion**

In conclusion the secondary research will illustrate boldly the function of the human brain and it's receptors , actual documentation on what reality and perception is said to be , leaving the researcher and reader with the overall understanding of what the two are both mentally and physically. The secondary research will also highlight others who have dealt with this field. I the researcher will then use the secondary researcher to focus everything in so I can answer is perception reality and how different forms of communication can affect that.

## **Chapter 3**

### **Methodology**

## **Introduction**

The methodology being used in my research will be a series of reading medical journals and research papers as well as watching YouTube videos on the topic of the human brain , it's receptors , and how it forms what is reality. I'll also use in person accounts as well as former research done by scientists and scholars before me. With the help of test and subjects I'll also have in person accounts on the research. Along with my methodology I'll use the secondary research and it's sources to keep validity as well as reliability.

## **Methodology/Method**

My studies methodology will include reading articles as well as medical journals and watching videos all pertaining to the human brain and its receptors. With how it perceives the world and reality , to establish if what it perceives is reality? I then will use secondary research from former researchers as well as others to better understand , from their I'll use my own research from my test subjects and from what I learned to better understand and solve the problem. I'll do my research first on the topics of the brain and its receptors , then research on old research already done , then tie it in to my problem and series of test from subjects to solve it.

## **Instrument**

The type of instruments used in my study will be a survey of human emotions and physical response to controlled situations ( HEPRCS) , and a emotional and physical response questionnaire ( EPR). The survey will include twenty questions ranging from number 1-10 1 being lowest and 10 being highest on how they feel physically after what was watched. As well as a separate scale ranging 1-10 1 being the saddest and 10 being the happiest. The questionnaire will include twenty questions as well with

simple responses like yes , no , In between and a brief description in their words on how they viewed what they just seen or heard. In which can then be compared to each other.

### **Participants**

The participants will range from 20-40. Both male and female as well as different ethnicities.

### **Oral Informed Consent Script**

I will be using an oral informed consent script. It will be used to solicit participation into my study. My consent script will contain what tools will be used to test the subjects ( survey , questionnaire) , as well as what the test will consist of , rights to record and or release information about the test subjects only as it pertains to the study, and an agreement that states once testing begins they are not allowed to share answers with other test subjects.

### **Selection Process**

I will ask for willing participants ages 20-40, male or female , of any ethnicity for a survey and questionnaire participation. I will ask orally as well as through social media and emails.

### **Data Collection Procedures and Plan**

I will send links to all participants of several videos with hypothetical situations attached to each will be a survey and questionnaire on those specific videos. The participants will then send back their recorded responses. Some subjects may be in person and if that's so I'll play the videos myself administer the test and collect the results. I will give the subjects who take the test electronically three days to submit their test back , if they don't in that time frame I'll remove them and look for another subject.

### **Coding of Data**

I will code all data by a series of numbers and responses. So each survey will have numerical responses such as circling a number on a 1-10 scale on how you feel. I will then compare this number to the questionnaire responses to better understand how the person perceived what was going on and if it was reality to that person . The patterns that I'll look for will be recurring numbers on certain questions as well as similar word usage and responses in the questionnaires

### **Conclusion**

Through a survey containing two separate 1-10 scales 1 being the lowest 10 being the highest one being for emotional response the other for physical , and a questionnaire of twenty questions just as the survey I will test my subjects. The subjects I'll be using will range from ages 20-40 , be male and female , and if any ethnicity. I will conduct testing either electronically or physically depending on the subject. Once all information is collected I will use a pattern of recurring numbers and or responses to better understand my data.