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Writing Assignment 3: Selective Perception

The article on selective perception reported details concerning ways of targeting certain markets are determined. Researchers or analysts who seek consumers recognize the simple fact that people are unique. In order to capitalize on the uniqueness of individuals, a stimulant determines viewers' triggers. According to the article, selective triggers wake up perceptions and suddenly individuals take notice of targeted items or presented ideas. Researchers realize the power of triggers and how they affect markets that consist of consumers. Triggers target certain groups and markets. Certain selected groups notice similarities of targeted events and realize how they are alike. Targeted events grab the attention of selected groups by stimulating the five senses or by appealing to the desire to belong to special groups. Words, images, or popular concepts are used as stimulants. If stimulants relate to their lives, just after a trigger event, these people or consumers become valuable markets in buying the desired product. The producers or researchers recognize they must quickly take advantage of the consumers' focused attention. The focused attention presents a small window of opportunity which is short lived and that hotly desired product or commodity soon passes and becomes the not-so-special common placed.¹

The selected perception process brings similarities of two personal examples in church music ministry and in the public school classroom. In church music ministry, one of the many challenges was to find the right songs to motivate the congregation during praise and worship. The trend or pattern set in church attendance would be on third Sundays, the youth and young adults attendance would be higher than any other time during the month. Songs selected had to include certain attributes to engage the youth. Songs had to involve

¹ Chartrand, James, *Why Targeting Selective Perception Captures Immediate Attention*

driving rhythms and short repetitive choruses. Lighting had to be brought in to help stimulate the senses. Church officials began to notice spike in attendance on that Sunday, so, more trends were studied and eventually included in the service. Liturgical dance and mime teams became a part of worship services and the youth attendance exploded and was continuing to grow because of the targeting of this selected group.

In the public classroom, the selected perception techniques are used even though the terms involved are different. Anything that can make students focus their attention on learning key concepts will be considered and tried. An old Chinese proverb says, “I hear, I forget; I see, I remember; I do, I understand.” Benjamin Franklin said it this way: “Tell me, I forget; Teach me, I may remember; Involve me, I learn.” For those teachers who like information to be supported by data, educator, Edgar Dale reported that after two weeks of instruction students remember, “10% of what is read, 20% of what is heard, 30% of what is seen, 50% of what is seen and heard, and 70% of what is said and written and 90% of what students did and participated in.”² The selected perception techniques help teachers select triggers that grab students’ attention in selecting exciting activating strategies. Teachers stimulate learning by involving the senses. Celebratory events and other culminating activities are great ways to engage students in learning. These events occur at the end of educational units and are used as evaluating tools to measure exactly what students have learned. The selected perception techniques combined with active learning strategies engaged students, focused their attention, and caused them to learn as much as possible of what is taught and transferred learning to life application.

² <https://www.quora.com>

Business and corporations implement different strategies to command their markets attention and trigger their instincts to the point of stimulating impulses to consume their products. A lot of effort is put into a small window of opportunity in hopes of making money.

Bibliography

1. <https://www.quora.com>
2. <https://www.copyblogger.com/selectiveperception-jameschartrand>