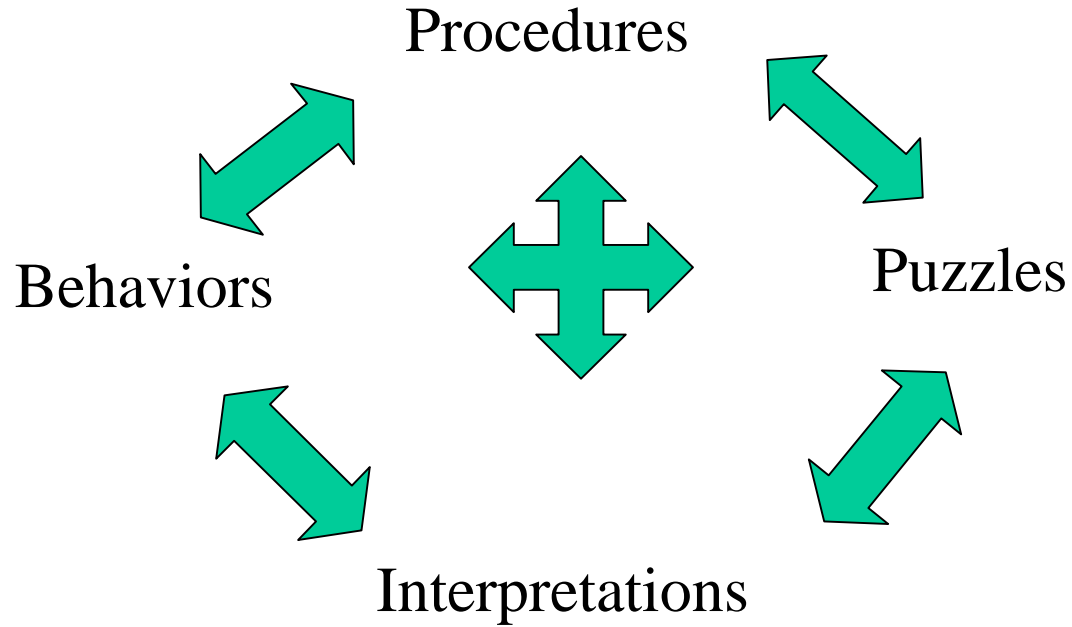
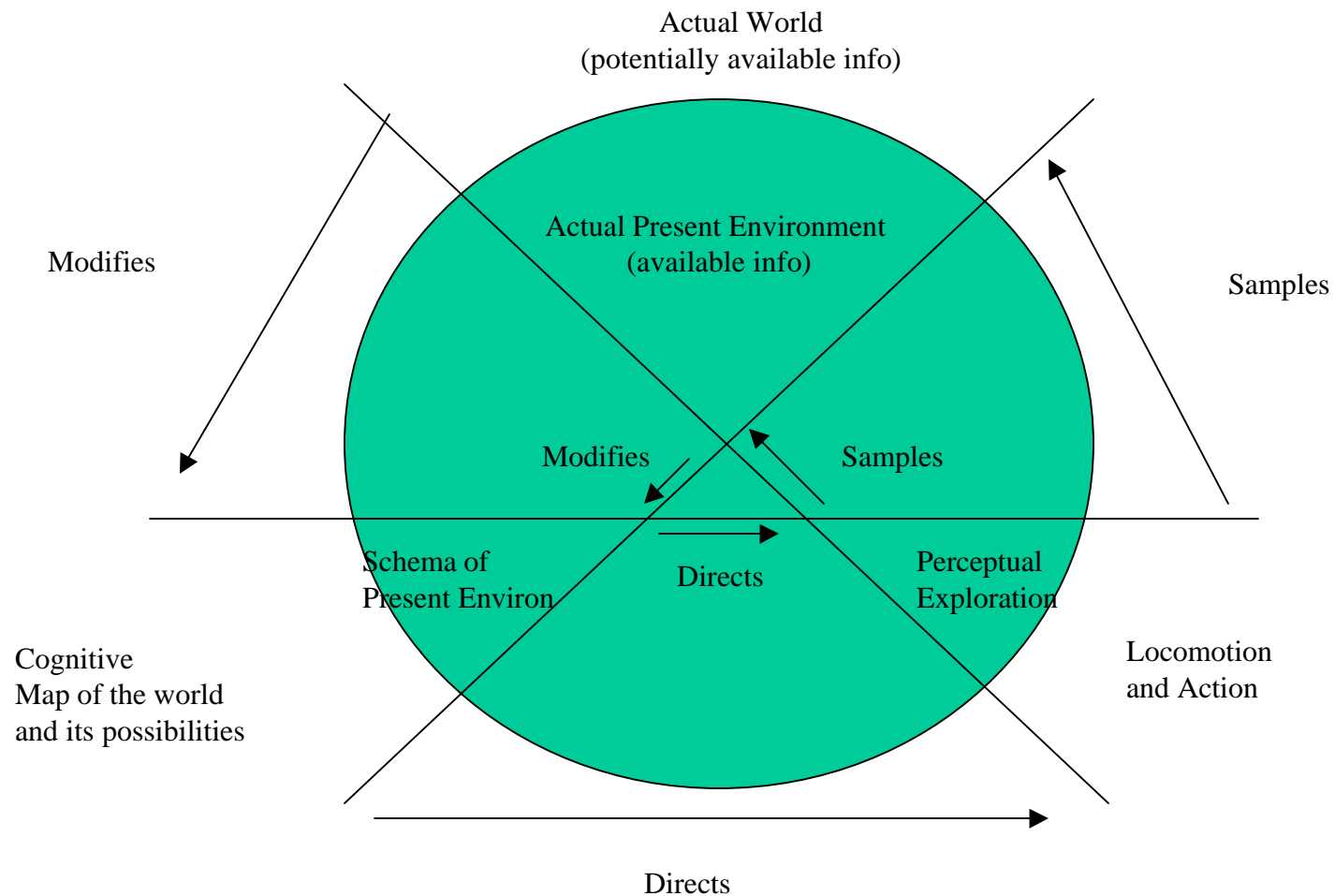


# Organizing ppt 1



# Weik ppt 2

## Neisser's Perceptual Cycle



Neisser's perceptual cycle taken from Weik, 1979

"Schema, exploration and object correspond to thinking, seeing, saying in sensemaking recipe"