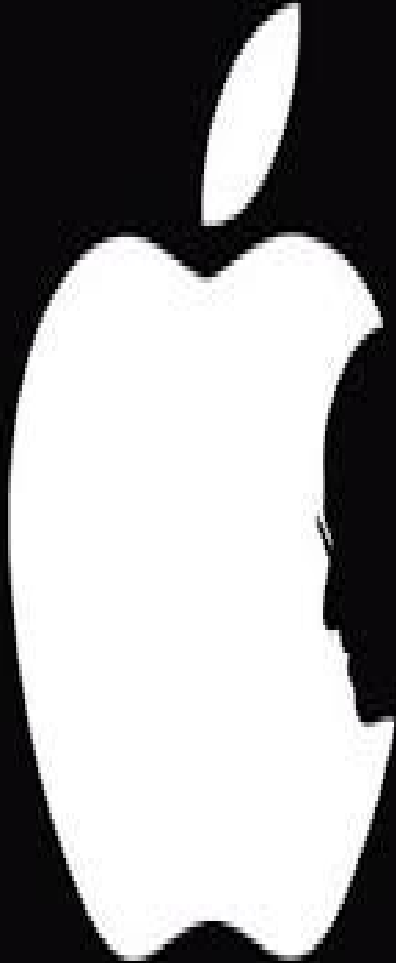


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# Gestalt theory of Perception



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# Gestalt theory of perception

- Gestalt psychology was founded by German thinkers Max Wertheimer, Wolfgang Kohler, and Kurt Koffka and focused on how people interpret the world.
- The word *gestalt* literally means form or pattern, but its use reflects the idea that the whole is different from the sum of its parts.

# Phi phenomenon

- Max Wertheimer noted that rapid sequences of perceptual events, such as rows of flashing lights, create the illusion of motion even when there is none. This is known as the phi phenomenon.
- Motion pictures are based on this principle.

# Figure-ground relationship

- ◎ One Gestalt principle is the figure-ground relationship. According to this principle, we tend to segment our visual world into figure and ground.
- ◎ Figure is the object or person that is the focus of the visual field, while the ground is the background against which the figure is observed.

# Similarity

- Stimuli which are similar tend to be perceived as forming a group.
- The principle of similarity is used when objects of similar shape, size or colour tend to be grouped together.
- Grouping can occur in both visual and auditory stimuli.

# Proximity or nearness

- ⦿ The principle of proximity or nearness applies where similar objects appear together.
- ⦿ According to this principle, items which are close together in space or time tend to be perceived as belonging together or forming an organised group.

# Symmetry

- ① The principle of symmetry states that there is a tendency to organise stimuli to make a balanced or symmetrical figure that includes all the parts.
- ① The more symmetrical the set of contours, the more likely it is that the region bounded by these contours is perceived as a figure.



# Continuation

- Stimuli that make the fewest interruptions in contour also tend to be grouped.
- The tendency to organised the fragmentary stimuli into a familiar pattern is called continuation.

# Closure

- ① The principle of closure refers to perceptual processes which organise the perceived environment by filling in gaps in stimulation.
- ① Closure is the ability to see a whole object when the stimuli itself does not constitute a complete object.

# Law of pragnanz

- ⦿ According to this law, an individual tends to perceive a stimulus as a good form.
- ⦿ The good forms are the stable and normal forms which are generally symmetrical, balanced and complete.
- ⦿ The poor forms are those which tend to be unbalanced, incomplete and unsymmetrical.

## Cont..

- ⦿ According to the law of pragnanz , poor forms tend to be perceived as being like the corresponding good forms.
- ⦿ The law refers to the tendency to fill – in the gaps perceptually when the stimulus is incomplete.