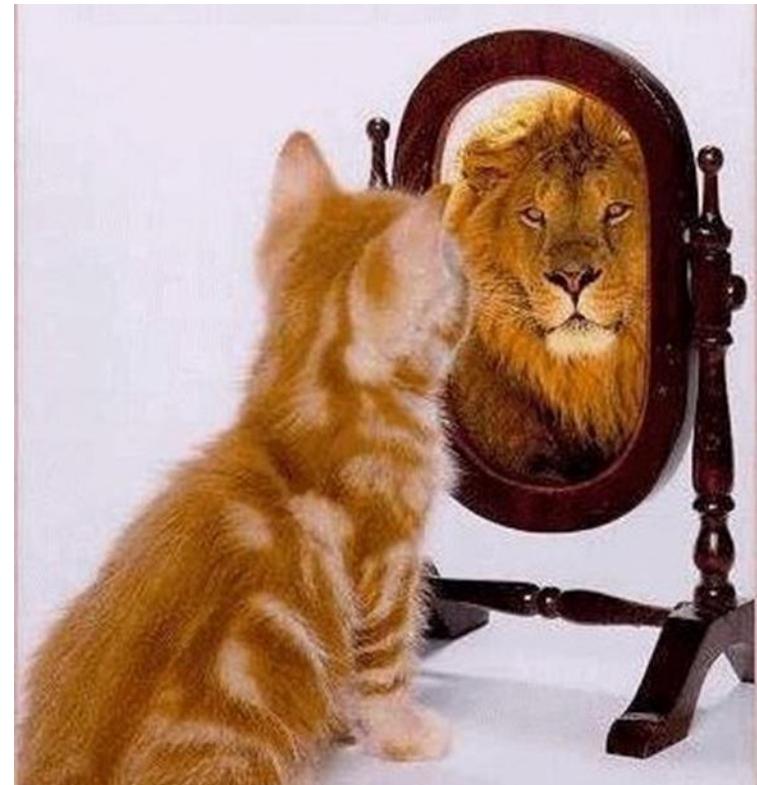


Perception

The process of selecting, organizing, and interpreting sensory information, which enables us to recognize meaningful objects and events.





Perceptual Organization

How do we
form
meaningful
perceptions
from sensory
information?

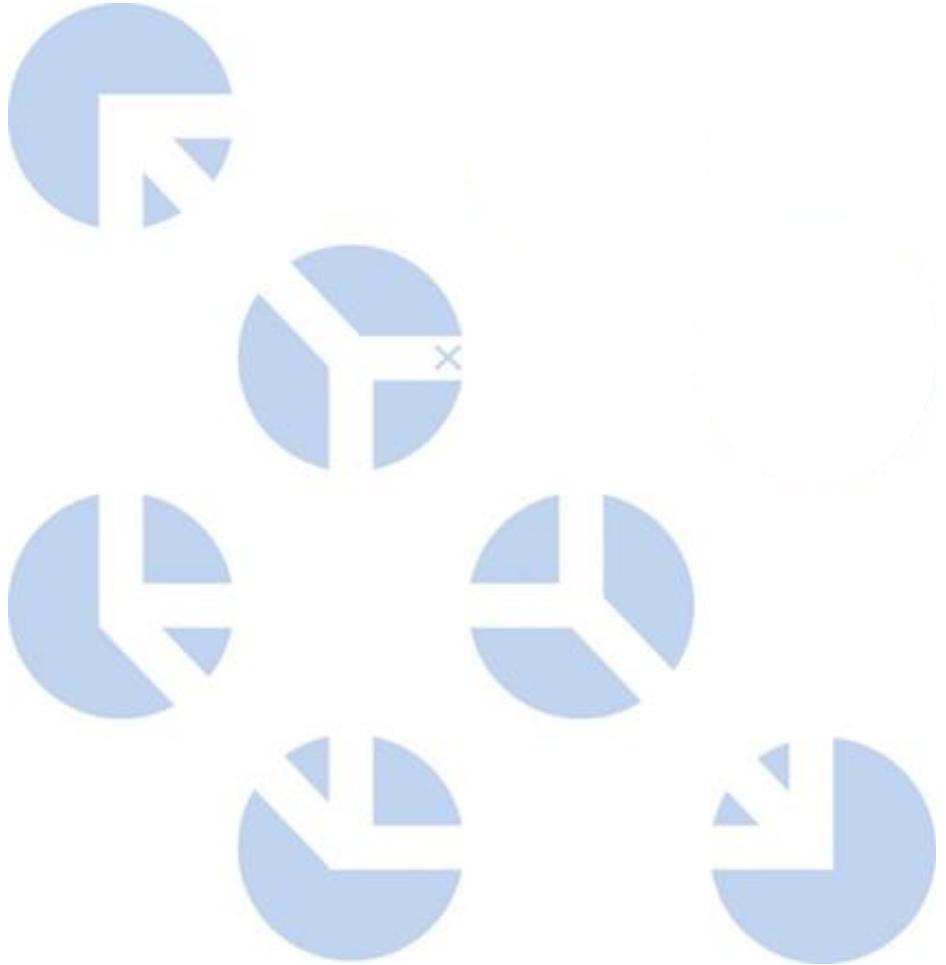


We organize it.
Gestalt
psychologists
showed that a
figure formed a
“whole”
different than its
surroundings.



GESTALT



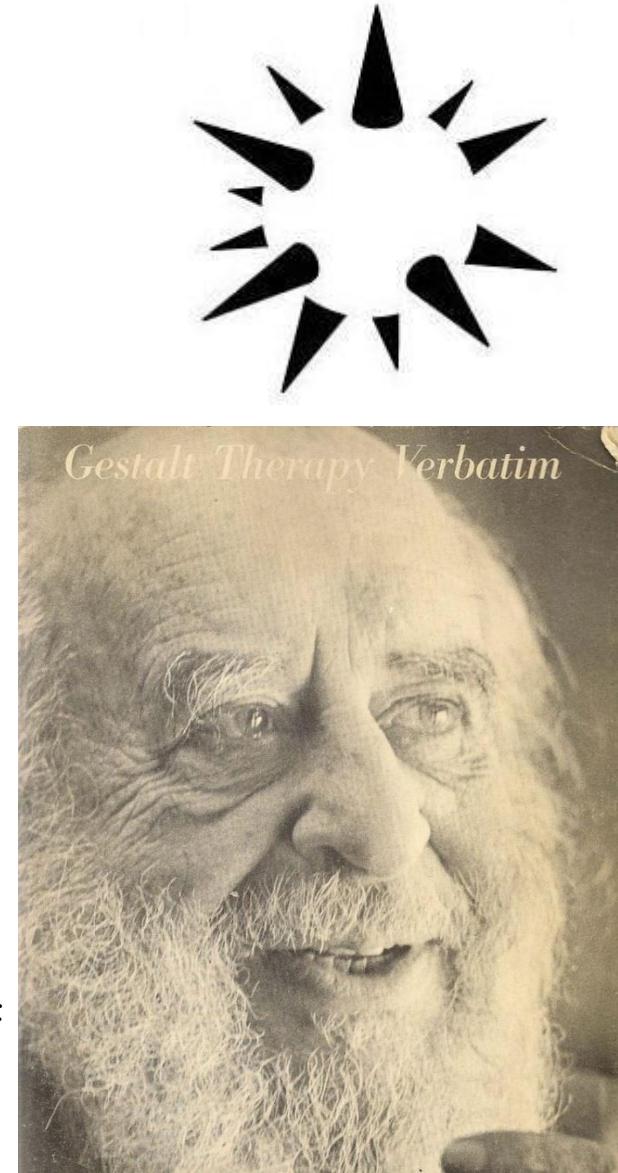


Necker Cube:

Really just a series of 8 blue circles, each with 3 converging white lines. When we view them all together, we see a whole, a cube.

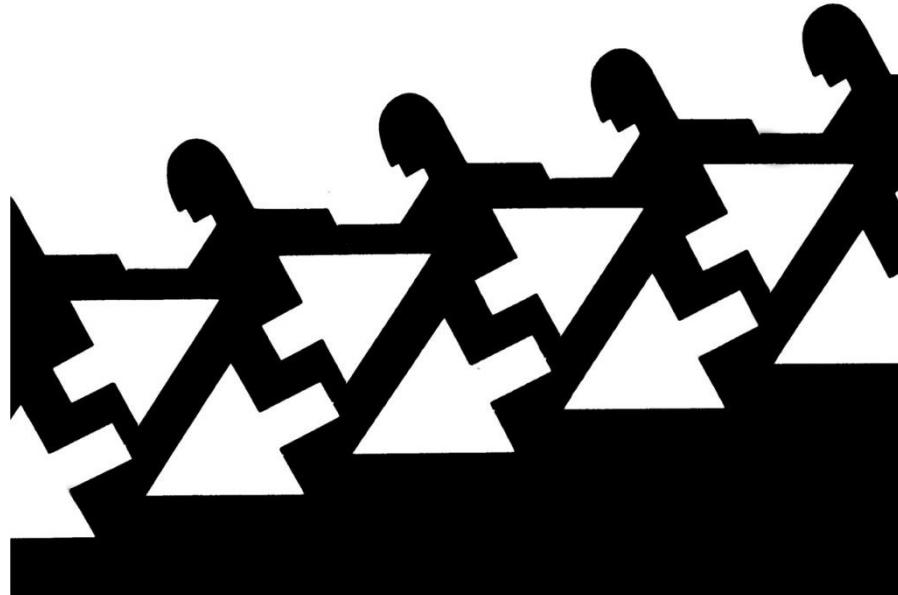
GESTALT PRINCIPLES OF VISUAL PERCEPTION

- ❖ Fritz Perls - Father of Gestalt theory and Gestalt Therapy
- ❖ Movement in experimental psychology which began prior to WWI.
- ❖ We perceive objects as well-organized patterns rather than separate components.
- ❖ Based on the concept of "grouping"
- ❖ Reification - the mental process involved in the 'bringing into being' of something.
 - ❖ Gestalt in the study of perception - the addition of things which are not in the original image. We may even "see" details that are not really there.



Form Perception

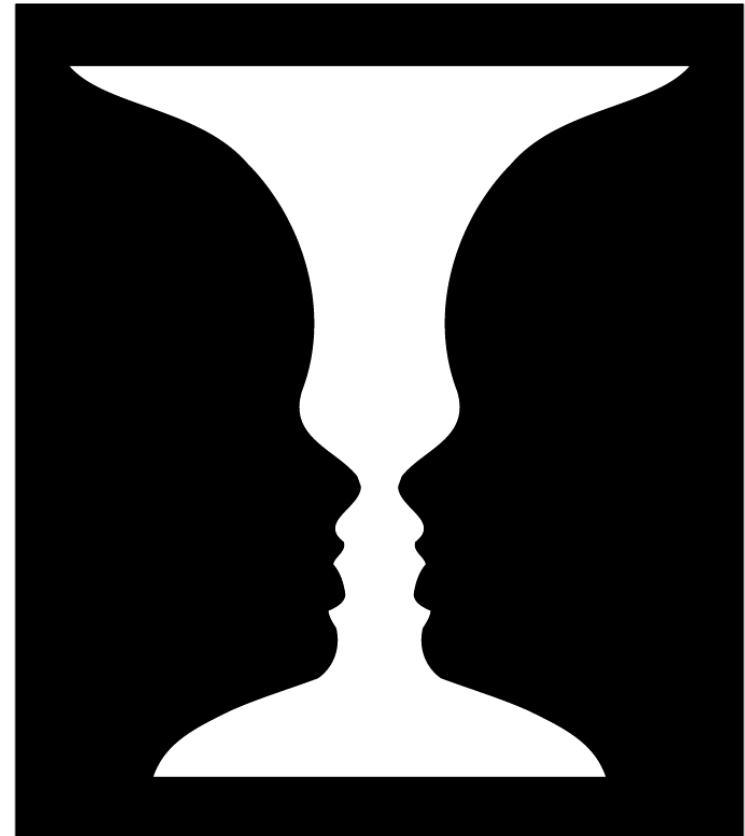
Figure and Ground: Organization of the visual field into objects (figures) that stand out from their surroundings (ground).



Time Savings Suggestion, © 2003 Roger Sheperd.

GROUNd

(A)



(B)

Principles of Grouping

- **Proximity**

- We group together objects that are physically close to one another

A. Proximity



B. Similarity



- **Similarity**

- We group together elements that appear similar

What is the difference between the two?

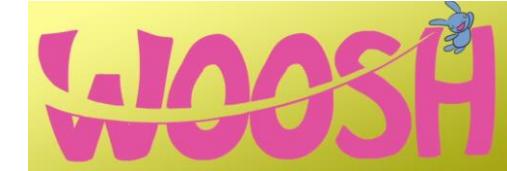
In similarity, the objects are the same, in proximity they do not have to be.



Principles of Grouping

- Continuity

- We tend to favor smooth or continuous paths when interpreting a series of points or lines. Attention is drawn from one part to another.

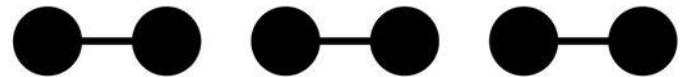


- Closure

- We tend to fill in any missing parts of a stimulus and perceive the stimulus as complete.



Principles of Grouping



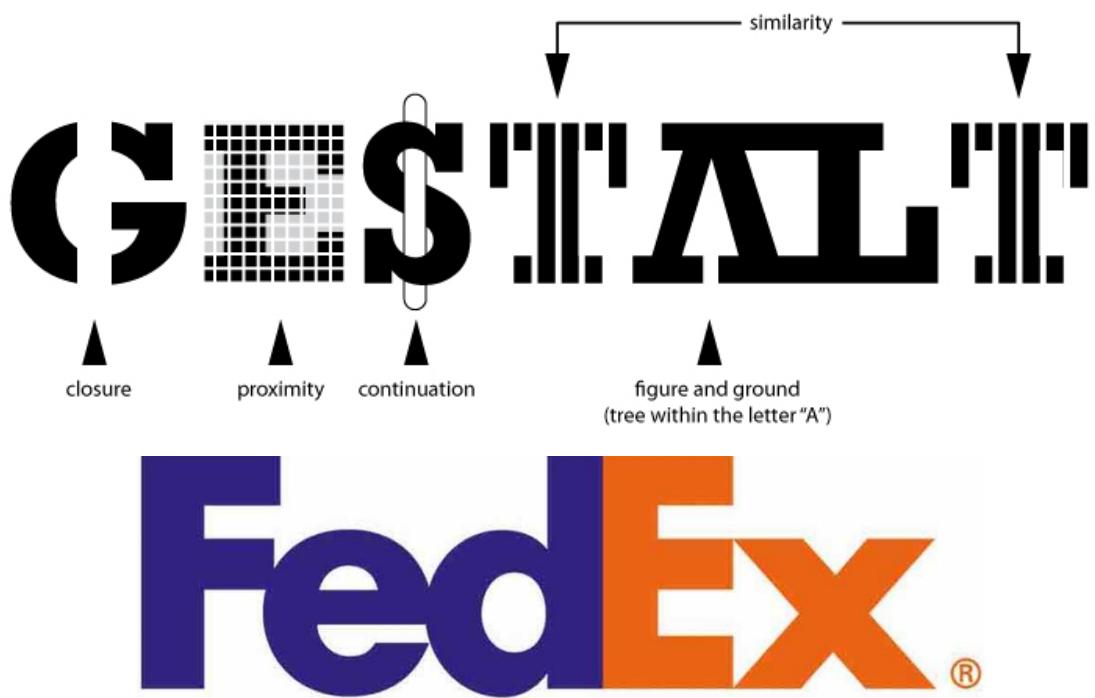
Connectedness

Connectedness: Because they are uniformed and linked, we perceive the two dots and the lines between them as a single unit.

The **law of common fate** states that when objects move in the same direction, we tend to see them as a unit.

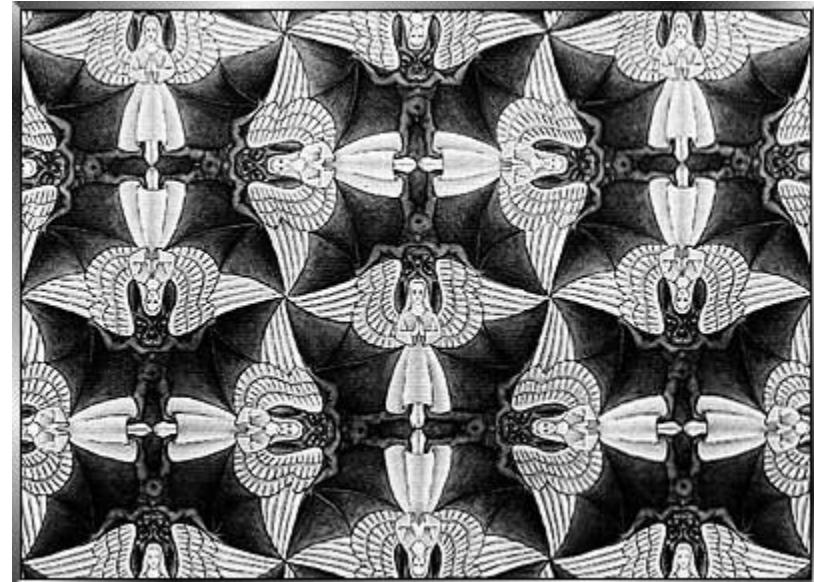
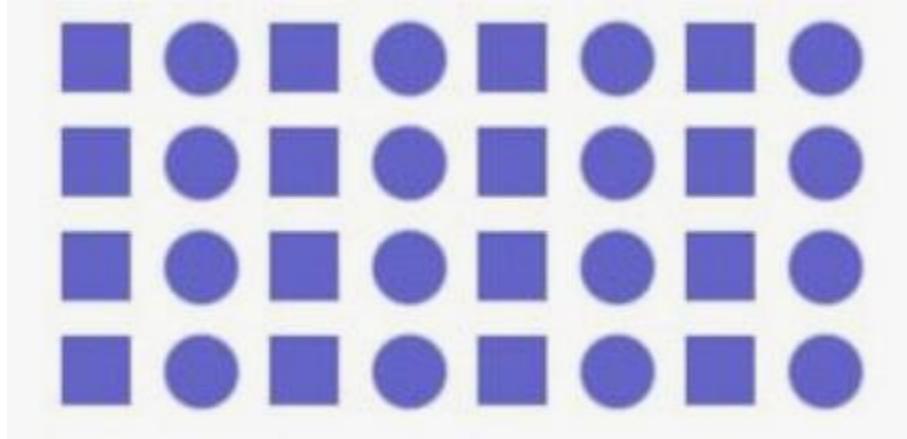


http://www.garyfisk.com/anim/lecture_gestalt.swf



FedEx®

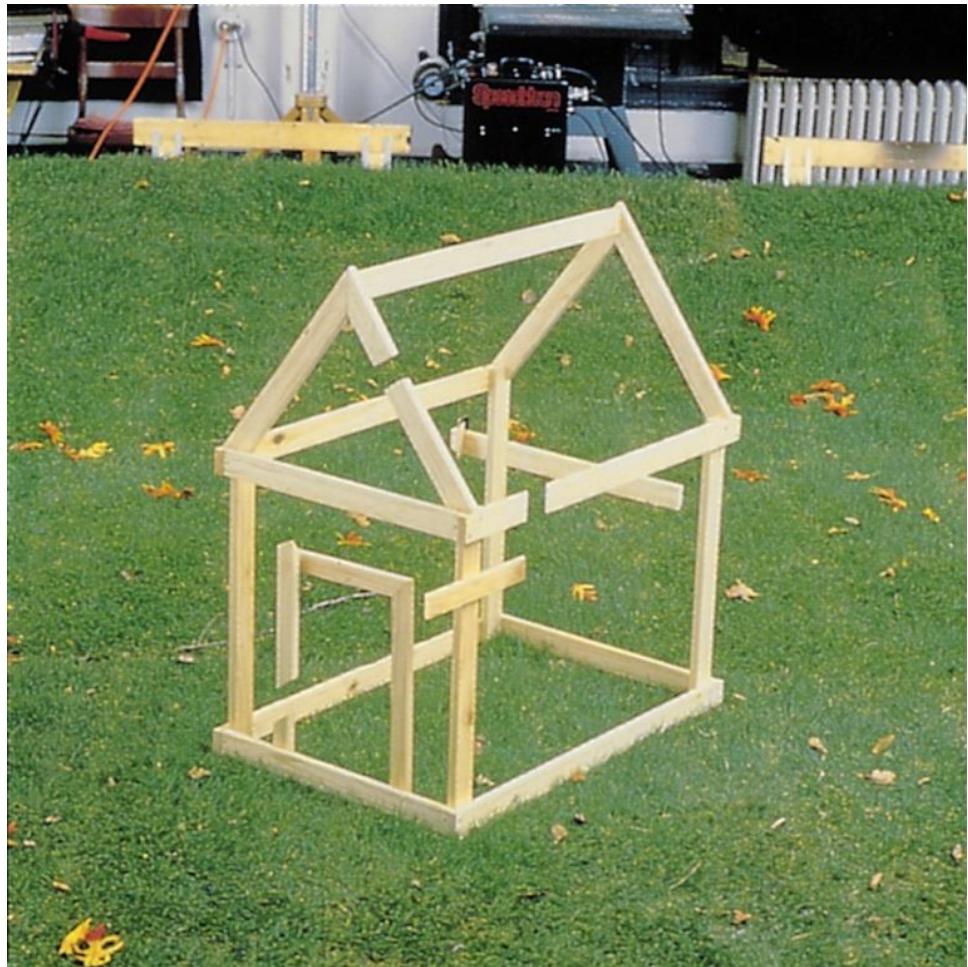




Why Do we use these Gestalt Grouping Principles?

- Likelihood principle: The principles reflect the way stimuli are likely to be organized in the natural world
- Simplicity principle: We organize stimulus elements in a way that gives us the simplest possible perception

Grouping & Reality

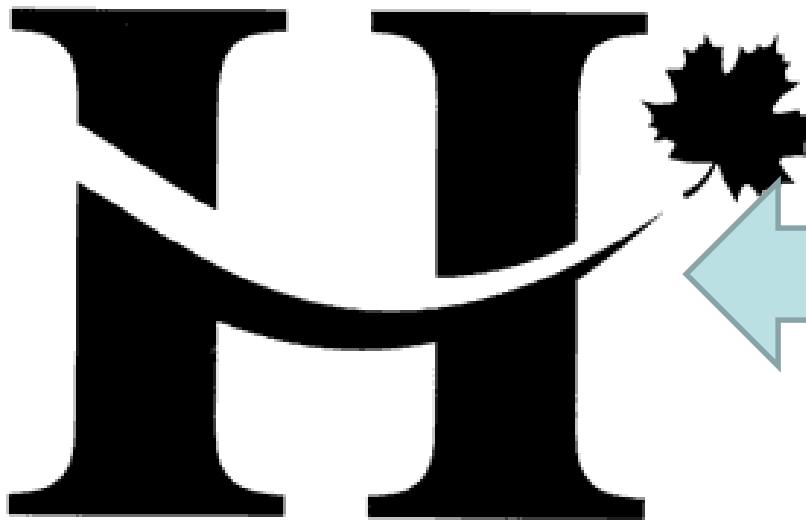




Which rule of Gestalt is it?



CLOSURE

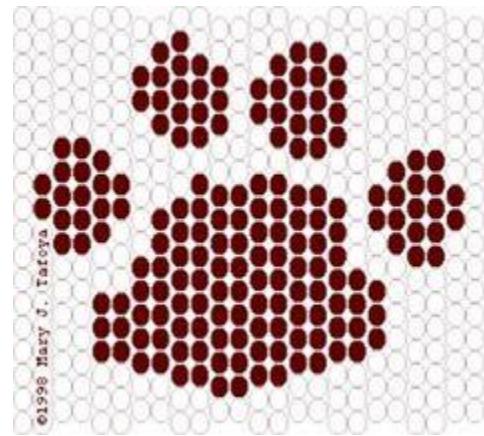


CONTINUITY

The viewer's eye will naturally follow a line or curve.



FIGURE GROUND



PROXIMITY

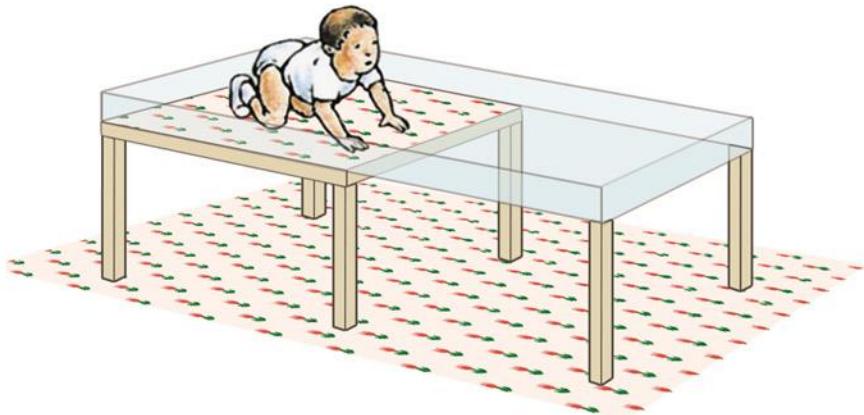
©1998 Mary J. Tadoya

Depth Perception

Depth perception is seeing objects in three dimensions. It enables us to judge distances. Gibson and Walk (1960) suggested that human infants (crawling age) have depth perception. Even newborn animals show depth perception.



Visual Cliff



Visual Cliff



Visual Cliff

- Main Points:

Who?

- Gibson and Walk



Purpose?

- Designed to detect depth perception in infants.

Procedure?

- Infants placed on table with glass, encouraged to crawl to mother.

Outcome?

- Humans are born with ability to detect depth.

***No babies were hurt in this experiment.*

****At least I don't think they were...*