



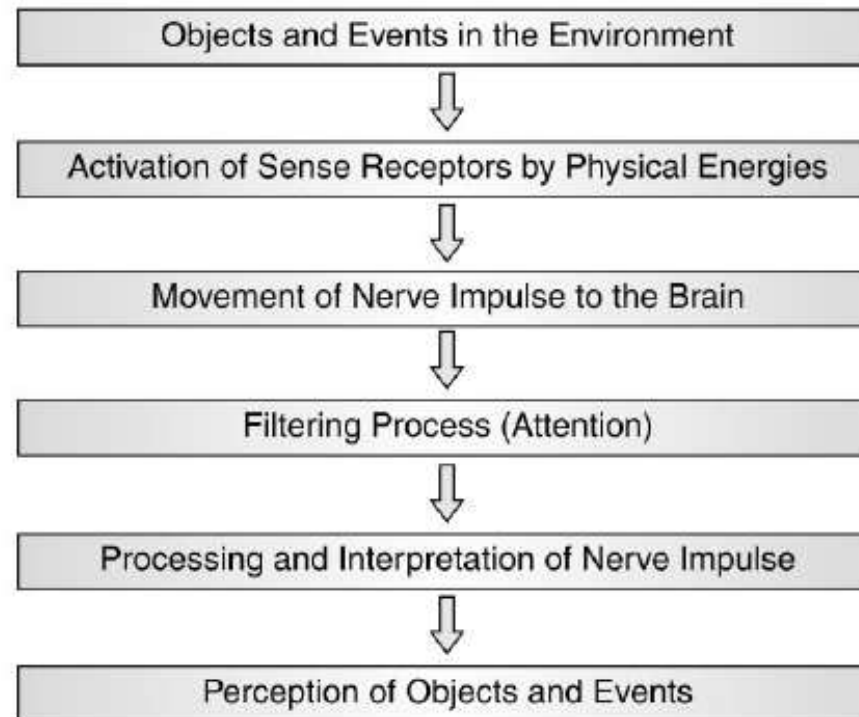
Unit – II
Lesson 3

ATTENTION,
PERCEPTION AND
MEMORY

PERCEPTION

Sequence of Events of Perception

Perception is the process of understanding sensation or giving meaning to them.



PERCEPTION

LAWS OF PERCEPTION

In the early 20th century, three German psychologists Max Wertheimer, Wolfgang Köhler and Kurt Koffka proposed new principles for explaining perception called as Gestalt principle.

- ❖ According to these psychologists, the process of perception does not involve perceiving an array of stimuli as an object
- ❖ it involves our tendency to seek a form or pattern in it.
- ❖ The literal meaning of the word Gestalt is form or configuration.



PERCEPTION

LAWS OF PERCEPTION

Gestalt psychologists proposed a number of principles or laws to explain the process of perceptual organisation i.e., how we perceive smaller units of stimuli as a whole, having a particular pattern.

- ❖ Visual Perception
- ❖ Depth perception
- ❖ Perceptual Organization – Getting It All Together



PERCEPTION

LAWS OF PERCEPTION

Gestalt Principles (Gestalt Principles of Perceptual Grouping)

The Gestalt psychologists identified several other principles that bring some order to your perceptions.

Proximity

- ◉ All other things being equal, stimuli that are near each other tend to be constructed, or grouped, together.
- ◉ Thus, if three people stand near each other and a fourth person stands 10 feet away, the adjacent three will be seen as a group and the distant person as an outsider.



PERCEPTION

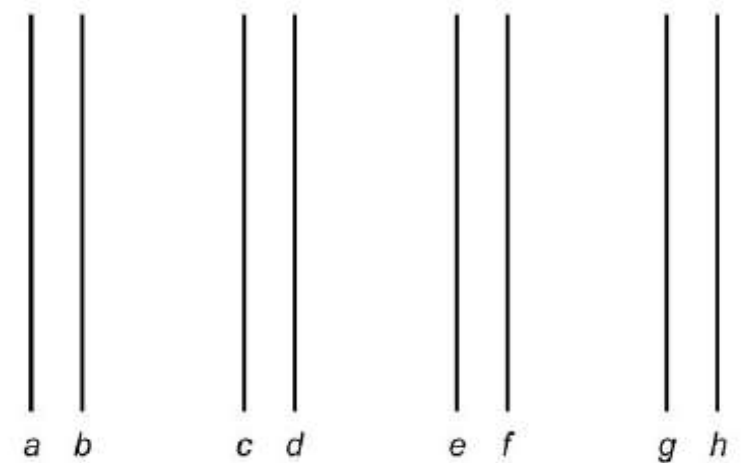
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PERCEPTION

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2. Similarity

- ⦿ The principle of nearness does not hold for all stimulus constellations.
- ⦿ In some situations, other factors operate to override the influence.

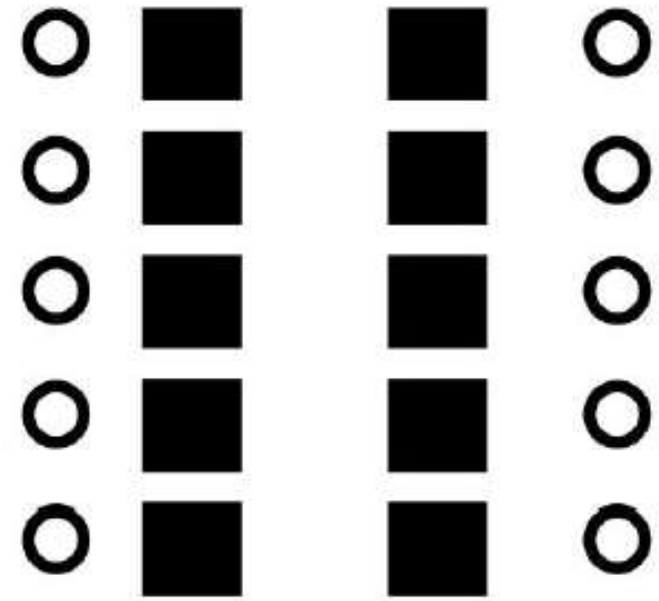


Figure 6An Illustration of Continuity



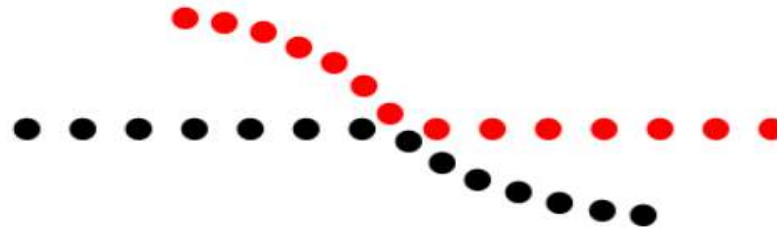
PERCEPTION

LAWS OF PERCEPTION

Gestalt Principles (Gestalt Principles of Perceptual Grouping)

3. Continuation or Continuity

- There is a tendency to group together stimulus elements that are a part of a continuous sequence.



PERCEPTION

LAWS OF PERCEPTION

4. Closure

- ◉ The basic Gestalt principles such as co-linearity and proximity (Koffka 1935) give rise to the more complex construct known as closure, which allows for the representation of a unified border around the object surface.
- ◉ Closure may serve as the basis for figure-ground segmentation (and indeed, may be essential for shape representation, (Kovács, Fehér and Julesz 1998)).



Fig. 4.10 Closure Viewers Tend to Supply Missing Elements to Close or Complete a Familiar Figure



PERCEPTION

LAWS OF PERCEPTION

5. Contiguity, or Nearness

- ⦿ A principle is contiguity, or nearness in time and space. Contiguity is often responsible for the perception that one thing has caused another (Buehner & May, 2003).
- ⦿ The Law of Contiguity is a fundamental principle in psychology that helps us understand how associations are formed and how we learn.
- ⦿ It states that when two stimuli or events occur together or in close succession, they become linked in our minds.
- ⦿ In other words, things that are experienced together are more likely to be associated with each other.
- ஒரு விஷயம் மற்றொன்றை ஏற்படுத்தியது என்ற கருத்துக்கு தொடர்ச்சியே பெரும்பாலும் காரணமாகும்.
- இரண்டு தூண்டுதல்கள் அல்லது நிகழ்வுகள் ஒன்றாக அல்லது நெருக்கமாக நிகழும்போது, அவை நம் மனதில் இணைக்கப்படுகின்றன என்று அது கூறுகிறது.



Unit – II ATTENTION, PERCEPTION AND MEMORY

PERCEPTION

LAWS OF PERCEPTION

6. Common Region

This principle of perceptual grouping was given by **Stephen Palmer (1992)**.

- ⦿ According to this principle, there is a tendency to perceive objects that are in a common area or region as being in a group.
- ⦿ It can be seen in Figure that the stars could be perceived in one group and the circles as another.
- ⦿ This should be so with the operation of the principle of similarity. However, it is not as such.
- ⦿ The dark background so visibly defines the common regions that instead people perceive three groups separately and not on the basis of similarity.



Unit – II ATTENTION, PERCEPTION AND MEMORY

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LAWS OF PERCEPTION

7. Figure-Ground Perception in Gestalt Psychology

- ⦿ **Automatic Tendency:** We naturally divide visual scenes into **Figure** (the focus of attention) and **Ground** (the background).
- ⦿ **Innate Ability:** This ability is likely inborn, as it is the first perceptual skill to emerge after cataract patients regain sight.
- ⦿ **Normal Perception:** Typically, only one **figure** is seen at a time.
- ⦿ **Reversible Figures:** In some cases, **figure** and **ground** can switch, allowing multiple interpretations of the same image (e.g., the **wineglass vs. two faces** illusion)

