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DLI Accelerated Data Science Teaching Kit

Lecture 7.3 - Gestalt Psychology



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Pre-Attentive → Cognitive

Gestalt Psychology

Berlin, Early 1900s

Gestalt Psychology

Goal was to understand
pattern perception

Gestalt (German) = “seeing the whole picture all at once” instead of as
collection of parts

Identified 8 “Laws of Grouping”

<http://study.com/academy/lesson/gestalt-psychology-definition-principles-quiz.html>

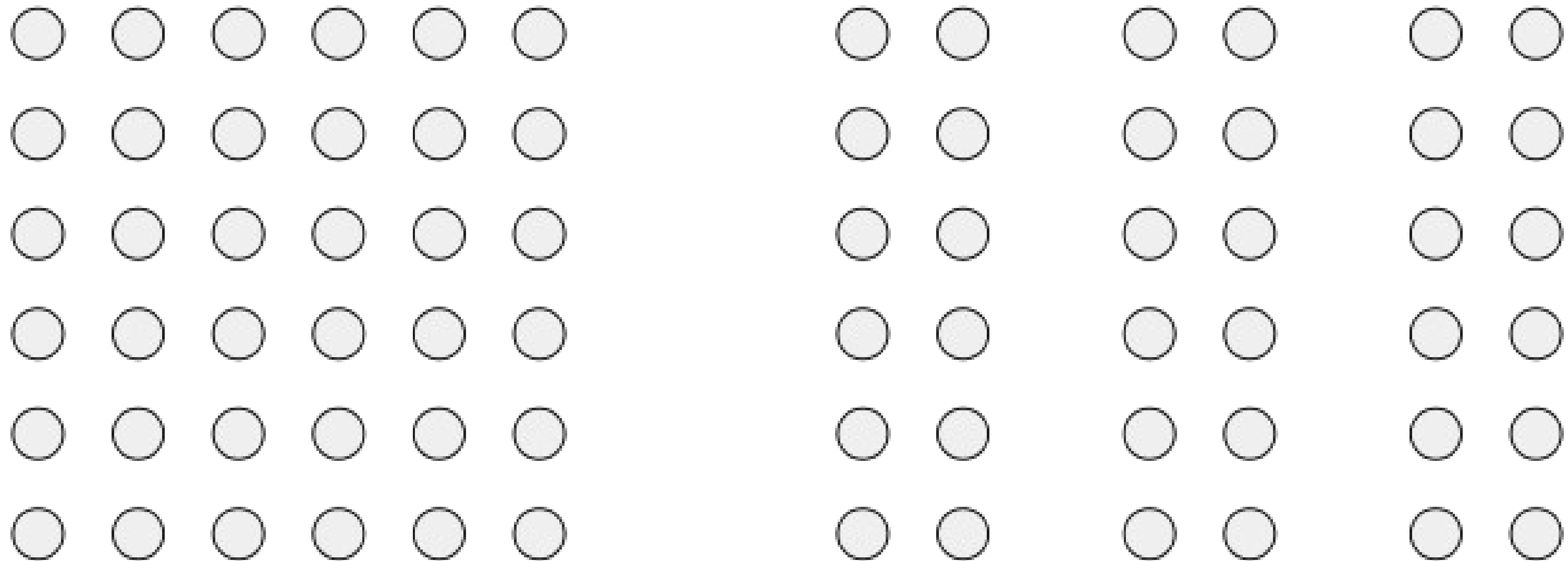
Gestalt Psychology

1. Proximity
2. Similarity
3. Closure
4. Symmetry
5. Common Fate
6. Continuity
7. Good Gestalt

Image Credit: https://en.wikipedia.org/wiki/Gestalt_psychology

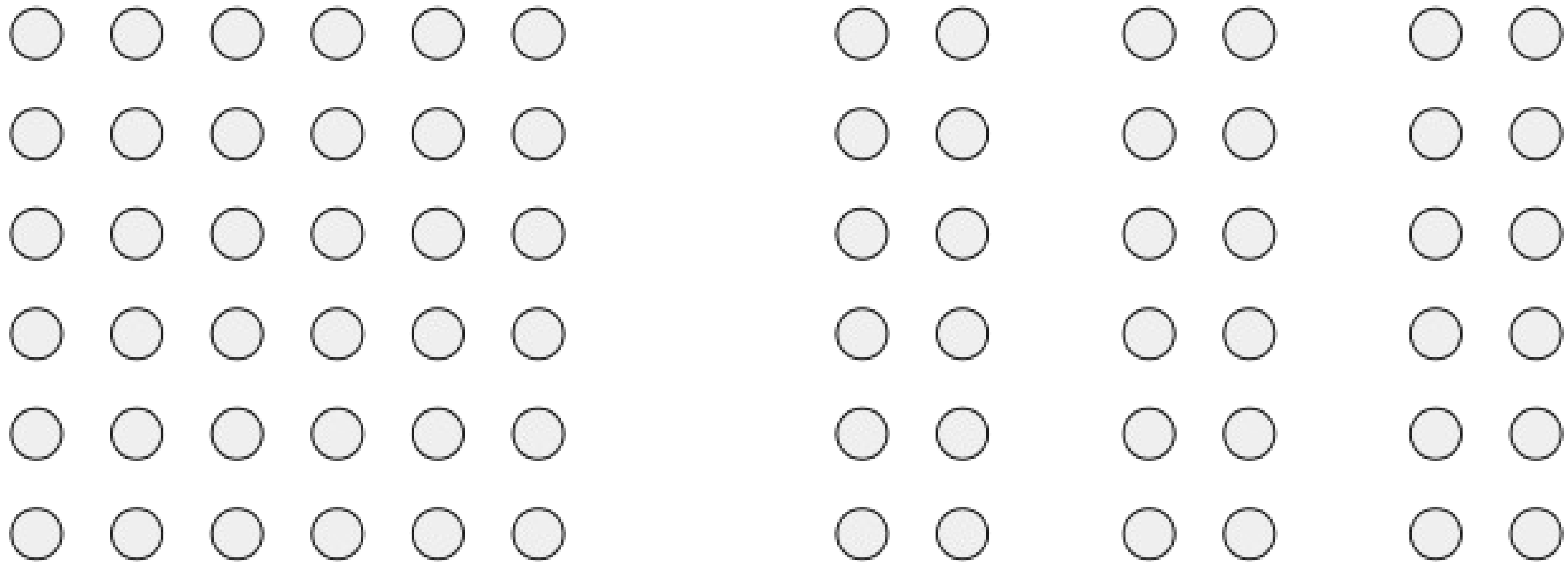
8. Past Experience

How many groups are there?



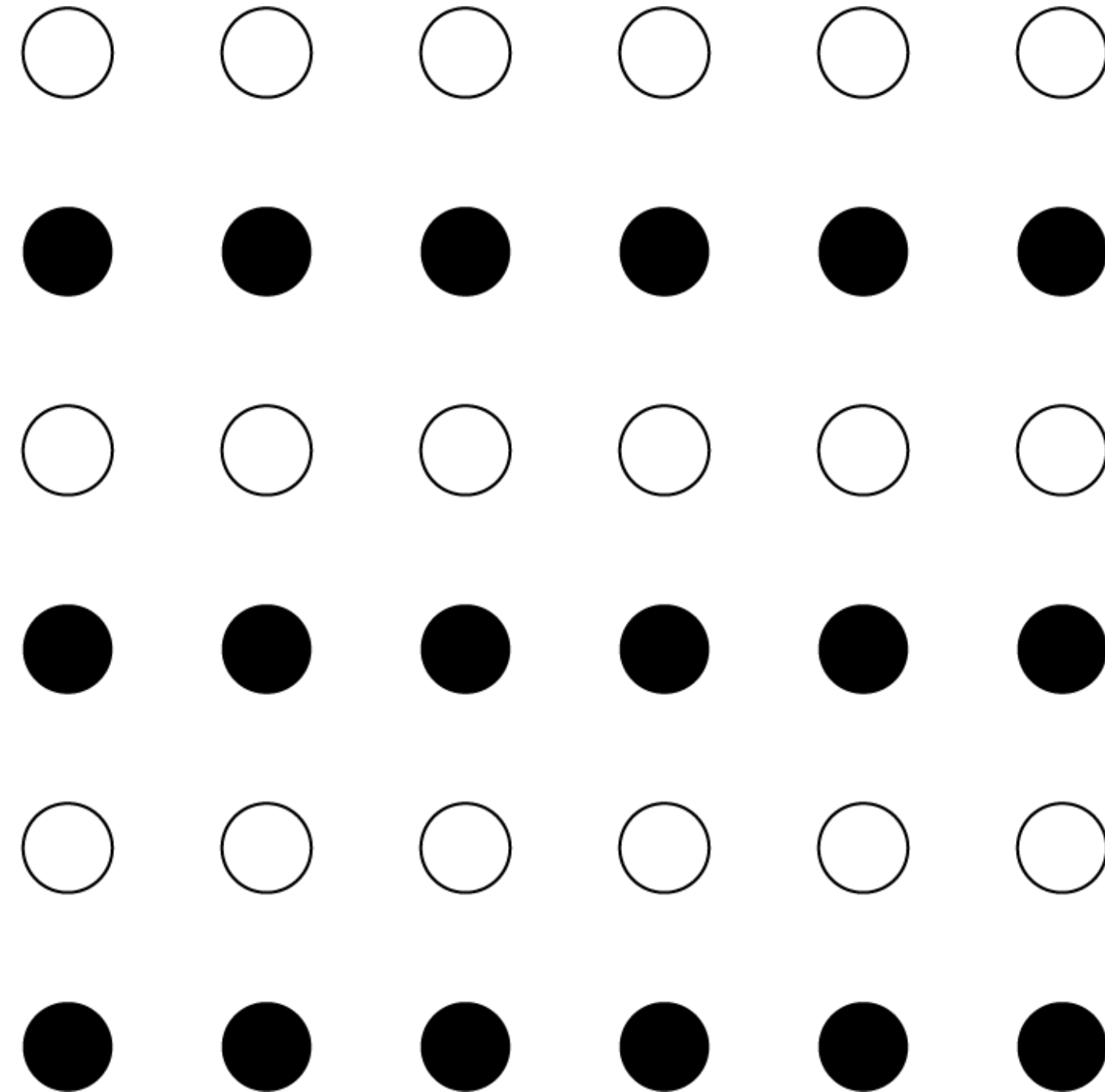
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

Proximity



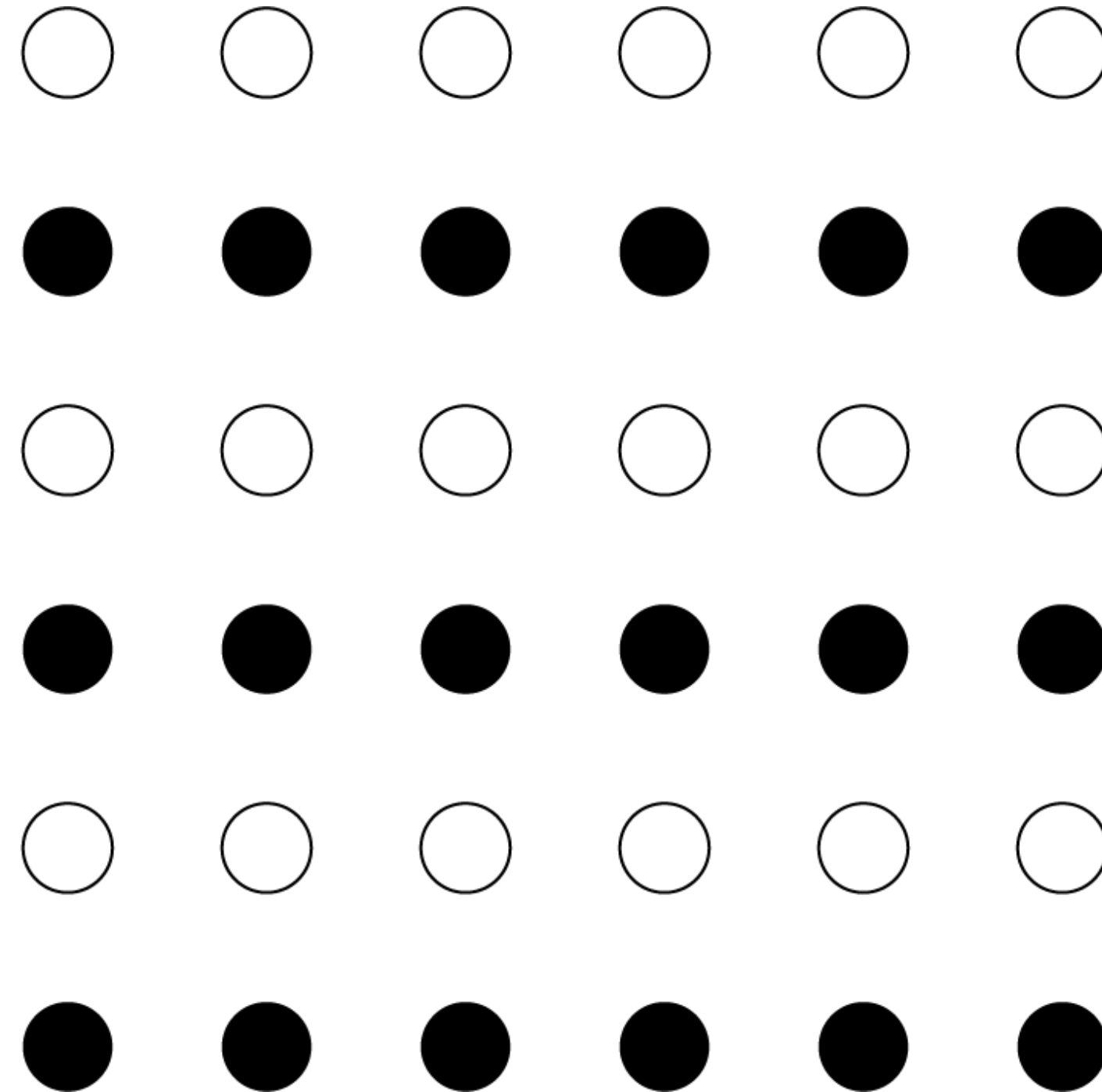
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

How many groups are there?



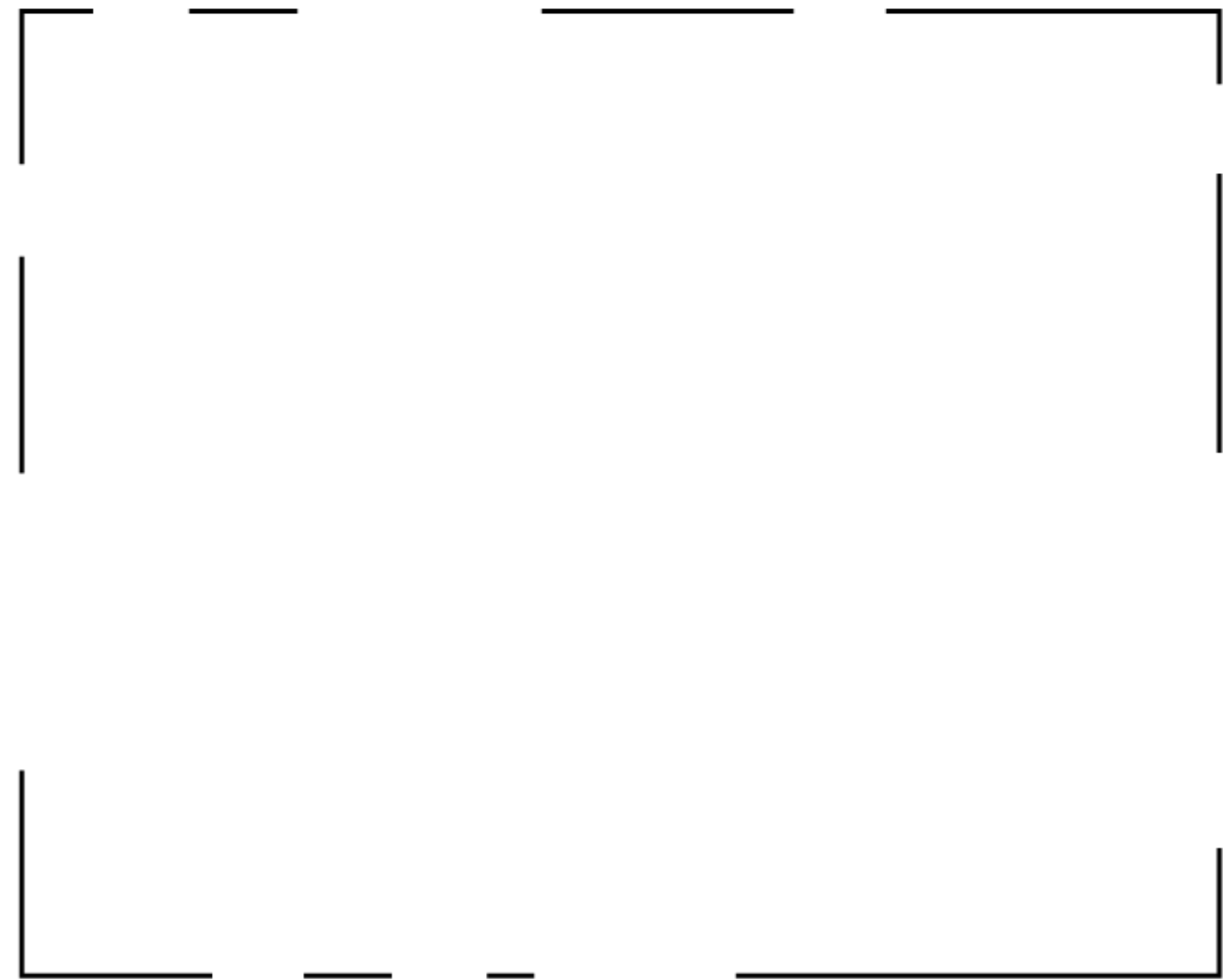
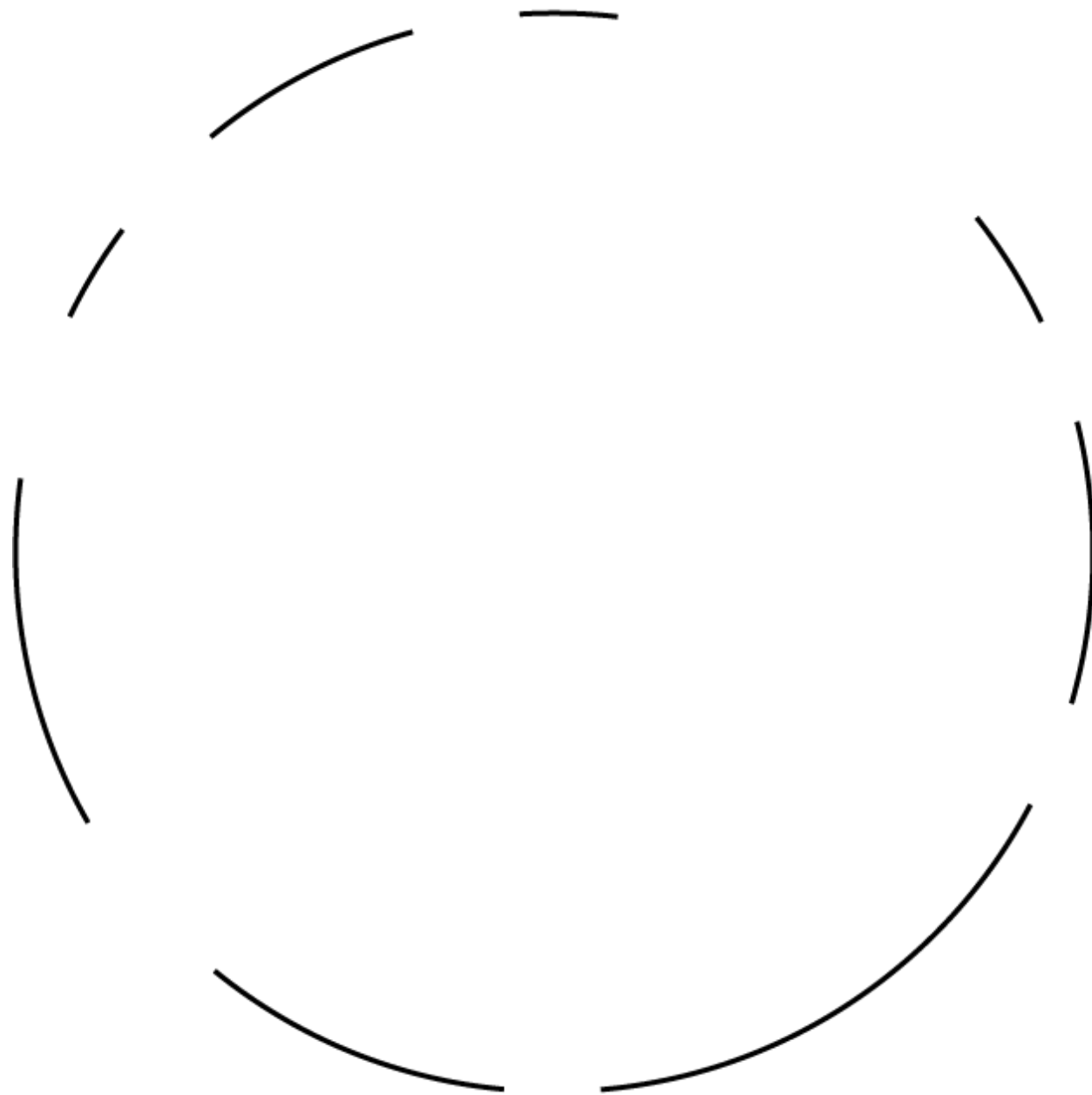
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

Similarity



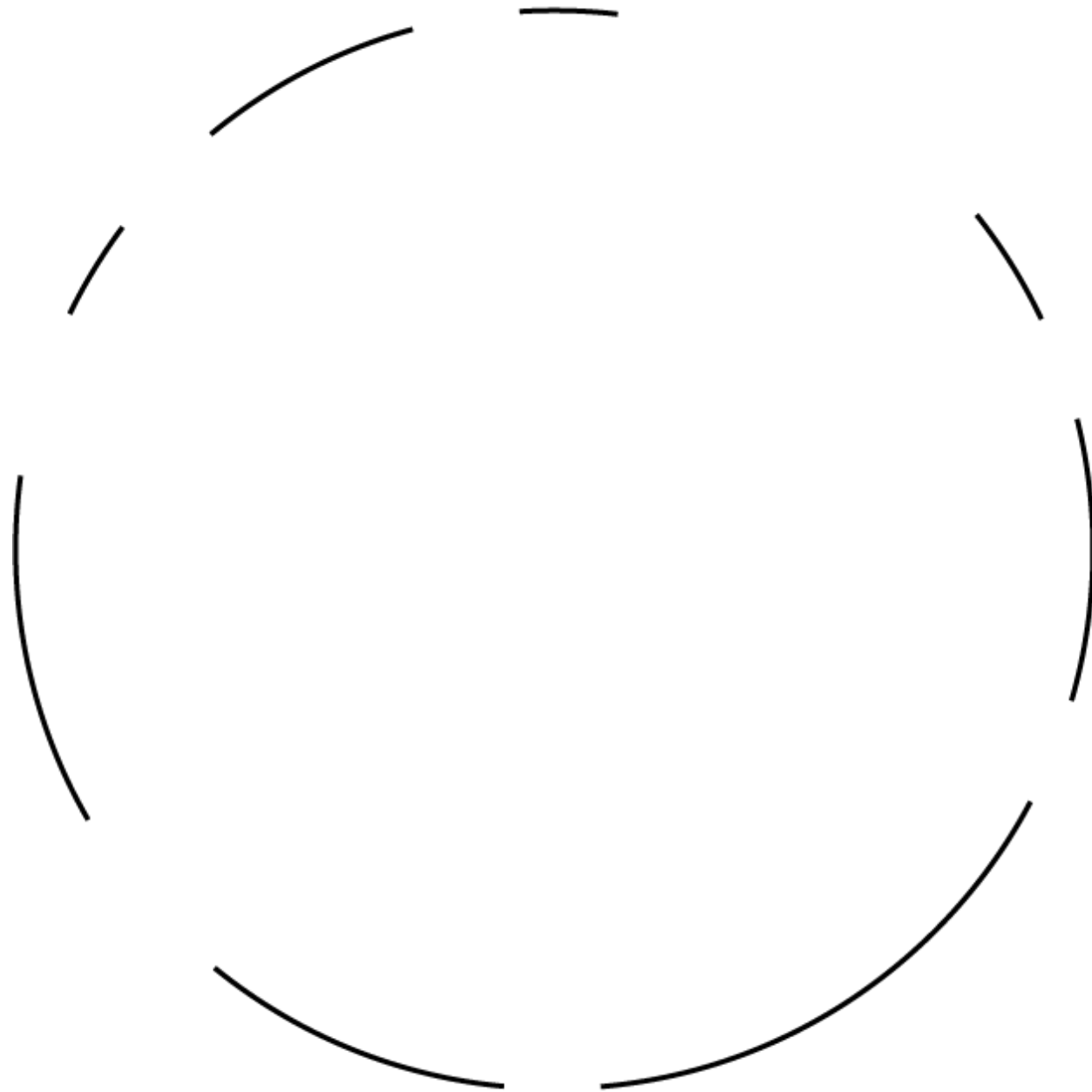
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

How many shapes are there?



Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

Closure



Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

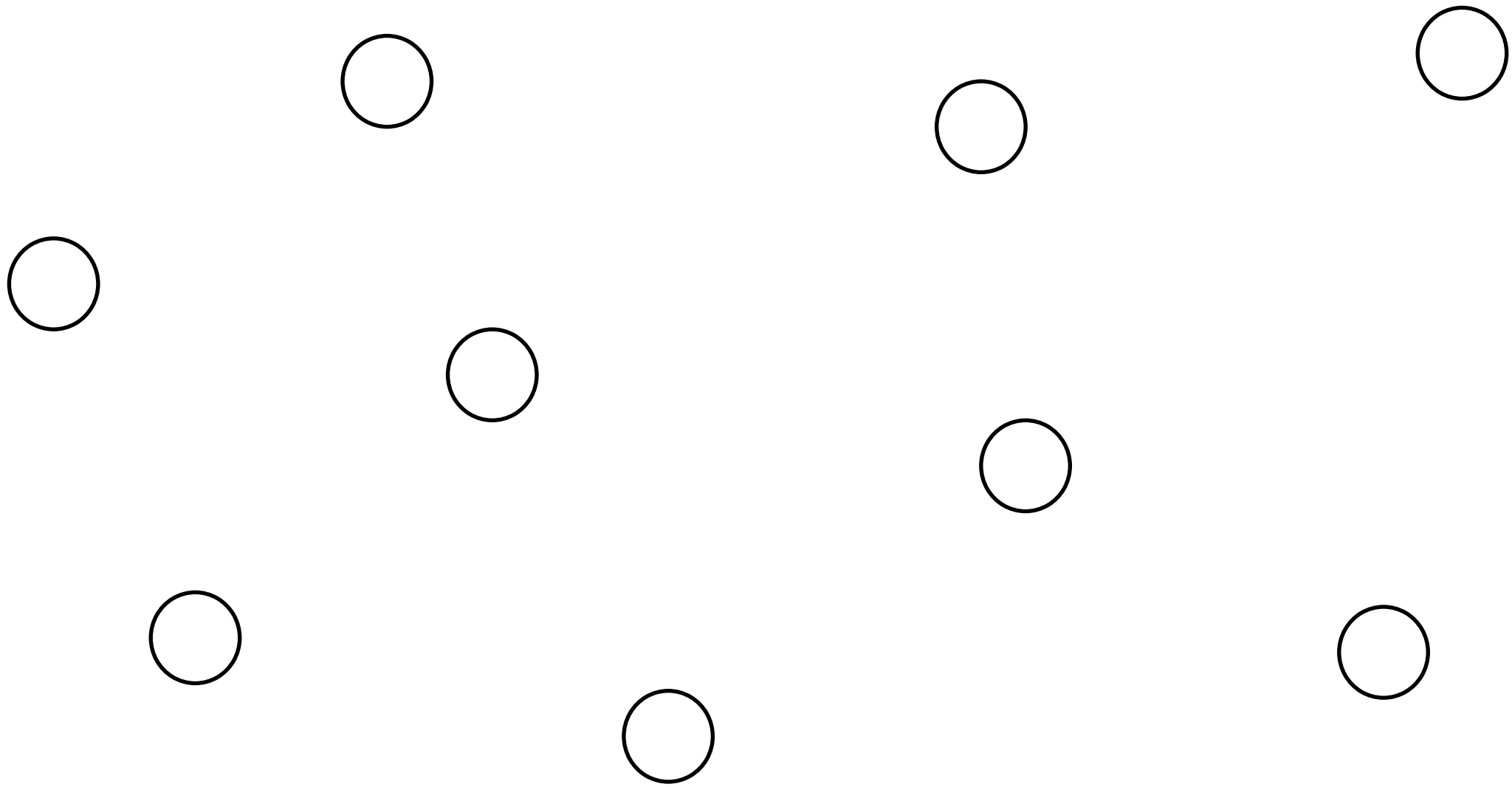
How many items are there?

() { } []

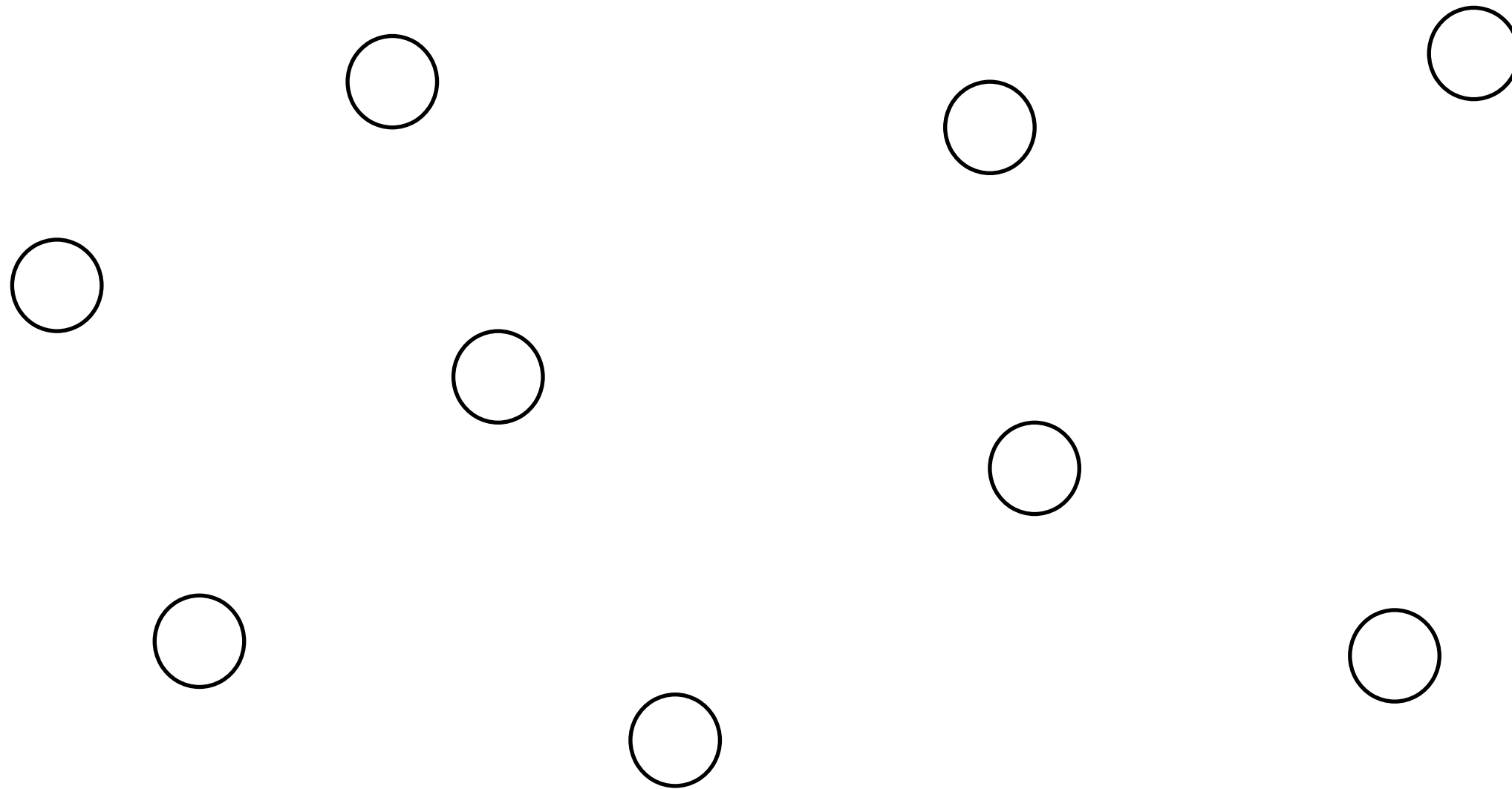
Symmetry

() { } []

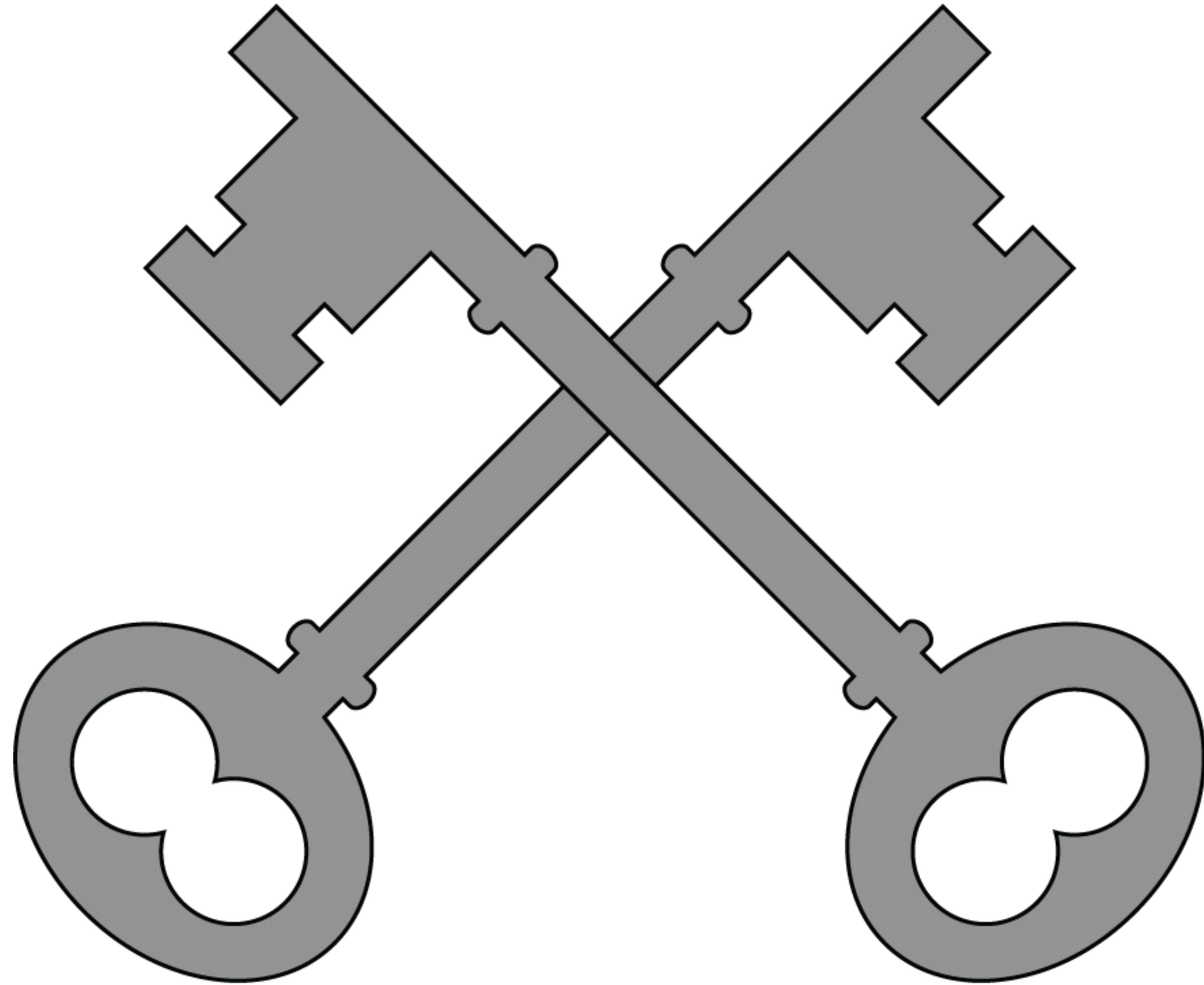
How many sets are there?



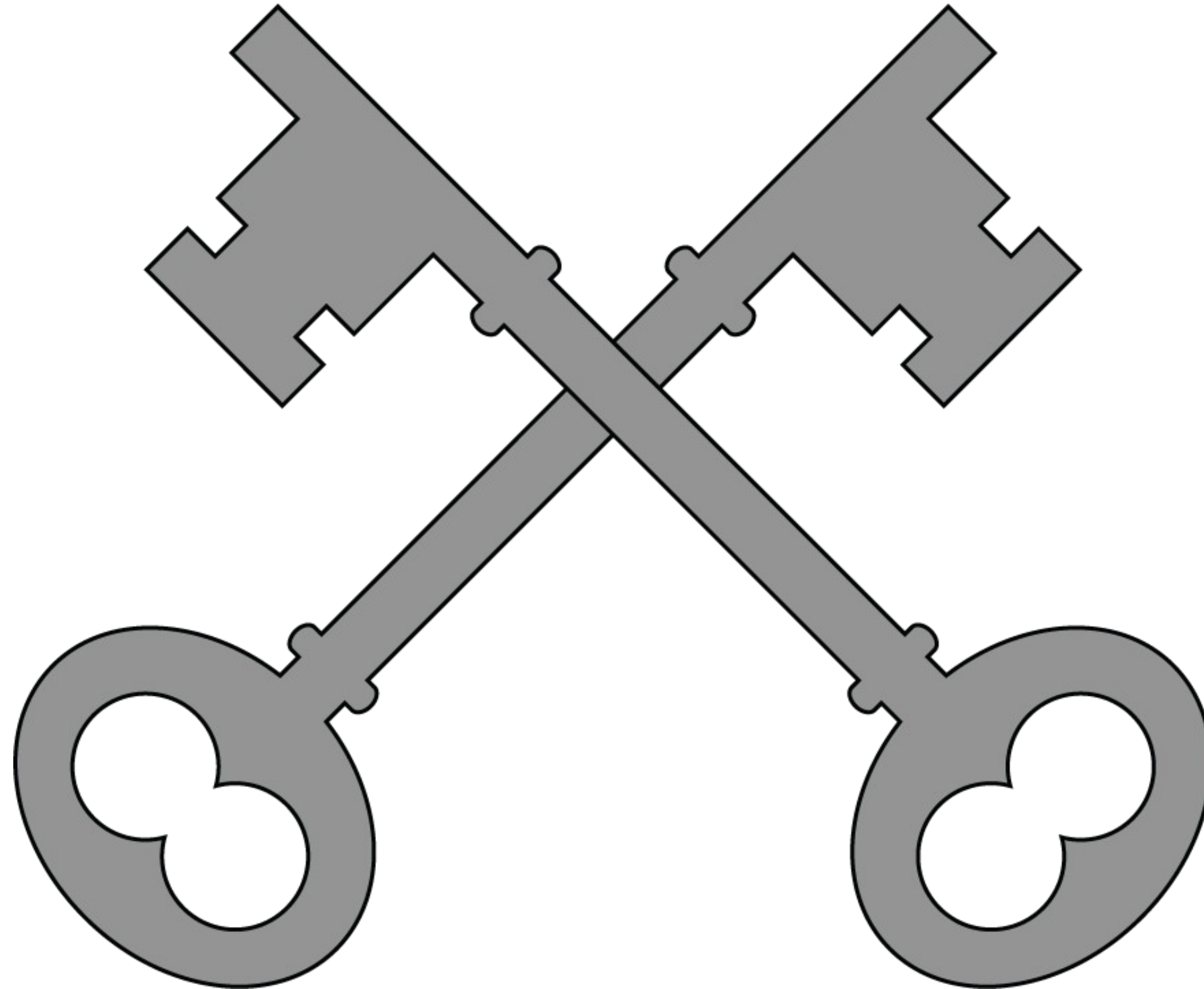
Common Fate



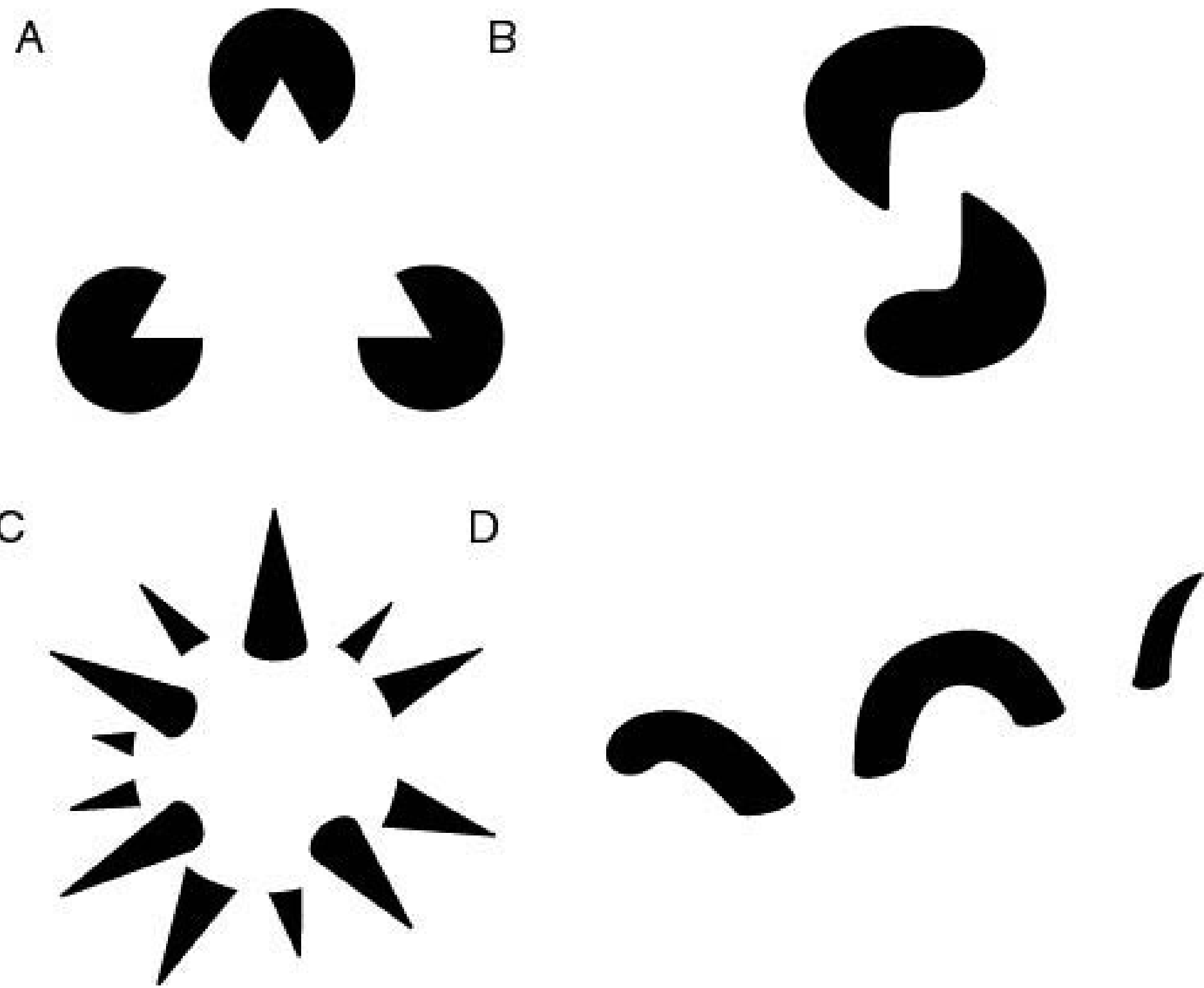
How many objects are there?



Continuity

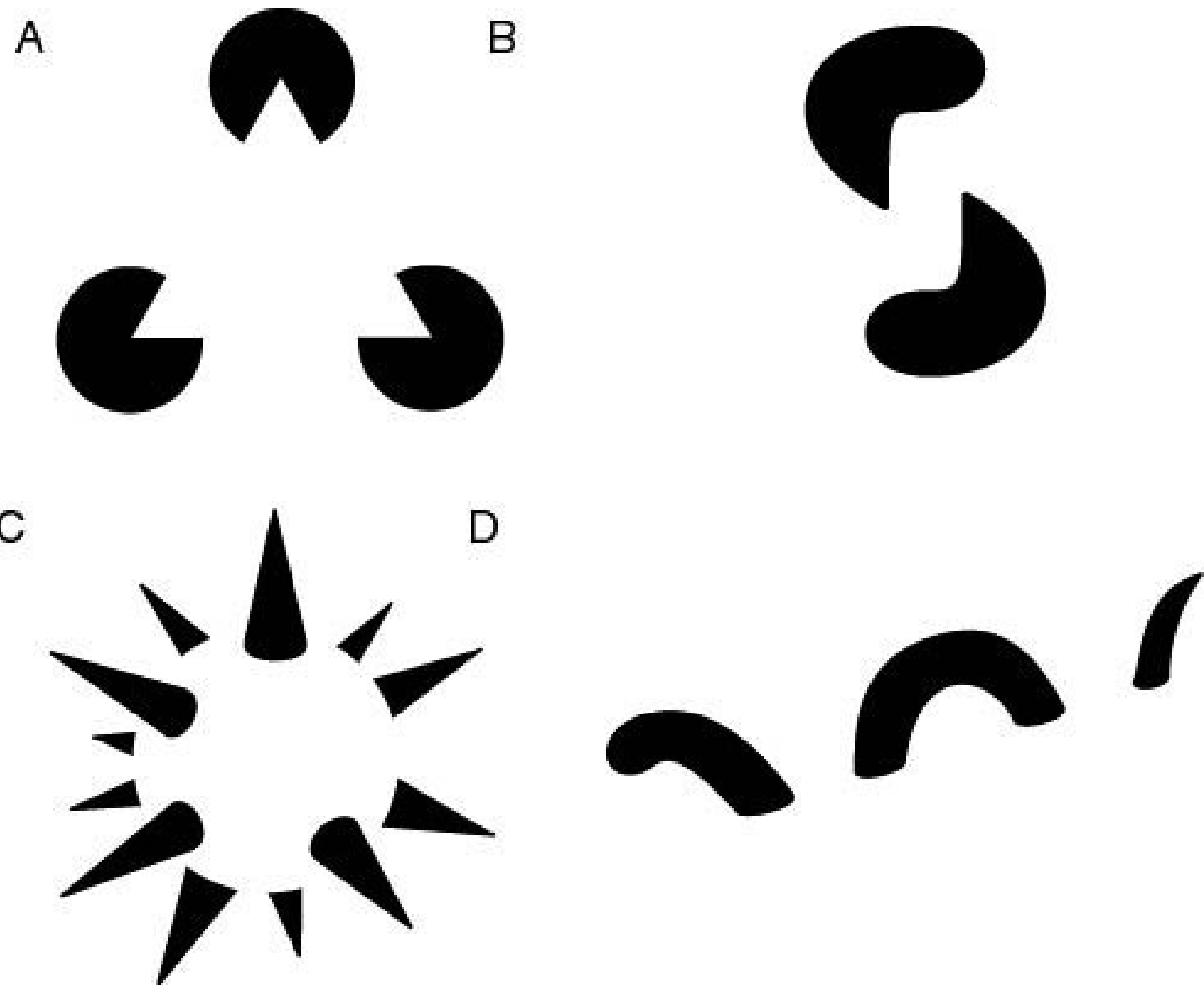


How many objects are there?



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Good Gestalt



Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

What is this word?

FLIGHT

Past Experience

FLIGHT



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Thank You