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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”

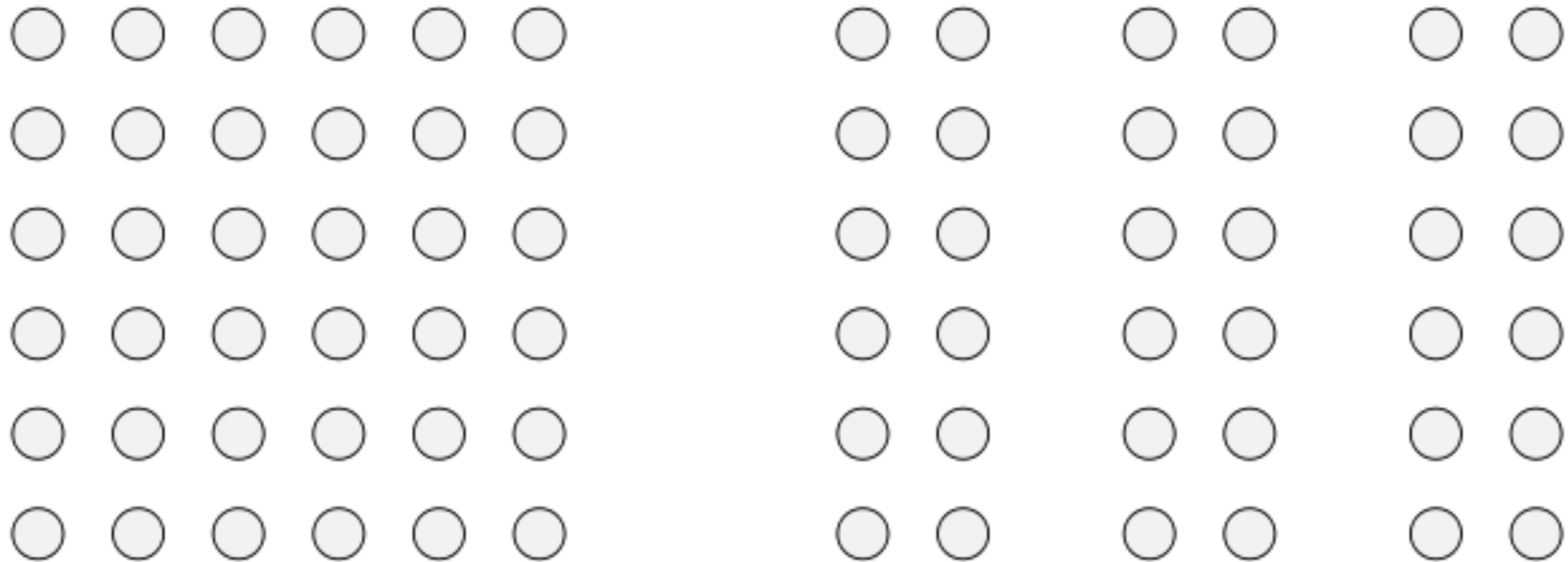
<http://study.com/academy/lesson/gestalt-psychology-definition-principles-quiz.html>

Gestalt Psychology

- | | |
|---------------|--------------------|
| 1. Proximity | 5. Common Fate |
| 2. Similarity | 6. Continuity |
| 3. Closure | 7. Good Gestalt |
| 4. Symmetry | 8. Past Experience |

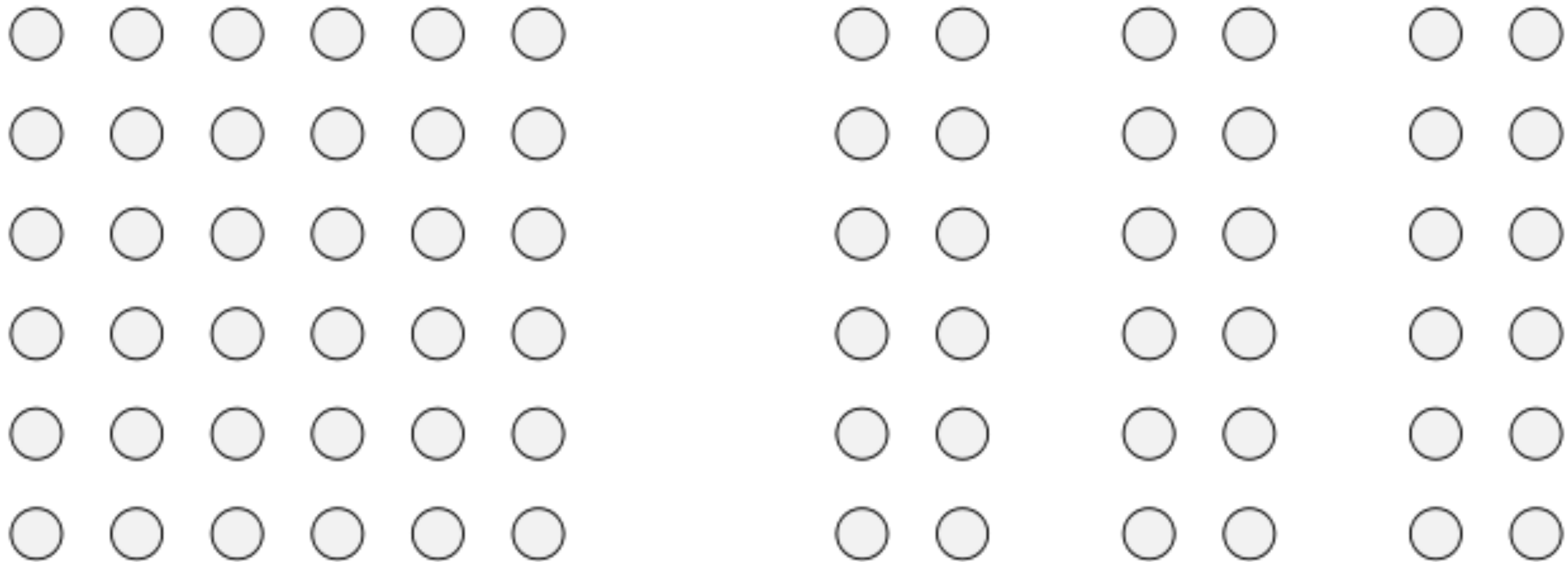
Image Credit: https://en.wikipedia.org/wiki/Gestalt_psychology

How many groups are there?



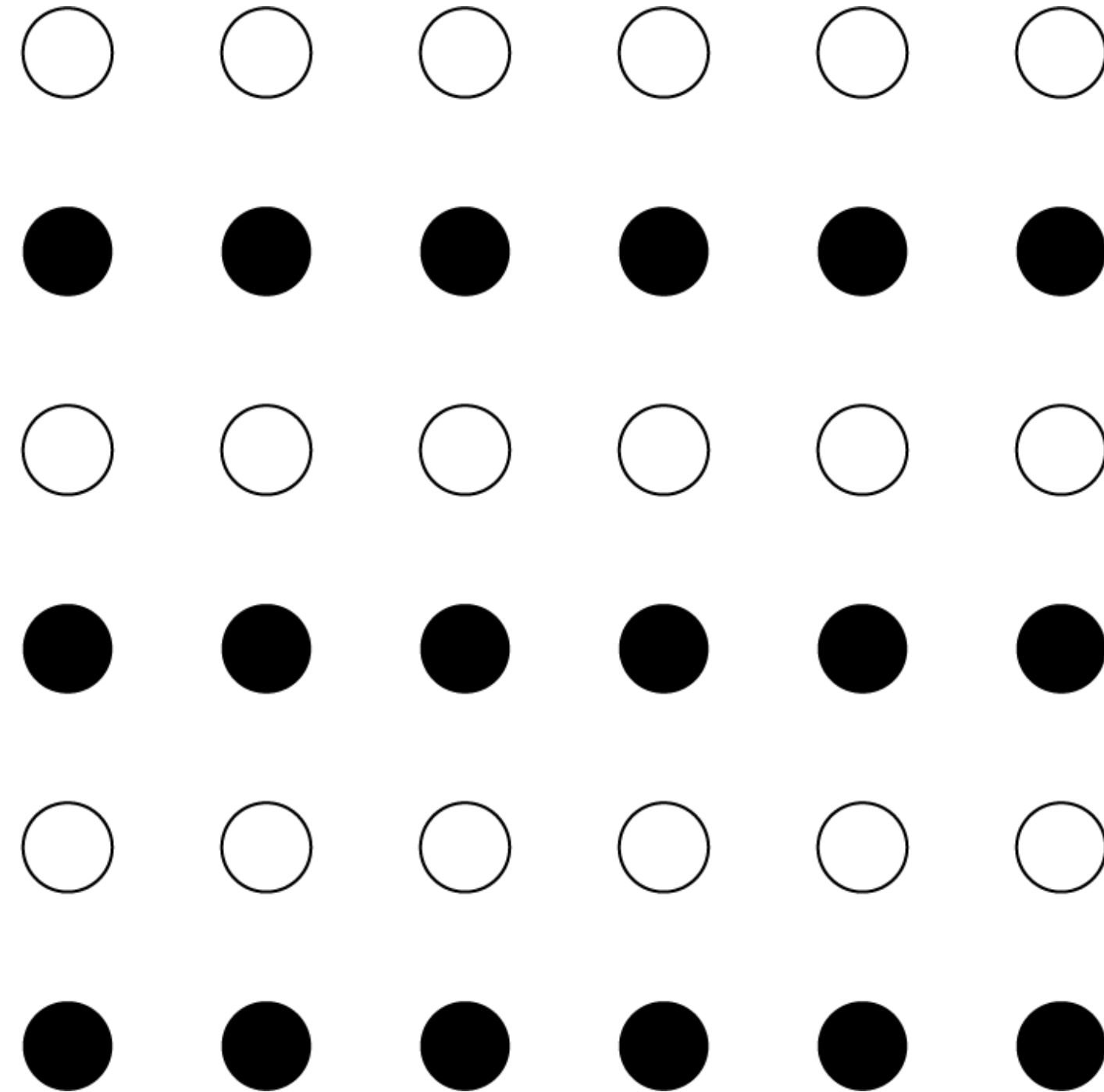
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

Proximity



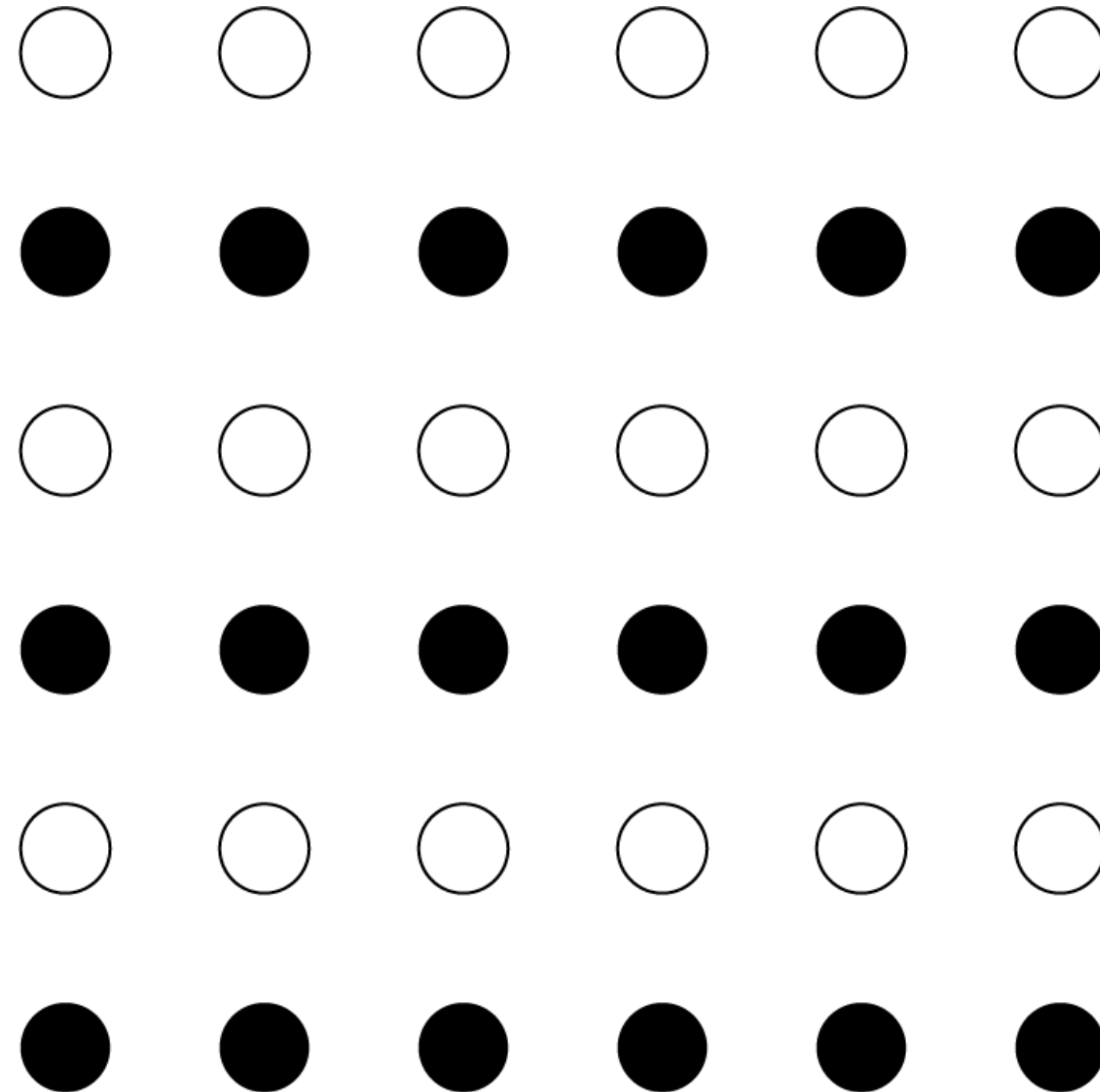
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How many groups are there?



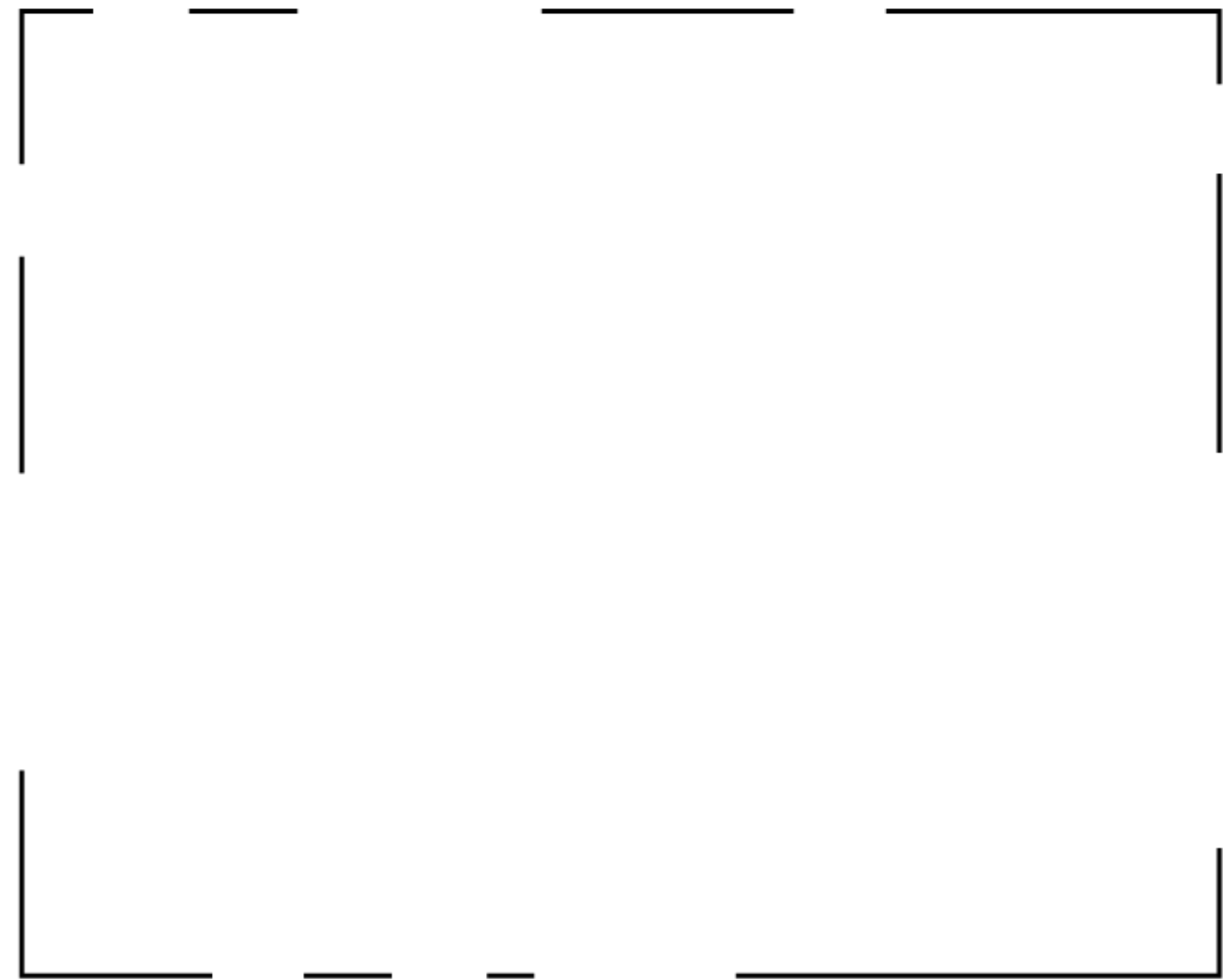
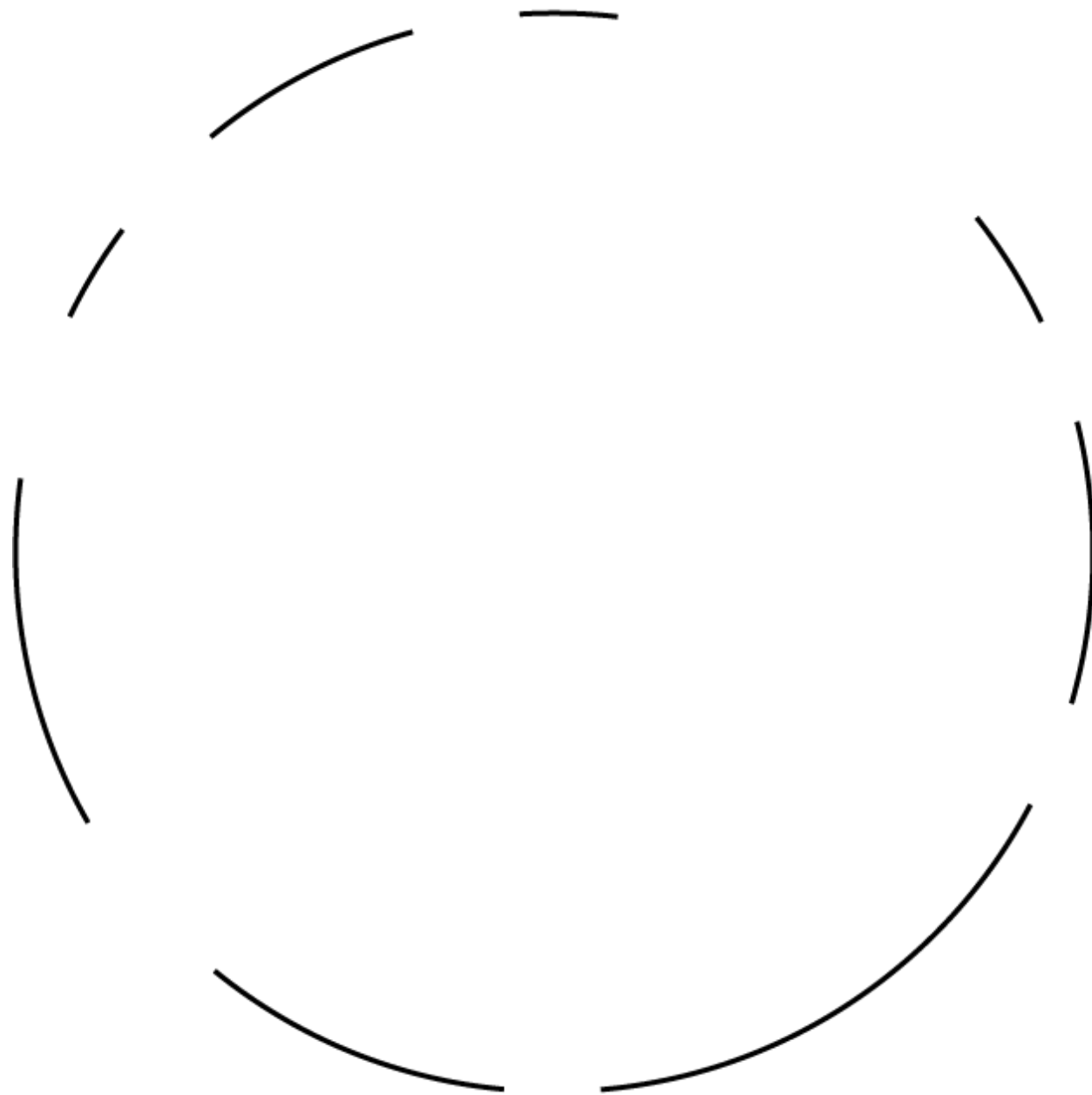
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

Similarity



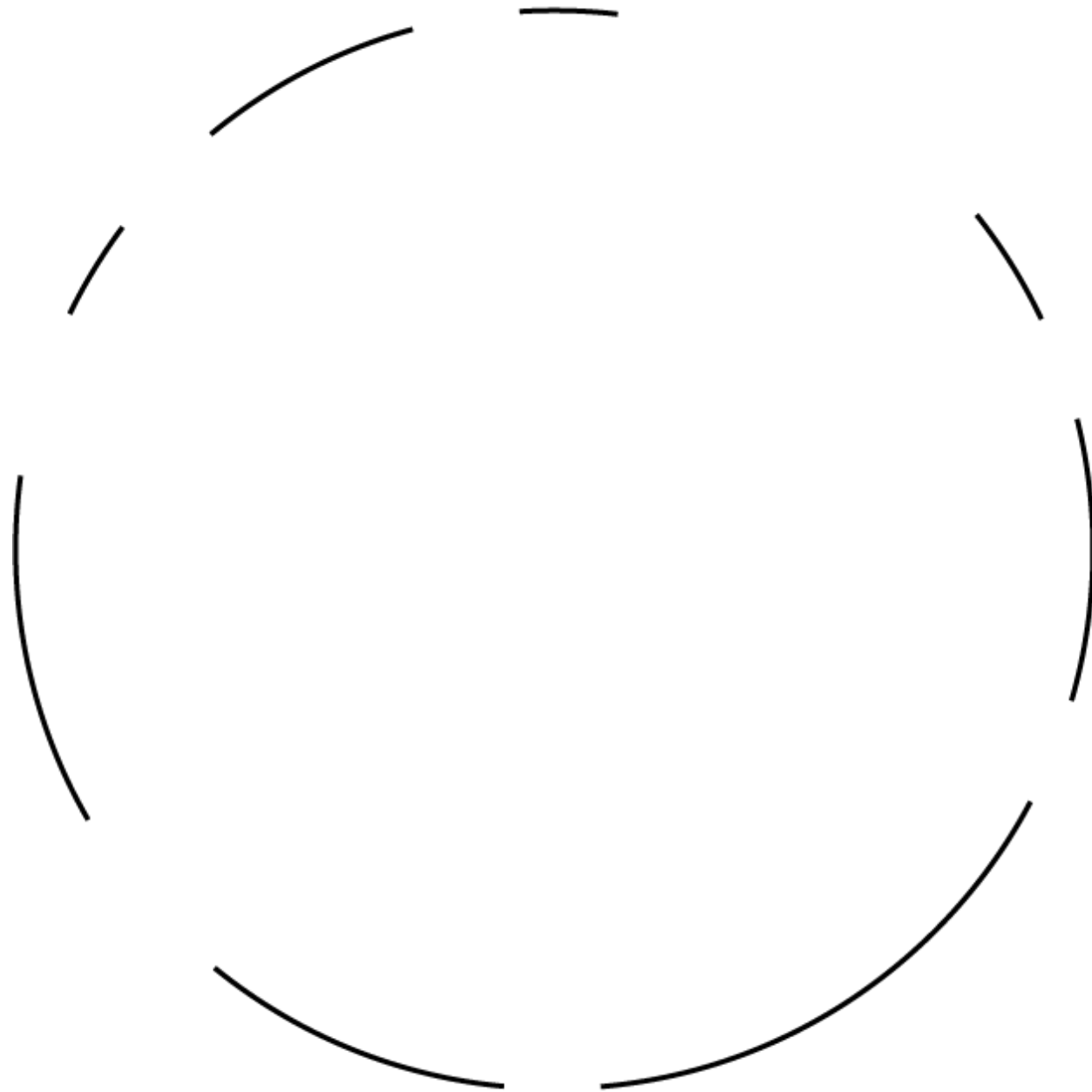
Retrieved: https://en.wikipedia.org/wiki/Gestalt_psychology

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?

() { } []

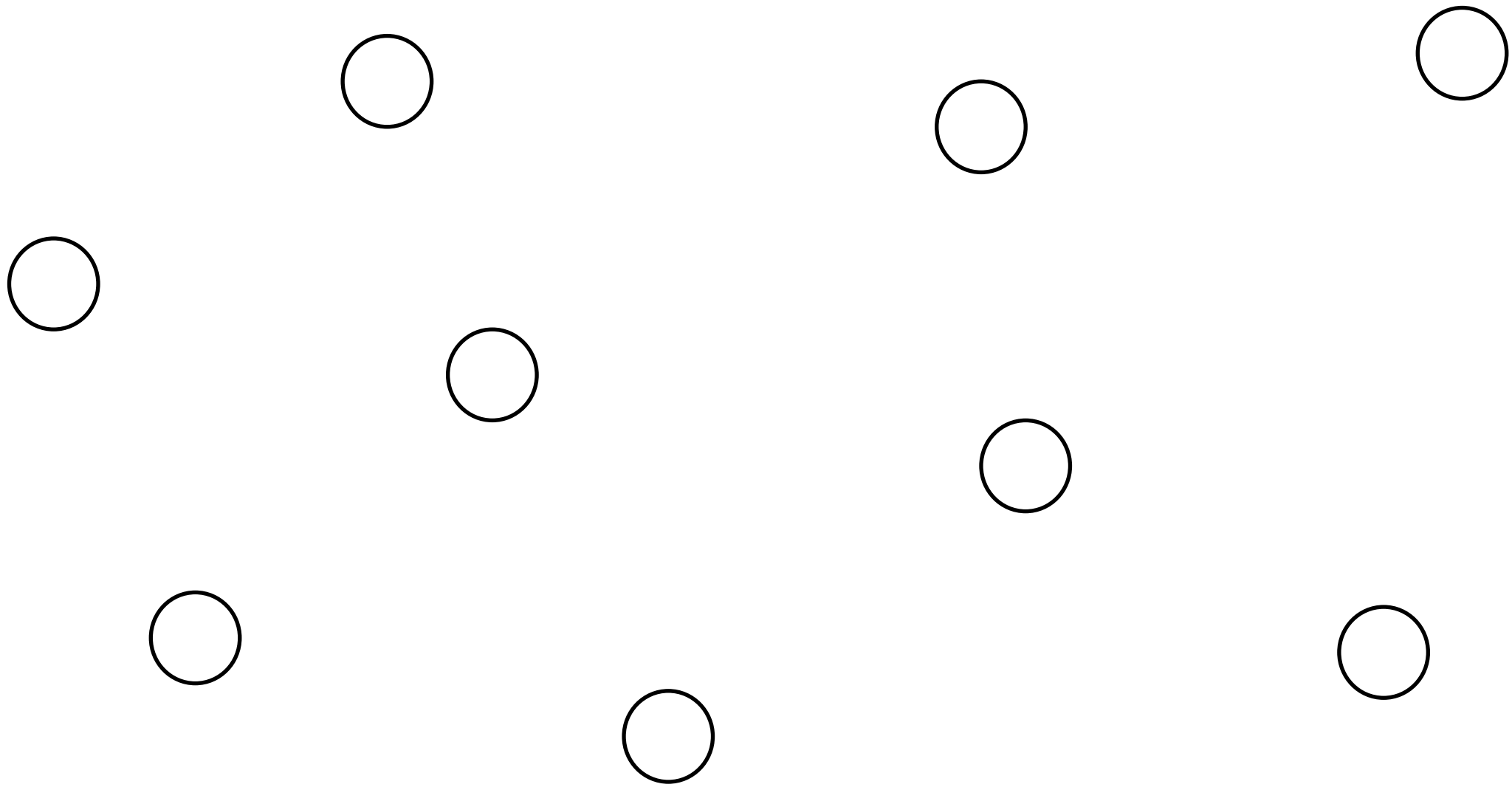
Symmetry

()

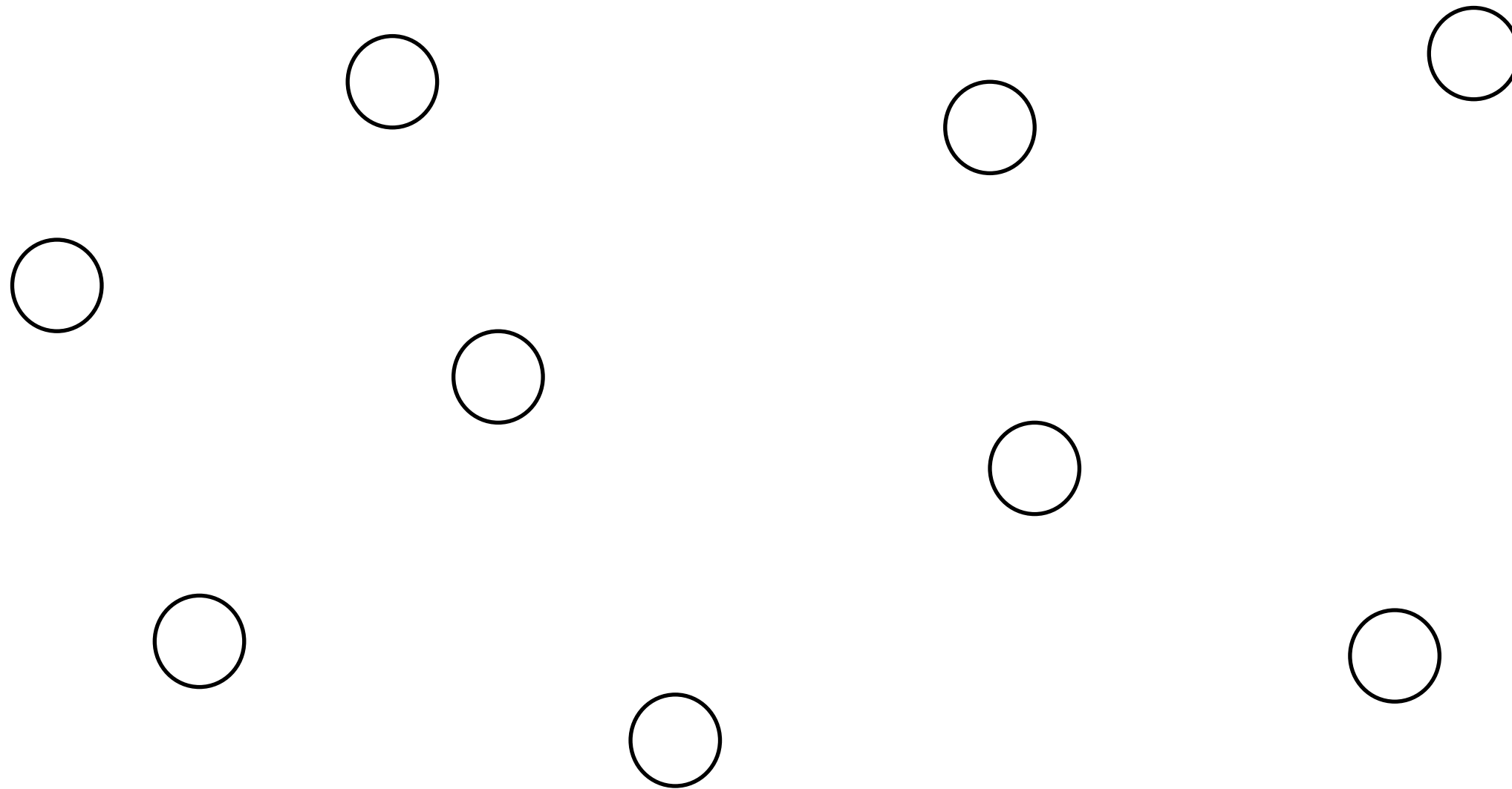
{ }

[]

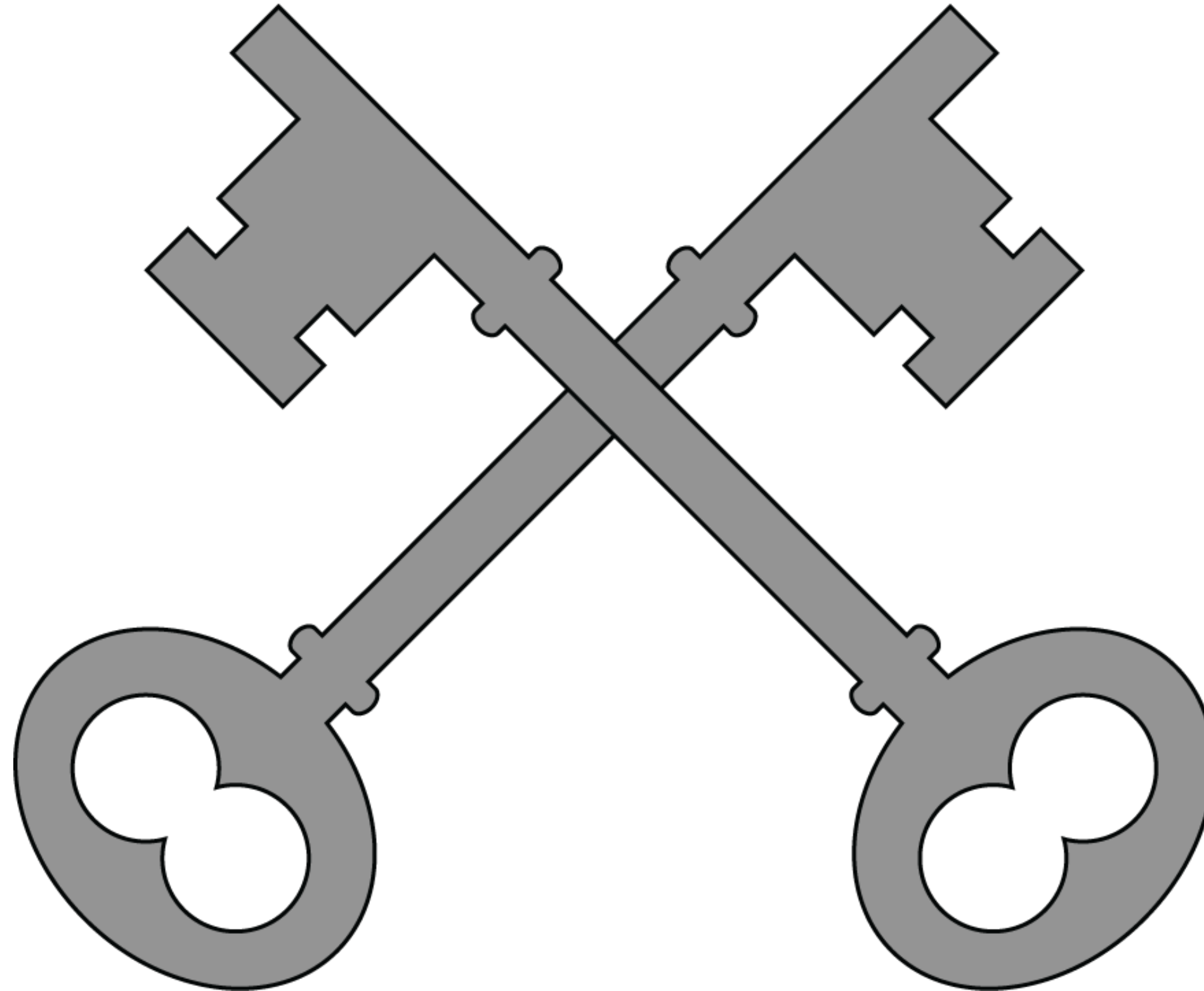
How many sets are there?



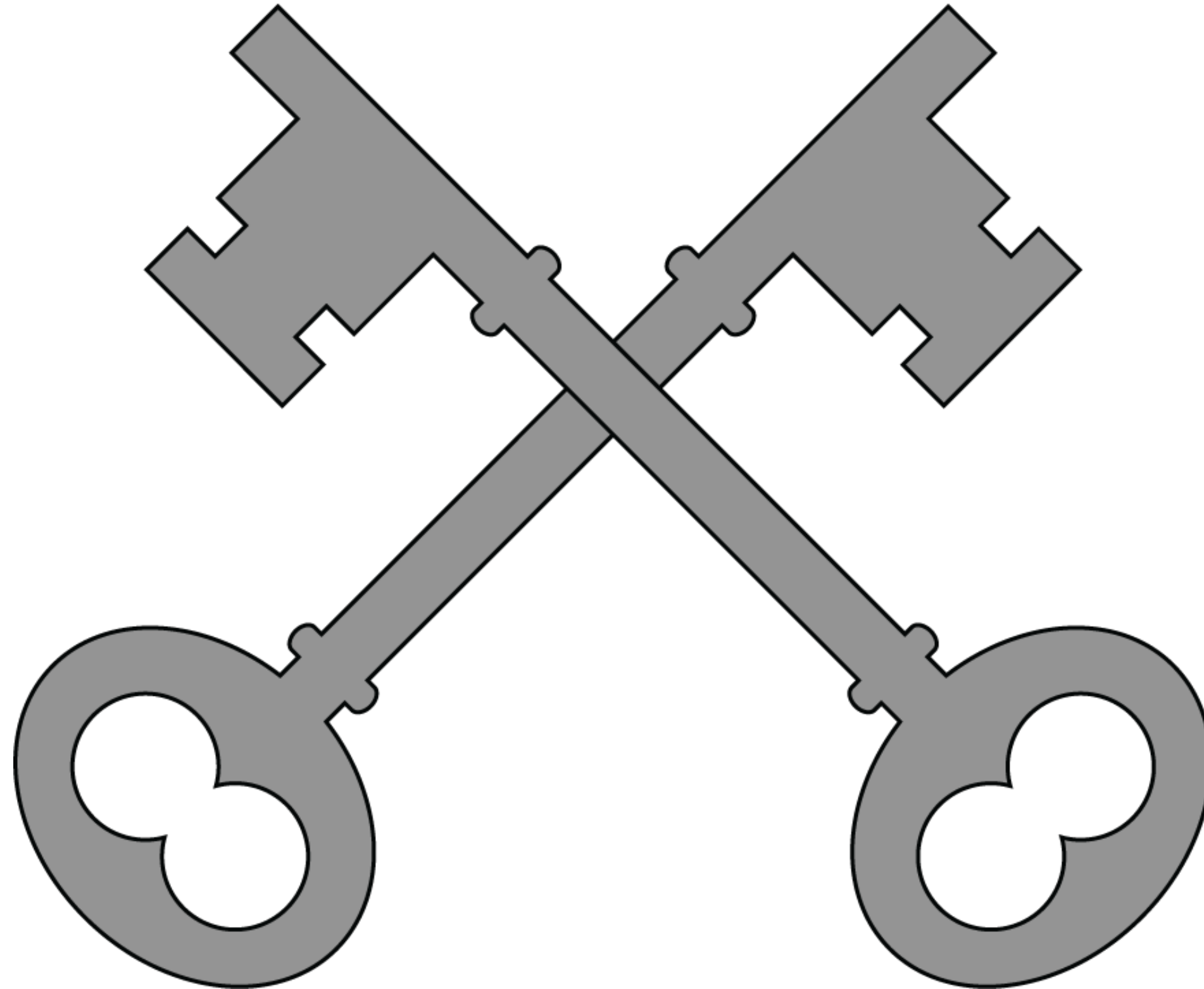
Common Fate



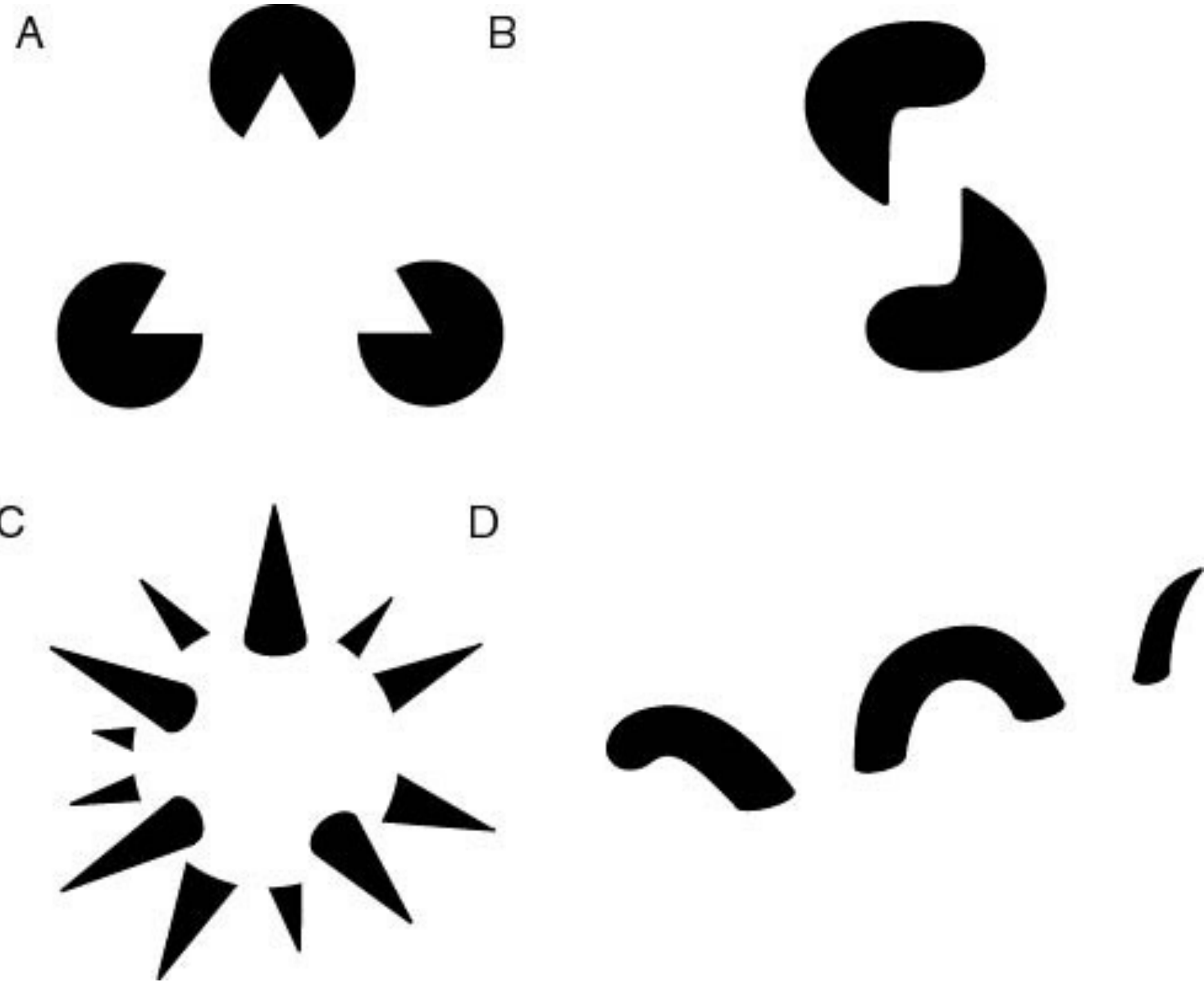
How many objects are there?



Continuity

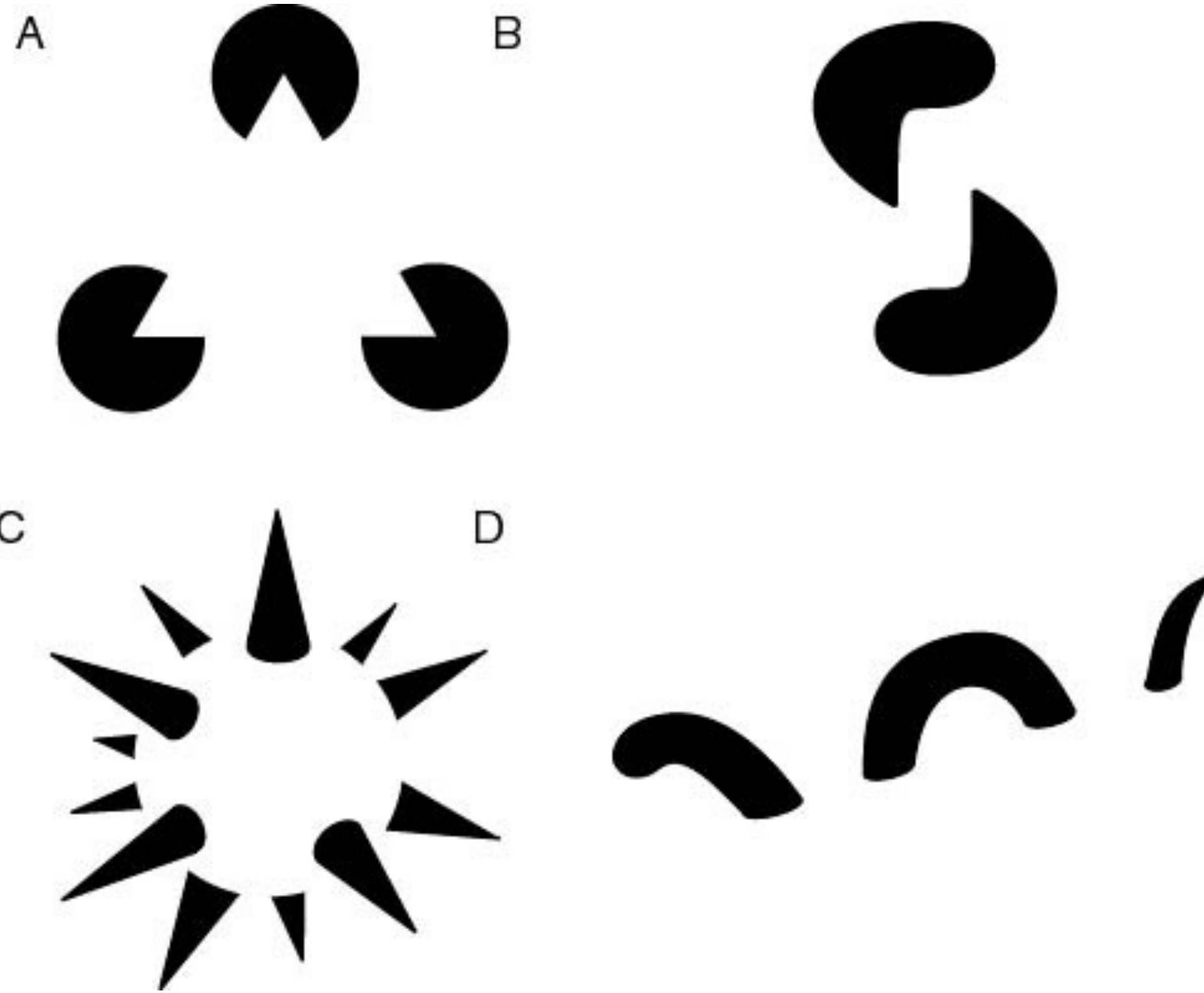


How many objects are there?



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

Good Gestalt



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

What is this word?

FLIGHT

Past Experience

FLIGHT



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Thank You