

PERCEPTION

1

Psychology

Learning Outcomes

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- ***Top-Down and Bottom-Up Processing***
- ***Stages of Perceptual Process***
- ***The Gestalt Laws Of Organization***

Top-Down and Bottom-Up Processing

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- **Top-Down Processing**

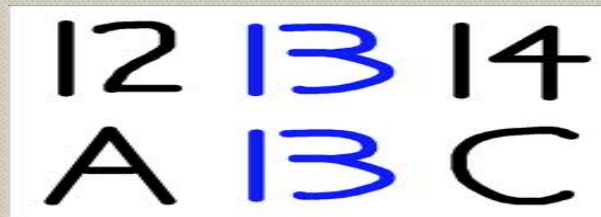
“Perception that is guided by higher level knowledge, experience, expectations and motivation.”

Ca- yo- re-d th-s –en-en-e w-ic- ha- ev-ry –hi-d l-tt-r m-ss-ng?

- **Bottom-Up Processing**

“Perception that consist of recognizing and processing information about the individual components of the stimuli”.

Relies on current input of sensory information.



Stages of Perceptual Process

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● *Information attention*

✓ **Selective screening**

- Lets in only a tiny proportion of all the information that bombards a person

● *Organization of information*

✓ **Schemas**

- Cognitive frameworks that represent organized knowledge about a given concept or stimulus developed through experience.

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- **Information interpretation**

- ✓ *Uncovering the reasons behind the ways stimulus are grouped.*

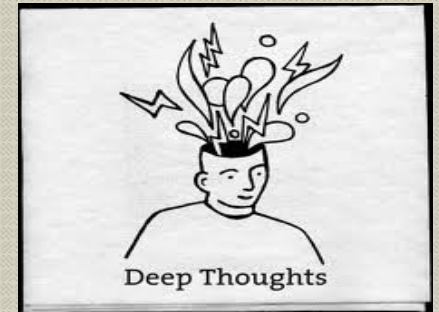
- **Information retrieval**

- ✓ *Attention and selection, organization, and interpretation are part of memory.*
- ✓ *Information stored in memory must be retrieved in order to be used.*

Response to a Perceptual Process

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- ***Thoughts***



- ***Feelings***



- ***Actions***



What matters most is how you see yourself

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Self Perception



(www.extremus.net)

The Gestalt Laws of Organization

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- *“A series of principles that describe how we organize bits and pieces of information into meaningful wholes”.*

- ✓ *Closure*
- ✓ *Proximity*
- ✓ *Similarity*
- ✓ *Simplicity*

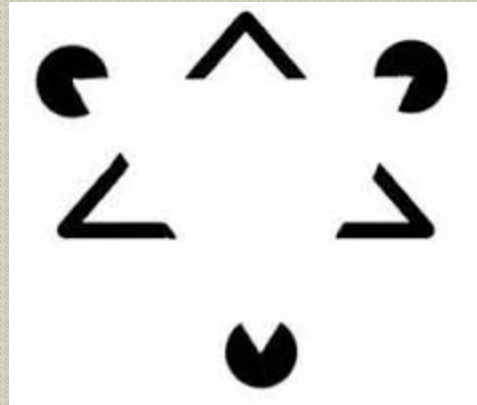


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● Closure

Groupings are usually made in terms of enclosed or complete figures rather than open ones. We need to ignore the breaks and concentrate on overall form.





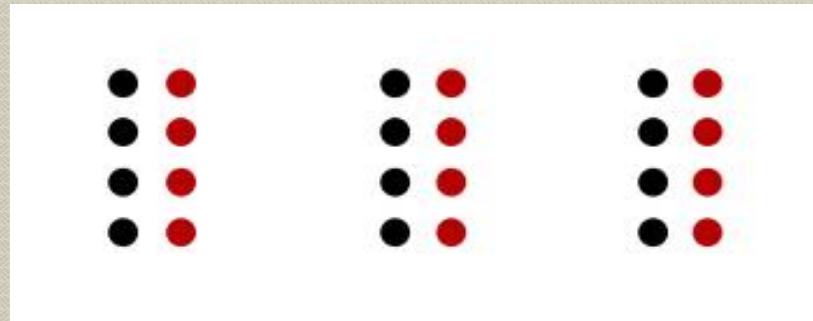
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● **Proximity**

Elements that are close together in space and time tend to be perceived as forming a figure.

For example, elements that are closer together are grouped together. As a result, we tend to see pairs of dots rather than rows of single dots.

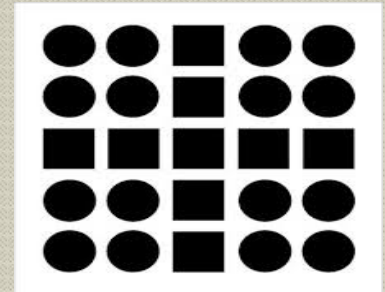


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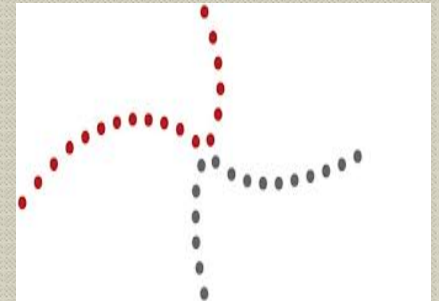
- ***Similarity***

Elements that are similar in appearance tend to be perceived as forming a group.



- ***Continuity***

Items that continue a pattern or direction tend to be grouped together as part of the pattern.





***THANK YOU
HAPPY LEARNING STUDENTS!***