




# **GESTALT PSYCHOLOGY**

OR GESTALTISM/CONFIGURATIONISM.

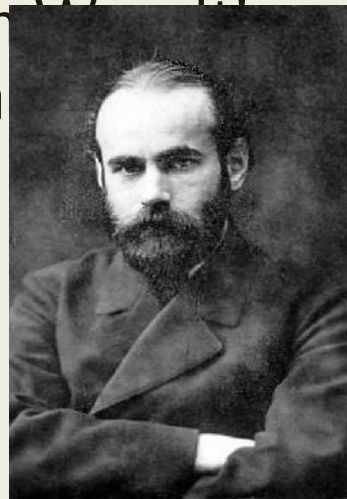
Done by: Yekaterina Tarasenkova, Yekaterina Kostyuchenko, Artyom  
Taenchuk



# History of gestalt psychology

- When?  
Gestalt psychology started in early twentieth century.
- Where?  
The birthplace of gestalt psychology is Germany and Austria-Hungary.
- Why?  
Its emerged as the theory of perception that was a rejection of basic principles of Wilhelm Wundt and Edward Titchener's elementalist and structural psychology.

Max Wertheimer was one of the three founders of Gestalt psychology.



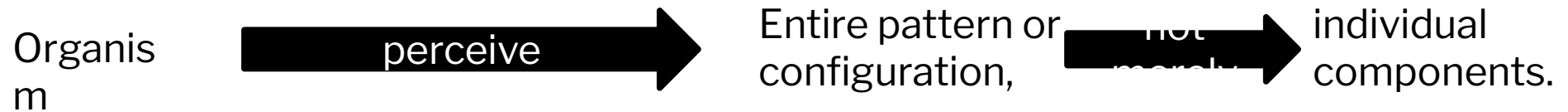
Reject

Wilhelm Wundt



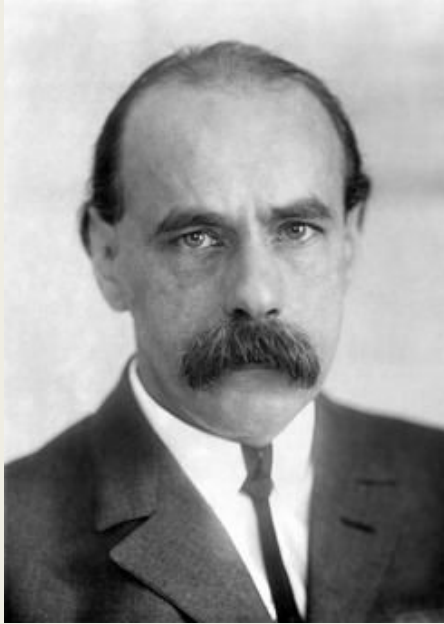
# Meaning and essence

- The German word “gestalt” (meaning “form”) is interpreted as “pattern” or “configuration”.
- Gestalt psychologists emphasized:



“The whole is more than the sum of its parts”.

# The founders of gestalt psychology.



Max  
Wertheimer  
(1880-1943)



Wolfgang Kohler  
(1887-1967)



Kurt Koffka  
(1886-1941)

# Principles (or Laws) of Gestalt theory

- *Law of Prägnanz*
- *Law of Similarity*
- *Law of Continuity*
- *Law of Proximity*
- *Law of Closure*
- *Law of Common region*

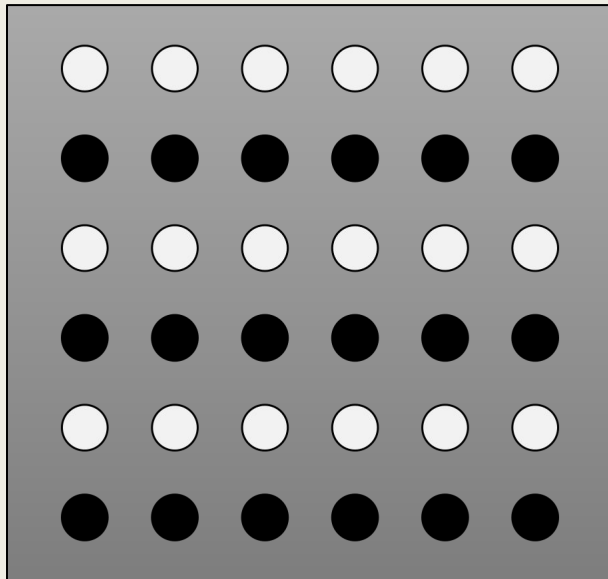
# ***Prägnanz and Similarity***

- **Prägnanz.**

This foundational principle states that you will naturally perceive things in their simplest form or organization.

- **Similarity.**

This principle suggests that we naturally group similar items based on elements like color, size, or orientation.

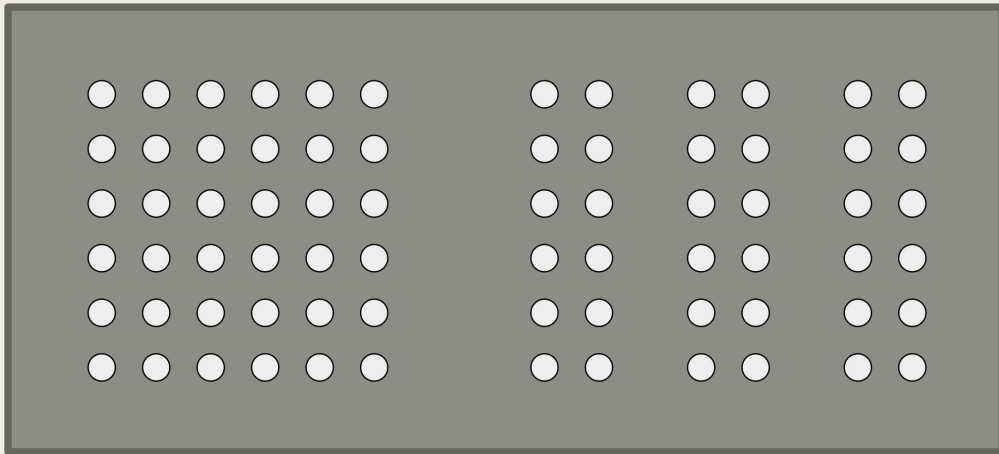


Do you see rows or  
columns?

# ***Continuity and Proximity***

## Proximity

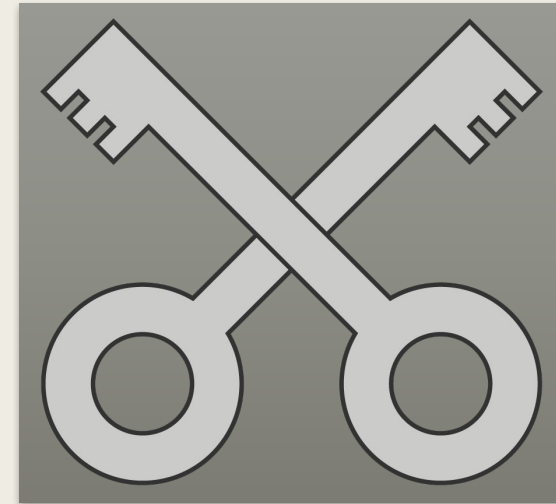
- Its states that objects near each other tend to be viewed as a group.



The right side of the picture is perceived as three columns.

## Continuity

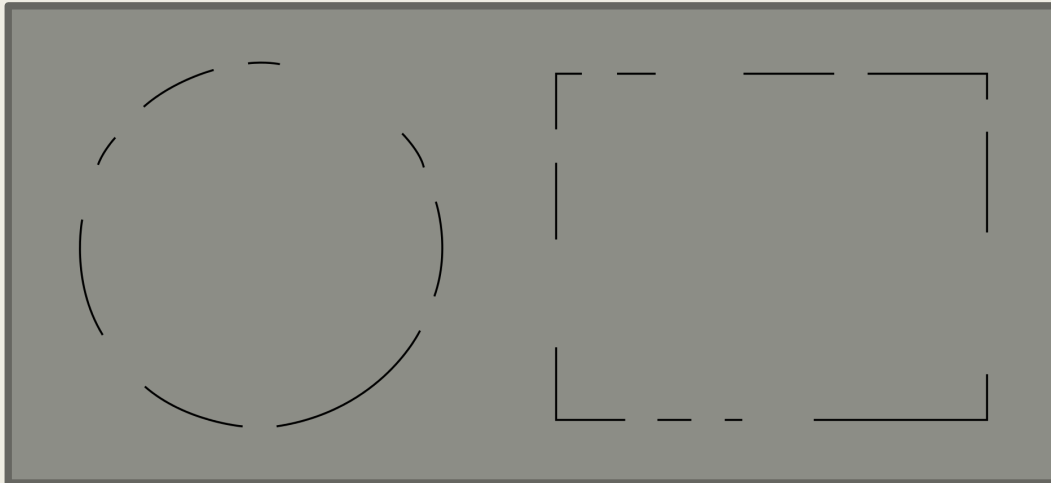
- We will perceive elements arranged on a line or curve as related to each other, while elements that are not on the line or curve are seen as separate.



# ***Closure and Common region***

## Closure

- This suggests that elements that form a closed object will be perceived as a group. We will even fill in missing information to create closure and make sense of an object.



## Common region

- This principle states that we tend to group objects if they're located in the same bounded area. (For example, objects inside a box tend to be considered a group.)



# Check yourself

perceive	sum	explain	body	empirically
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- 1) Gestalt psychologists emphasized that organisms \_\_\_\_\_ entire patterns or configurations, not merely individual components.
- 2) The view is sometimes summarized using the adage, “the whole is more than the \_\_\_\_\_ of its parts”.
- 3) Wertheimer created principles to \_\_\_\_\_ how Gestalt perception functions.
- 4) Gestalt psychology made many contributions to the \_\_\_\_\_ of psychology.
- 5) The Gestaltists were the first to demonstrate \_\_\_\_\_ and document many facts about perception—including facts about the perception of movement, the perception of contour, perceptual constancy, and perceptual illusions.

The end.