



# GESTALT PSYCHOLOGY

AJITABH KUMAR

DEPARTMENT OF PSYCHOLOGY

# CONTRIBUTION OF WERTHEIMER

- **Gestalt psychology** is a school of psychology that originated in Austria and Germany in the early twentieth century as disapproval of Wilhelm Wundt's and Edward Titchener's **Elementalist** as well as **structuralist** psychology.
- It is also referred to as **gestaltism** or **configurationalism**.
- The German term Gestalt is described as “**pattern**” or “**configuration**” in gestalt psychology meaning. Organisms interpret whole structures or configurations, not just particular elements, according to Gestalt psychologists.
- **Wolfgang Kohler, Max Wertheimer, and Kurt Koffka** are the gestalt psychology founder.

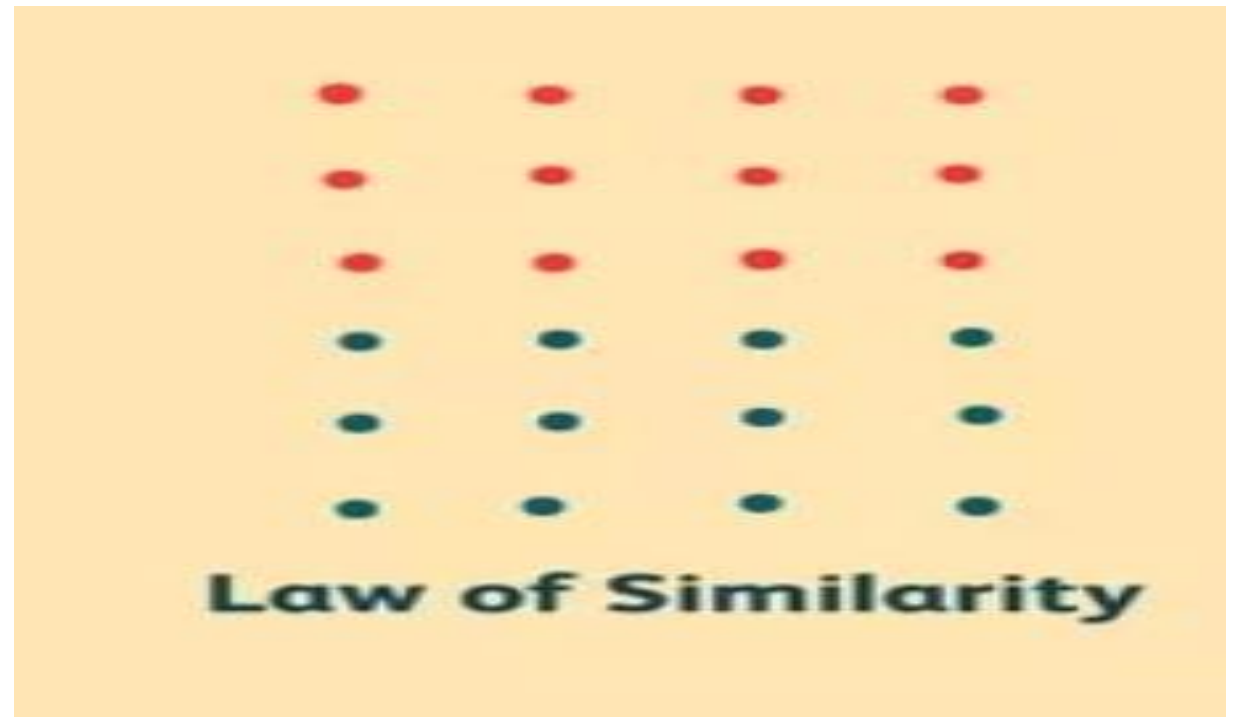
- **Gestalt theorists** identified key laws of perception—such as **proximity**, **similarity**, **closure**, **continuity**, and **figure-ground**—that explain how we group and interpret visual information.
- **Insights** from Gestalt psychology influence modern fields like design, visual arts, therapy, and cognitive psychology, guiding how we create and interpret patterns and layouts.
- Wertheimer developed Gestalt psychology after observing what he called the **phi phenomenon** while watching alternating **lights** on a **railway signal**.
- The **phi phenomenon** is an optical illusion where two stationary objects seem to move if they are shown appearing and disappearing in rapid succession. In other words, we perceive movement where there is none.

# PRINCIPLES OF GESTALT

- The s Gestalt principles or laws are:
- Law of similarity
- Law of pragnanz
- Law of proximity
- Law of continuity
- Law of closure
- Law of common region

# LAW OF SIMILARITY

- The law of **similarity** states that similar things tend to appear grouped together.
- Grouping can occur in both **auditory** and **visual** stimuli.



# LAW OF PRAGNANZ

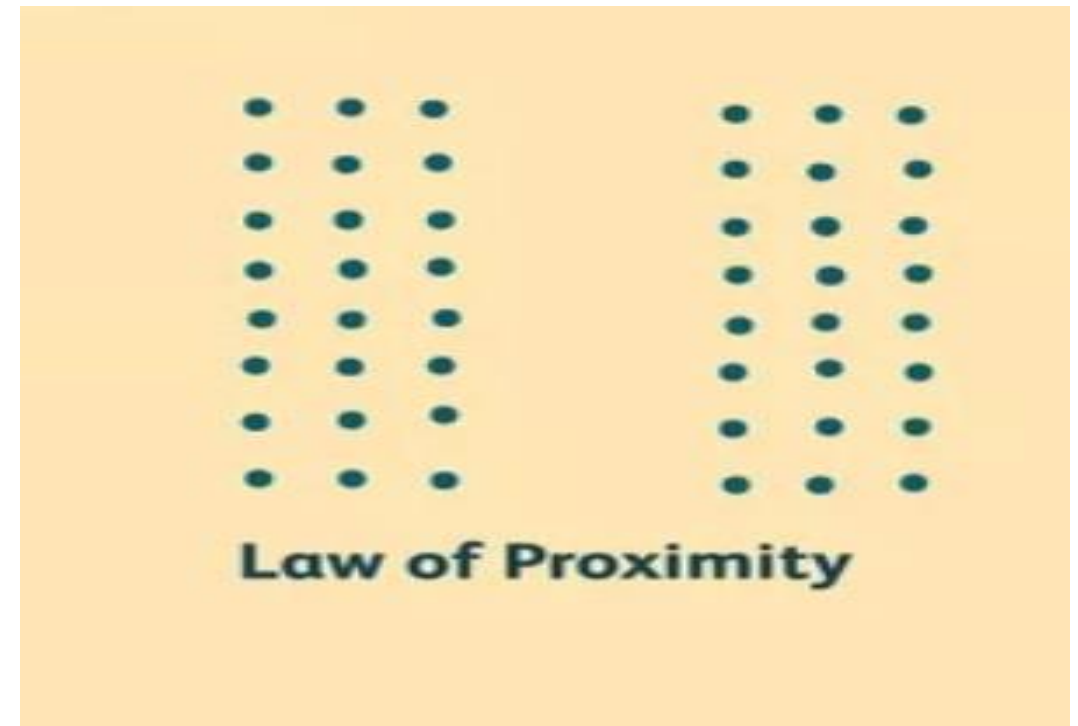
- The law of **pragnanz** is sometimes called the **law of simplicity**.
- This law holds that when you're presented with a set of ambiguous or **complex objects**, your brain will make them appear as **simple** as possible.



**Law of Pragnanz or the  
Law of Good Figure**

# LAW OF PROXIMITY

- According to the law of **proximity**, things that are close together seem more related than things that are spaced farther apart.
- when objects are close to each other, we also tend to group them together.



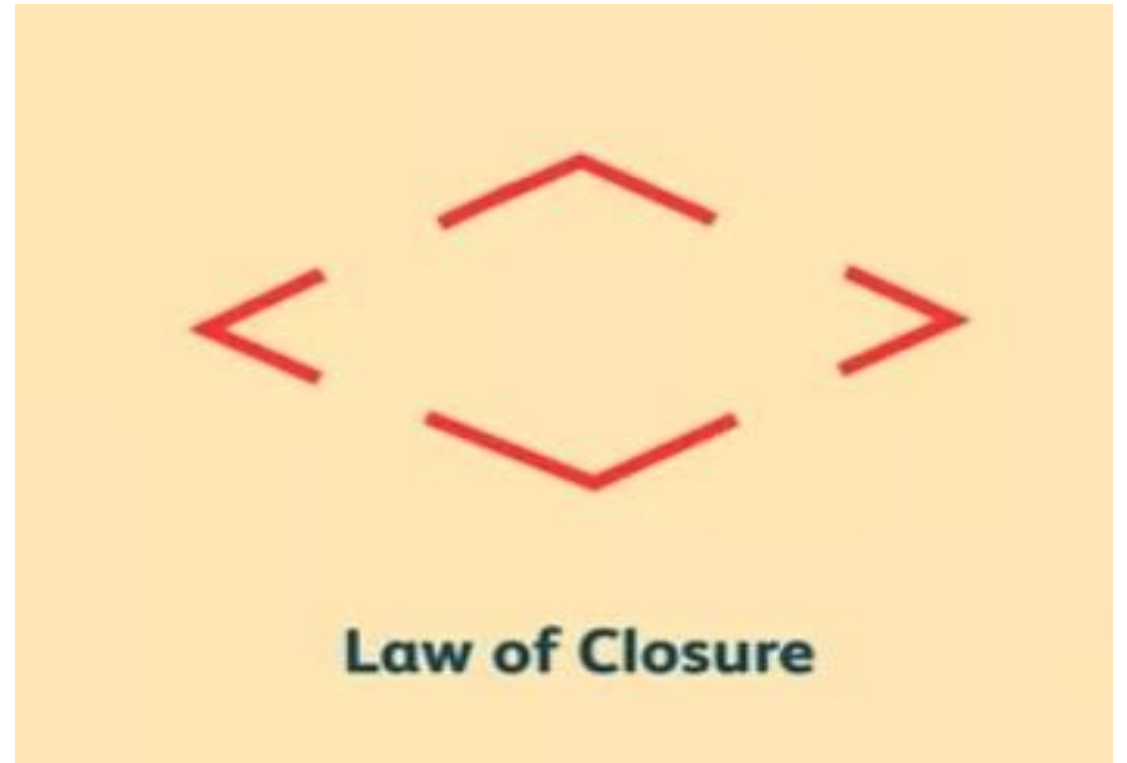
# LAW OF CONTINUITY

- The law of **continuity** holds that points that are connected by straight or curving lines are seen in a way that follows the smoothest path.
- In other words, elements in a line or curve seem more related to one another than those positioned **randomly**.



# LAW OF CLOSURE

- According to the law of **closure**, we perceive elements as belonging to the same group if they seem to complete some entity.
- Our brain often ignore **contradictory** information and fill in gaps in information.



# LAW OF COMMON REGION

- The Gestalt law of **common region** says that when elements are located in the same closed region, we perceive them as belonging to the same group.

