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Differentiate between Sensation and perception. Elaborate Gestalt Principles of perception.

INTRODUCTION: SENSATION AND PERCEPTION

We see the world around us, with the help of two important psychological functions: **Sensation and Perception**. They may sound different but there is a strict line between these two concepts. Sensations is a conscious awareness due to external stimuli, whereas perception occurs after the sensation. Moreover, Sensation is a **passive** process; whereas, perception is an **active process**. Both have their seperate theories. Some principles of visual perception, are discussed by **Westheimer Kolberg, et all**, called as **Gestalt principle**. These principles are principle of proximity, principle of closure and many others. The principles aid us in understanding, how we perceive world around us.

"The Whole is different from some of its parts"

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This premise of gestalt psychology explained the brain functioning, and making visual stimuli simple and familiar for us as a whole.

(II)

DIFFERENCE BETWEEN SENSATION AND PERCEPTION

The difference between these two concepts are explained by a **Scotish philosphel, Thomas Reid,** who called **Sensation** as a observe stimulus, happens in our conciousness. On contrary, **Perception** is based on sensation. Further differece of them are discussed below.

SENSATION	PERCEPTION

Definition

(According to the Watson J. Saintrock, These are defined as)

Sensation	Perception
Sensation is getting the raw data from surrounding through sensory organs and sending it to the brain	Perception is the processing and interpretation of data gathered by sensation.

Nature

Sensation is passive, it gathers raw data from surrounding	Perception is active process of interpreting information.

Involved organs

It involves sensory organs like ear, eye, nose, touching	It involves brain and cognitive processes.

Theories of Sensation and Perception

Weba's law, which states that the amount of change required in dependent on the actual initial stimuli.

$$\Delta I = KI$$

James J Gibson pro
the **bottom up percep**
He called perception a
data driven process.

Rachel Gregory pro
the top down percept
claimed perception a

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experience driven approach.

Types of Sensation and perception

Following are the types of sensation: Sensory, visual, olfactory, tactile etc.

Motor perception, depth perception, object recognition are types of perception.

Example

We look around different things, e.g flowers, bridges. Moreover, we taste new things, these are sensation, these signals are sent to brain.

We look at flowers, then start processing it, which type of flower is this, its names and where I have seen it before. These all interpretations are called perception.

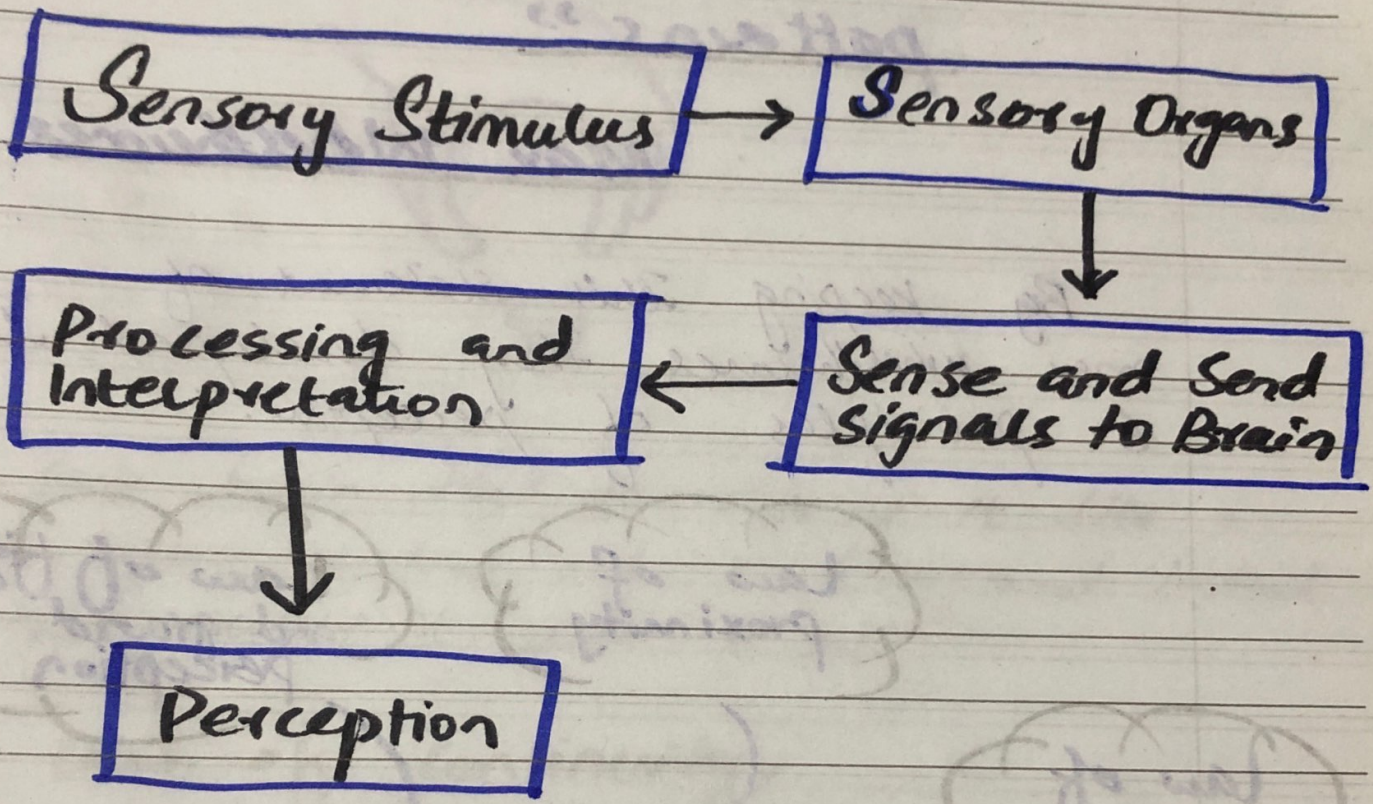
Determinants

Sensation is concious experiences.

It depends on cultural differences and past experiences.

(III) Process of Sensation and Perception

This process can be explained with the help of flow chart.



(IV) GESTALT PRINCIPLES OF PERCEPTION

In 20th century, Max Wertheimer Kurt Kofta and Wolfgang Kohler

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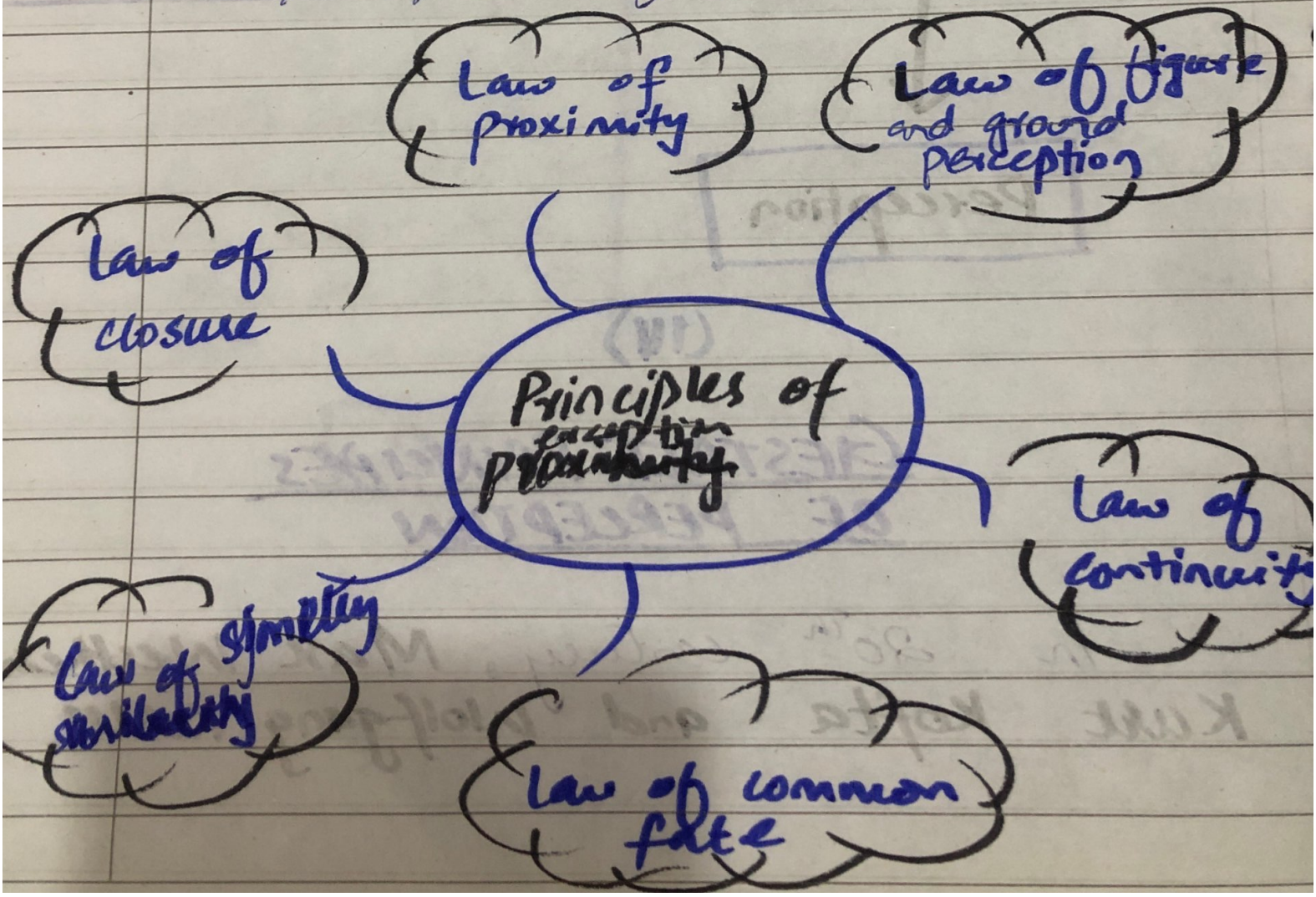
proposed the principles of visual perception.

"Our Brain tend to follow the simple patterns"

Max Wertheimer

By keeping this statement of max wheltheimer, they developed the 6 principles of perception.



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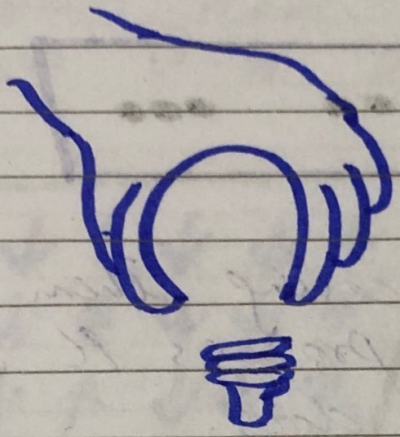
1- Law of figure and ground perception:

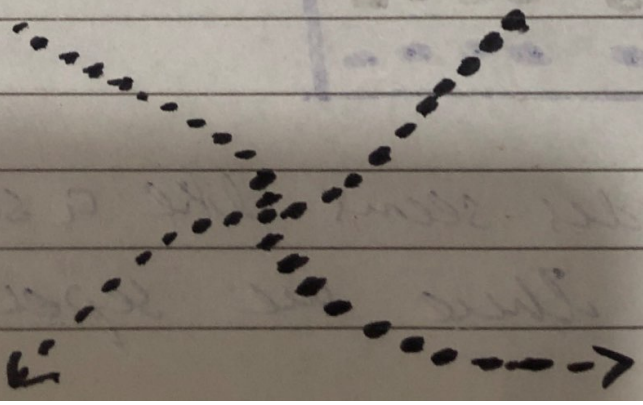
When we look at any object, our brain divide it as **figure and ground.**



Our brain tend to observe it like a figure of hand and it background instead of processing it like a bulb.

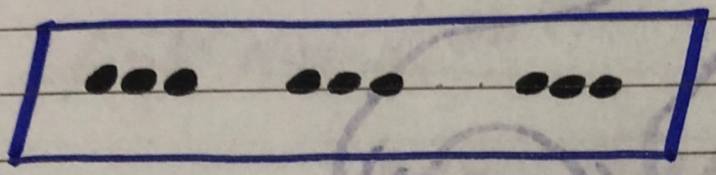
2. Law of continuity:

Our brain tend to follow the continous pattern. Instead of focusing on breaking, it perceive the flowing images as a continously moving.



3- Law of Proximity:

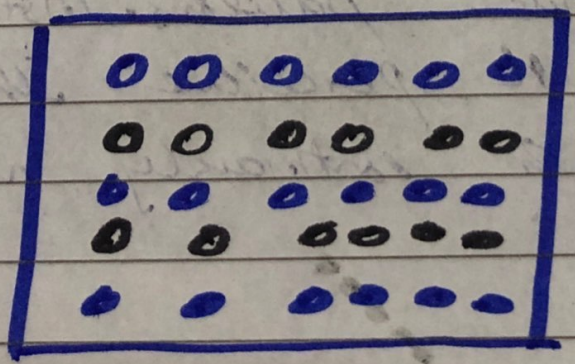
The brain of human body process the objects as a group if they are placed together.



Instead of processing them as 9 dots, our brain process it like like 3 pairs of dots.

4- Law of closure.

The objects which are placed apart or closed, have something in common are, processed like groups.

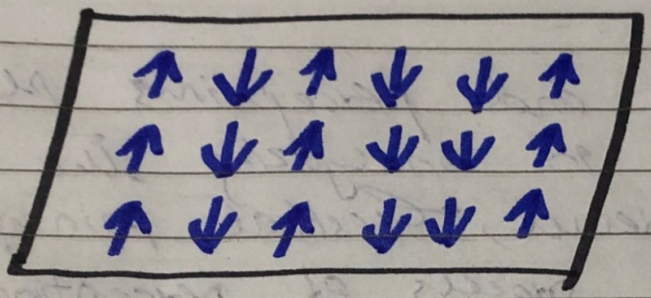


Blue circles seems like a same groups even there are seperated

by black dots.

5- law of common fate:

We tend to perceive the things moving in a same direction, as a group. Instead of focusing on difficult object, brain make it easy for us by dividing in a parts.



Our mind process it like 3 rows moving downward and 3 moving upward and perceive them like a group.

6- law of ~~Simplicity~~ Symmetry

Symmetrical objects are perceived by brain as an object. For instance if there is two semi-circles placed together, brain process it like a circle.

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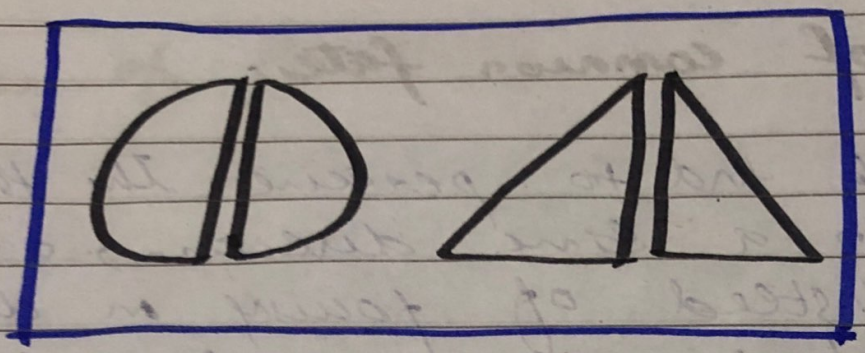

Conclusion:

Sensation and perception plays crucial role in analyzing the surrounding. Moreover, Gestalt principles explain the process of perception performed by our brain.