

Seeing Red

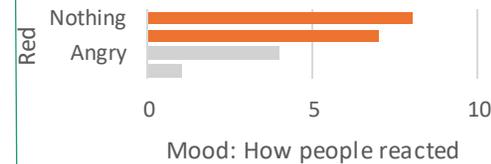
How does hue affect disposition.

Research Question: How does hue affect disposition.

Results:

See next slides for graphs

'Red': **Nothing** and **Happy** appear most often.



Blood accounts for the majority of 'Mood, How people reacted'.



Methodology:

1. All human participants signed human consent form
2. Materials were gathered
3. A survey was created depicting the primary colors along with black and white
4. Questions were asked after showing the colors. Questions included (How does that make you feel, what does that color make you think of)
6. All responses were recorded
7. Steps 1-5 were repeated at minimum 30 times
8. All responses were recorded and compared

Conclusions:

- The data was collected through the survey.
- Each response was analyzed for the emotions depicted.
- The average was found of each category, showing the average reaction to those colors.
- All human participants signed human consent form.
- Many colors invoked both the same emotion, and idea.
- For example, for the color red. Happy, and the image was blood were the most reacted to.
- This showed that there was a mental connection to the colors shared by the participants. This proved that not only does color affect mood, but it made multiple participants feel the same way.

Background information & rationale

- Color does indeed affect mood.
- This is a very important observation because it will allow people to study the Brain with even more understanding,
- along with affecting their day-to-day life in a positive way. Knowledge of how color affects mood can change a person's life.
- For instance, if they are feeling depressed, they could surround themselves with bright colors to evoke positive emotions.
- All factors of color can both positively, and negatively affect a person's mental or physical health.

Introduction Research Question & Hypothesis/Prediction

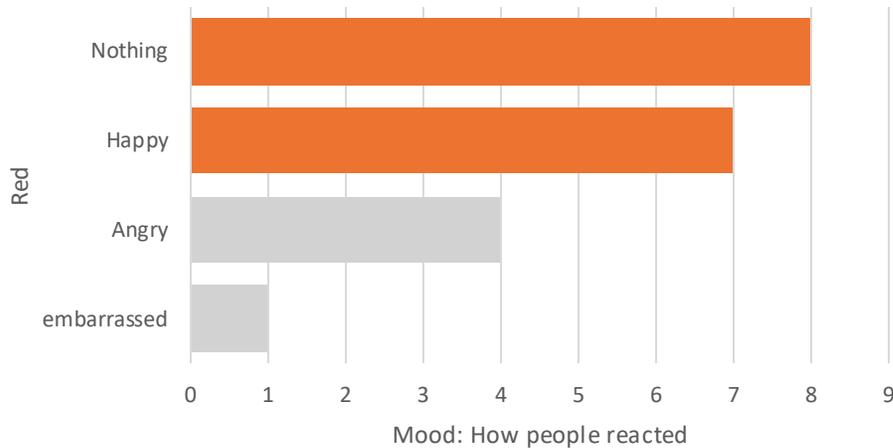
- Research Question: How does hue affect disposition.
- I hypothesize that color affects mood, mental health, and physical health.
- This is a human project and has some risks.
- People are asked for personal information. The experiment is anonymous to lessen any risk.
- Participant's permission is required to use their data.
- Their answers will only be taken given their permission.
- The survey clearly states that it is anonymous.
- Paperwork is signed and the project is approved before starting.

Procedures/Methods

- 1. All human participants signed human consent form
- 2. Materials were gathered
- 3. A survey was created depicting the primary colors along with black and white
- 4. Questions were asked after showing the colors. Questions included (How does that make you feel, what does that color make you think of)
- 6. All responses were recorded
- 7. Steps 1-5 were repeated at minimum 30 times
- 8. All responses were recorded and compared

Results: Graphs Red

'Red': **Nothing** and **Happy** appear most often.



Blood accounts for the majority of 'Mood, How people reacted'.



Nothing and Happy was the most commonly chosen emotion for red.

Blood was the most commonly thought of image for red.

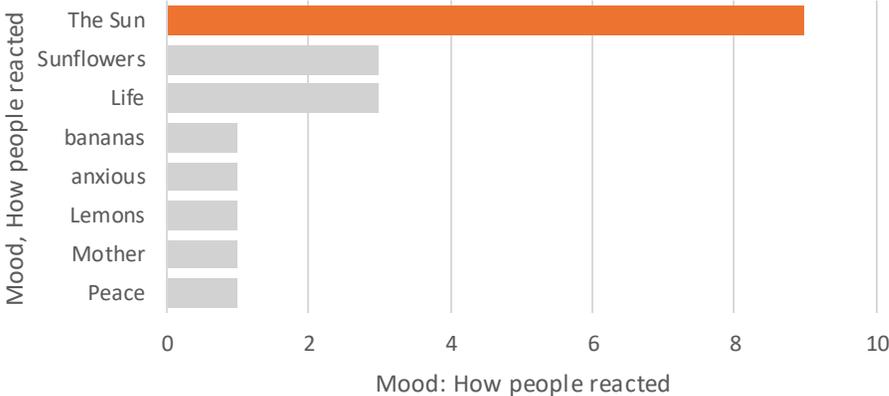
Results: Graphs continued Yellow

Happy accounts for the majority of 'Yellow'.



Happy was the most commonly chosen emotion for yellow.

'Mood, How people reacted': The Sun appears most often.



The Sun, and life were the most commonly thought of image for yellow.

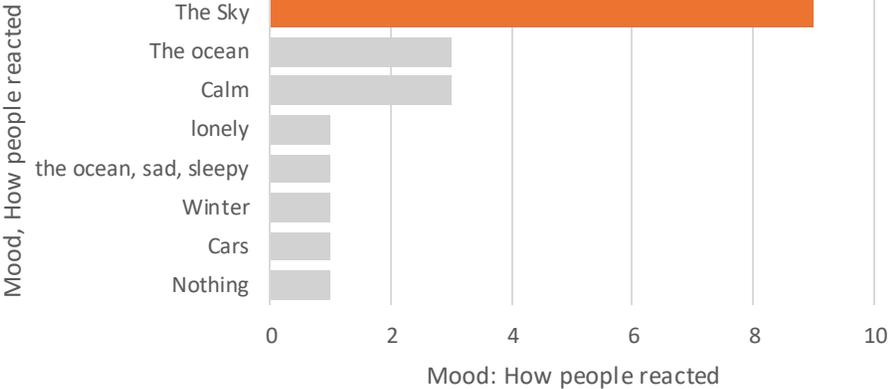
Results: Graphs continued Blue

Happy accounts for the majority of 'Blue'.



Happy was the most commonly chosen emotion for Blue.

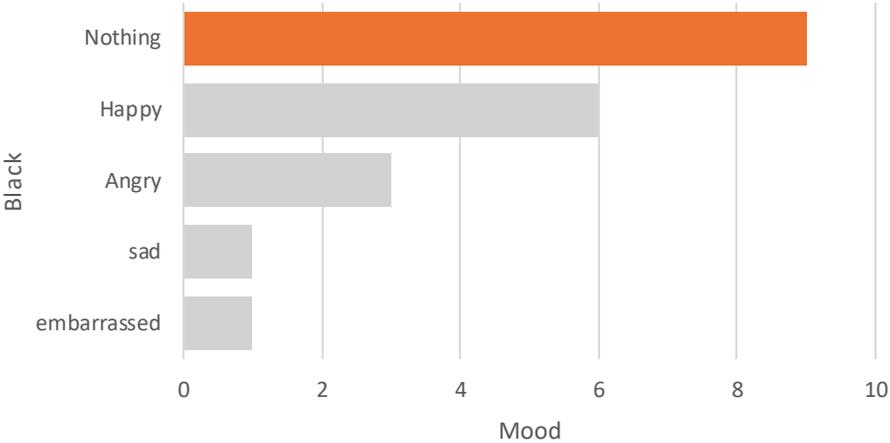
'Mood, How people reacted': The Sky appears most often.



The Sky, and calm were the most commonly thought of image for blue

Results: Graphs continued Black

'Black': **Nothing** appears most often.



Nothing was the most commonly chosen emotion for Black.

'Mood, How people reacted': **Death** appears most often.



Space and Possibility were the most thought of images for black

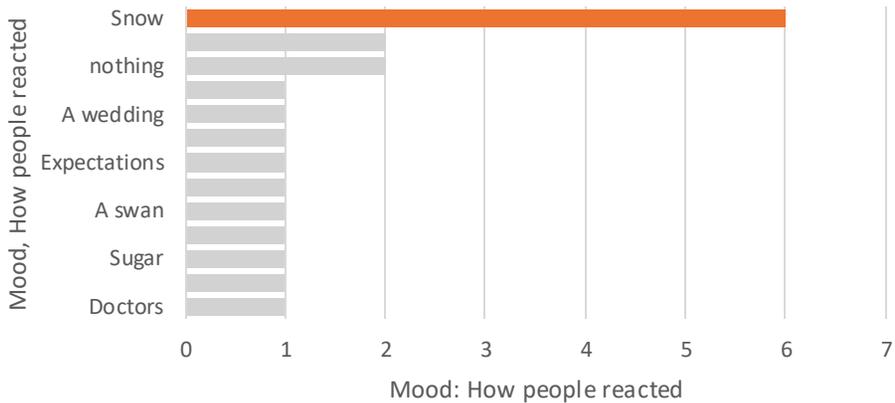
Results: Graphs continued White

Nothing accounts for the majority of 'White'.



Nothing was the most commonly chosen emotion for White.

'Mood, How people reacted': Snow appears most often.



Snow was the most thought of image for White.

Science talk

Throughout the experiment a few key responses were the same across all the participants. For Red both happiness, and blood were the most responded too. This illustrates the connections our minds make to color, and how society has engrained those images into our minds. Humans share both emotions, and ideas, and this study has proven that color is a stimuli that evokes both the same emotion, and image to mind.

Errors in Execution

- A potential error is that someone could have lied to me, thus skewing my data
- The participant could be color-blind. This will greatly affect the results, as they cannot see the colors.
- Someone could enter two or more responses.
- A participant could not sign the consent form, thus making the data unviable.

Conclusion

- The data was collected through the survey.
- Each response was analyzed for the emotions depicted.
- The average was found of each category, showing the average reaction to those colors.
- All human participants signed human consent form.
- Many colors invoked both the same emotion, and idea.
- For example, for the color red. Happy, and the image was blood were the most reacted too.
- This showed that there was a mental connection to the colors shared by the participants. This proved that not only does color affect mood, but it made multiple participants feel the same way.

References

- Work Cited
- (1) <https://doaj.org/article/1f847eb33ee1460ea647eb0b3d12ce71>
- (2) <https://doi.org/10.3389/fpubh.2019.00220>
- (3) <https://doi.org/10.1371/journal.pbio.2000111>
- (4) <https://doi.org/10.1038/s41598-021-92438-y>
- (5) <https://doi.org/10.1038/s41598-021-92438-y>