The Effects Color Has on Mood and Stereotypes

Subjects were given colored pieces of paper (red, yellow, green, blue, and white) with an outline of a stick figure with a blank face and no gender identified.

45 seconds were given to draw on each colored sheet.

The drawings were analyzed for 3 outcomes:
  • Detail in the drawing on their favorite color
  • Aggression in the drawing on red paper vs. their least favorite color
  • Gender association with colors

Results
  * 47% showed more detail in favorite color
  * Majority showed more aggression in red paper
  * Frequencies for male identification were higher in all colors except white.

Contact Information:
Alicia Frazier
alicia.frazier@snhu.edu

References:

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