

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:

Buckalew, L.W., & Bell, A. (1985). Effects of colors on mood in the drawings of young children. *Perceptual and Motor Skills*, 61 (3, Pt 1), 689-690. Retrieved from <http://web.ebscohost.com>