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The Effects Colors Have On Moods

Scientific research has been conducted to prove whether colors have a psychological effect on individuals ranging from children to adults. There have been research methods used to determine whether there are particular colors that arouse particular moods. Research methods such as experiments on interior room colors, drawings of young children, analysis on colors in films, and simply associating colors with moods. Studies show that warmer colors are more triggering than colder colors. There has been evidence collected by psychologists that contradicts common conceptions on which color affects which mood. The psychological effects colors establish can be rooted from socioeconomic and cultural differences. The sources included, were analyzed to determine how colors have psychological effects on an individual's mood.

In *Effects of Office Interior Color on Workers' Mood and Productivity* by Nancy Kwallek, Carol M. Lewis, and Ann S. Robbins expressed how warm colors are more evoking than cold colors. An experiment was managed that placed subjects in red and blue offices with typing tasks to determine their moods. Depression corresponded with the blue office and anxiety and stress corresponded with the red room. Personality traits and color preference are the general focus for color and mood research. Results in this experiment concluded it is possible warm and cold colored environments can affect an individual's mood. Wolfarth and Sam's (1982) research on handicapped children agreed that aggressive behavior was enhanced in warm

colored rooms and was reduced in cold colored rooms. Jacob and Sues's (1975) research agreed with Wolfarth and Sam. While Stopple's (1977) research found contrasting evidence. Goldstein (1942) worked with brain damaged subjects and found that the color red increased excitement which affects performance of intellectual tasks while green has the opposite effect. Findings display that red can be associated with anxiety and blue with depression. Changes in the environment could also be a factor in the experiment.

In *Effects of Colors on Mood in the Drawings of Young Children* by W. Buckalew and A. Bell, color was used in art to express feelings. An experiment was conducted that determined whether young children can express feelings through the colors they use in their art. For adults, cultural differences were suggested by Buckalew, Coffield, Jacobs, and Nordan that stimulate meaning and expectations that are affected by color. However, this experiment showed a different reaction in young children. Children, ranging from ages four to six, were asked to draw a face on a colored figure. There were no sex differences in the children's response to color regarding mood. The findings resulted in the suggestion that there may be no different associations between color and moods with young children. There was a powerful bias towards a happy mood with the young children.

In *Color-Mood Analysis of Films Based on Syntactic and Psychological Models* by Cheng-Yu Wes, Nevenka Dimitrova, and Shih-Fu Chang conducted an experiment on whether colors in films can have psychological effects on individuals. It is proven that colors are used to maintain mood consistency in scenes in films. The colors of costumes and backgrounds have artistic effects. It has been analyzed that color distribution is related to the film viewer's feelings. The psychologist Mahnke studied that a color can not be associated with a particular emotion. The findings displayed each color documented was associated with two or three emotions. As

well as “...movie dynamics is a very discriminative measure for characterizing mood tones.” (Wes, Dimitrova, and Chang, 2004, p. 4) To simply use the influence of movies to calculate moods is a bias consideration.

Color and Mood Tones by David C. Murray and Herdis L. Deabler explains how colors play a part in advertising, packaging, and designing. As well as interior decoration for rooms. Cultural and biological differences are associated in how these colors are used. The experiment by Murray and Deabler used chi-squares to compute each mood-tone. Purdue students, patients, nursing assistance, and LSU students were asked to associate colors with moods. Mental health in the region where the experiment took place was in correlation with the University students that were experimented on. Majority of the colors that were correspondent with moods were similar in comparison to all the research subjects. Certain colors have certain meanings for all groups. While there may be one color that may have the same meaning in one group as another. The findings concluded that people do identify mood tones and colors mentally. Identification of colors and moods are learned. It is not inherited. Socioeconomic differences are important to acknowledge with the associate of colors and moods. There was a general response and popularity to particular colors and moods with all groups.

The mental effects of colors can be established from financial and cultural impacts. Research methods have been utilized to establish if there are specific colors that excite specific moods. Discoveries show that red can be related with tension and blue with sadness. There was an important influence towards a happy state of mind with the young children. It is demonstrated that colors are utilized to effect a mental consistency in scenes in movies. Color dispersion affects the film viewers' mood. The discoveries reasoned that individuals do distinguish disposition colors and moods intellectually.

References:

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