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# Example Student Research Paper- abbreviated version!!!!

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## Color Psychology Paper

### Introduction:

How does color affect one's mood? Colors may just seem simple and unimportant, but they affect our daily lives more than we may know. If someone is feeling angry, it could just be because they're angry, *or* it could be perhaps that they are surrounded by or looking at the color red. That's right! People's moods can change just because they are looking at different colors! There are many theories on how just a simple color can change one's whole mood.

### Literature Review:

According to Johnson (263-350), color does affect mood by producing certain chemicals and stimulating different feelings such as hunger. For example, blue can make one feel calm because it releases calming chemicals, and red can make one hungry because it is an appetite stimulant. Yellow can make one feel irritated, and it is a fact that people lose their temper most in yellow rooms. However, pink is tranquilizing and can make one feel weak. In conclusion, Johnson says that depending on the color, one's body can do things (like producing chemicals) that cause a certain emotional reaction (mad, sad, etc.).

Another idea, by Smith, is that the effect color produces is based on what one's body does in response. For example, yellow is mentally stimulating, and activates memory, whereas red increases confidence. Also, brown can make a person feel orderly and stable, while a dark blue can make one feel sad. Therefore, Smith says that different colors do in fact change one's mood and the consequences can be negative or positive.

A third writer, Wollard, seems to think that color can affect one's mood, but the effect also can depend on one's culture and what one's personal reflection may be. For example, someone from Japan may not associate red with anger, as people from the U.S. tend to do. Also, a person who likes the color brown may associate brown with happiness. However, Wollard does think that colors can make everyone feel the same, or close to the same, mood. According to Wollard, pink reduces aggression, which is why the walls of the jail cells in the Seattle prison are pink! Also, brown can make one feel comforted. Wollard feels that colors do affect one's mood, but there are other factors that can alter what one is supposed to feel.

Eric, John, and Paraag's (2007) main point about color psychology is that color has both a physiological and psychological effect. For example, green makes people feel relaxed because it relaxes their muscles and makes them breathe deeper and more slowly. Furthermore, blue lowers blood pressure, which makes one feel calm. Eric, John, and Paraag conclude that color affects one's mood because of what it does to the body.

Yet another idea, by Airey (2006), is that color is energy, and it can have a physical, mental, spiritual, and/or emotional affect on people. He states that black can make one feel sophisticated and secure, but it can also make one feel depressed. Also brown can make a person feel reliable and serious, while yellow lifts self-esteem. Therefore, Airey concludes that different colors can have different kinds of affects on people.

### **Narrative:**

Shug Avery had never been a person to stay in one place or with one person, but she finds herself returning to people because she never discards the people she loves. She is a 30 year old woman of the early 20th century who has a great need to be admired. Shug is a city-girl visiting family in Georgia.

Noticing a vast field of lavender, she says, "I think it disturbs God when you walk by the color purple in a field and don't notice it so I get God on that point. I see God's love in the beauty around me. I believe that God places beauty in the world to make human happy; that God made the color purple in order to cause pleasure. "I don't need no books to tell me that color affects a person's mood. Maybe it has to do with the fact that I am from the city – Memphis, Tennessee and am just struck by the beauty of nature in rural Georgia. So maybe it is my culture, my opinion, or just what goes on inside my own body when I see purple. I don't know." People say someone from the U.S. may think of the color green when referring to envy, while people in Japan think of yellow in connection with wanting what someone else has. "Maybe for me, being a daughter of a country Baptist preacher, I know purple to be the color for people seeking spiritual fulfillment. It is said that if you surround yourself with purple you will have peace of mind. It's a good color to use in meditation used to symbolize magic and mystery, as well as royalty. Hmm, I am indeed royalty."

### **Conclusion:**

Color does affect one's mood, but it can affect boys and girls differently. For example, while most female middle school students found green neutral and balancing, most male middle school students found it secure and safe. However, there are also some similarities between the female and male middle school students. For example, most female middle school students thought that brown made them feel bored, and so did the male middle school students! Also, both found that pink made them feel love and affection. However, some results in this study were different from the research cited. For example, the research stated that brown would make girls and boys feel secure and safe, but instead it made them feel bored. Furthermore, the research said that yellow would make boys and girls feel irritated, but most boys and girls reported that it made them feel happy and cheery. Overall, most of the results were different from the research sources consulted. In any case, it is obvious that colors have a great affect on one's mood.