

Personality through  
emotions and colour  
preference  
psychology essay



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Through this research, the researcher wanted to find whether the relation between color preference and emotional state of 11 - 14 year old girls and boys, can give an insight into their personality. She also wanted to find, if there exists a difference in the emotional maturity of 11 - 14 year old boys and 11- 14 year old girls and to find if there are, any personality trends within the age group(s).

#### Introduction and Theoretical Base:

**Emotions:** emotions are among the most powerful of the forces that influence behavior. Generally speaking, we do not seem to have much control over them. Their command over our attention cannot be ignored. When we feel intensely emotional, we cannot concentrate on performing our jobs as we should, or choose our words carefully, or even listen to music or read a book.

**Emotional Maturity:** The concept ' mature' behavior of any level is that which reflects the fruits of normal emotional development. Kaplan and Baron elaborating the characteristics of an emotionally mature person, say that he has the capacity to withstand delay in satisfaction of needs. He has the ability to tolerate a reasonable amount of frustration. He has belief in the long term planning and is capable of laying his expectations in terms of demands of situations.

**Emotional Immaturity:** A person is judged as immature if his performance in some area of behavior falls below the standard dealt by peers. Immaturity may be general or it may be limited to one or several areas of behavior, a person may conform to patterns of behavior common among his peers in

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most areas but fall below them in emotional control or in normal judgment and behavior.

In 1666, it was discovered by the English scientist Sir Isaac Newton that when white light passed through a prism, it separated into seven visible colors and found that each color is comprised of a single wavelength and cannot be separated any further into other colors.

Color is an inseparable part of our lives and its presence is evident in everything that we perceive. It is widely recognized that colors also have a strong impact on our emotions and feelings. For example, the color red has been associated with excitement; orange, associated with distress and upsetting; purple as dignified and stately, yellow as cheerful, and blue with comfort and security (Ballast, 2002; Wexner, 1982). Moreover, some colors may be associated with several different emotions and vice versa (Linton, 1999, Saito, 1996). According to (Davey, 1998, Mahnke, 1996, Saito, 1996) green has been found to have a retiring and relaxing effect. It too has both positive and negative impressions such as refreshment, quietness, and conversely tiredness and guilt.

The relationship between color and emotion is closely tied to color preferences. In particular, color preferences are associated with whether a color elicits positive or negative feelings. Several ancient cultures, including the Egyptians and Chinese, practiced chromotherapy, or using colors to heal which is sometimes referred to as light therapy or colorology and it is still used today, as a holistic or alternative treatment.

Scientific evaluations have linked the sensations of relaxation or pleasure, to the influences of color. This has given a number of practical applications.

Experiments in which individuals are required to contemplate psychologically, pure red, for varying lengths of time have shown that this color has a decidedly stimulating affect on the nervous system -it increases blood pressure; respiration rate speed up. Red is, thus 'exciting' in its effect on the nervous system, especially on the sympathetic branch of the autonomic nervous system. Example, studies suggest the impact of strong reds could also be a reason why many fast food chains are colored red, or orange. This stimulates the customers, making them hungry yet impatient at the same time (New Idea, 20/06/92 p. 43 Colour Your World). In this way colors can influence moods and reduce or enhance emotions. It is due to this close relation between emotion and color that one can gain an insight, into an individual's personality. Hence, through the relation between an individual's color preference and emotions, one may as well, gain an insight into the personality of the individual.

In a study examining color - emotion associations among college students in Australia, Hemphill (1996) it was also found that bright colors elicited mainly positive emotional associations, while dark colors elicited negative emotional associations, confirming the results obtained by Boyatzis and Varghese (1994). However, it was found that the color black elicited both negative and positive responses among Japanese subjects, and that black was often a preferred color among young people.

Methodology:

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Research Instruments: Emotional Maturity Test by Dr. Yashvir Singh and Dr. Mahesh Bhargava; And The Luscher Colour Test by Dr. Max Luscher.

Statistics Used: Mean, Standard Deviation and t - ratio.

Validity and reliability of the Luscher Colour Test: Research by Cooper B. Holmes, (et al) of Emporia State University, Emporia Kansas was conducted in which the relationship between color and psychiatric disorders was studied in an outpatient psychiatric sample The patients' choice of Luscher's eight colors revealed a sex difference, but only minor variations with age. The present data show both consistencies and discrepancies with past data.

Research by Robert Hoss, M. S. in collaboration with Curtiss Hoffman Ph. D.; Presented at the International ASD Psiber Conference 2004, on whether dreams are seen in color or not. Investigation with individual dream-work supported the premise that color in dreams relates directly to the waking emotional situations that stimulated the dream. This was done by correlating the results of a Gestalt role-play technique (to reveal emotional content within a dream image) with a color based emotional profile tool (the Luscher Color Test) and then with the waking life situation reflected in the dream. Further research, gave support to the premise that the frequency of colors we recall from dreams respond to emotional events in our waking life, as well as personality traits. Results presented that more investigation and controlled study is required, however it was presented there as an indication of a potential relationship between dream color and emotion.

Reliability and Validity of Emotional scale: Research by Ruchi Tandon and Darshan Narang on ' Peers in Relation to Emotional Development among the <https://assignbuster.com/personality-through-emotions-and-colour-preference-psychology-essay/>

Early Adolescents'. The purpose of the study was to explore the relationship between peer inclination and the emotional development among the adolescent boys and girls. This study was conducted on 200 adolescents (100 boys and 100 girls) between the age group of 13-14 years. The reliability of the test was determined by test - retest method and internal consistency. Test - retest reliability was reported to be 75 and validity was reported to be 64.

Relevance: The purpose of this research was to study the relation between color preference and emotional state of 11 - 14 year old girls and boys and get an insight into their personality. Dr. Larson's studies on adolescence confirm that teenagers experience wider emotional swings than adults. Adolescents encounter new experiences everyday and unfamiliar situations often result in new and possibly intense positive and negative emotional reactions. When and if pre - adolescent individuals are unable to vocally express themselves and develop rebellious attitudes, this study will perhaps help to identify the underlying problem that the personality is a result of through the aspect of color preferences.

Evaluation:

A limitation that could have a possibility of arising is that of inaccurate results in case the individuals are not honest on the two tests. This can be overcome by ensuring to the subjects that their responses are confidential and hence, questions should be answered honestly.