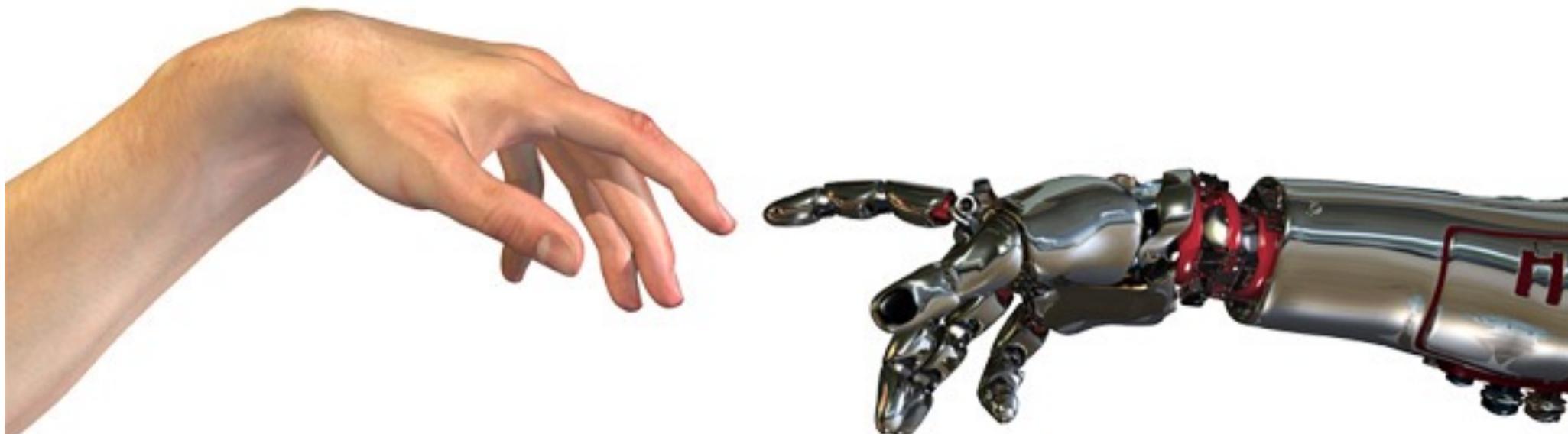


HUMAN-COMPUTER INTERACTION

UNIVERSAL PRINCIPLES OF HUMAN-COMPUTER INTERACTION DESIGN



OBJECTIVES

- 1.) *Color Psychology*





COLOR PSYCHOLOGY

Color psychology is the study of hues as a determinant of human behavior.

Color influences perceptions that are not obvious, such as the taste of food. Colors have qualities that can cause certain emotions in people.

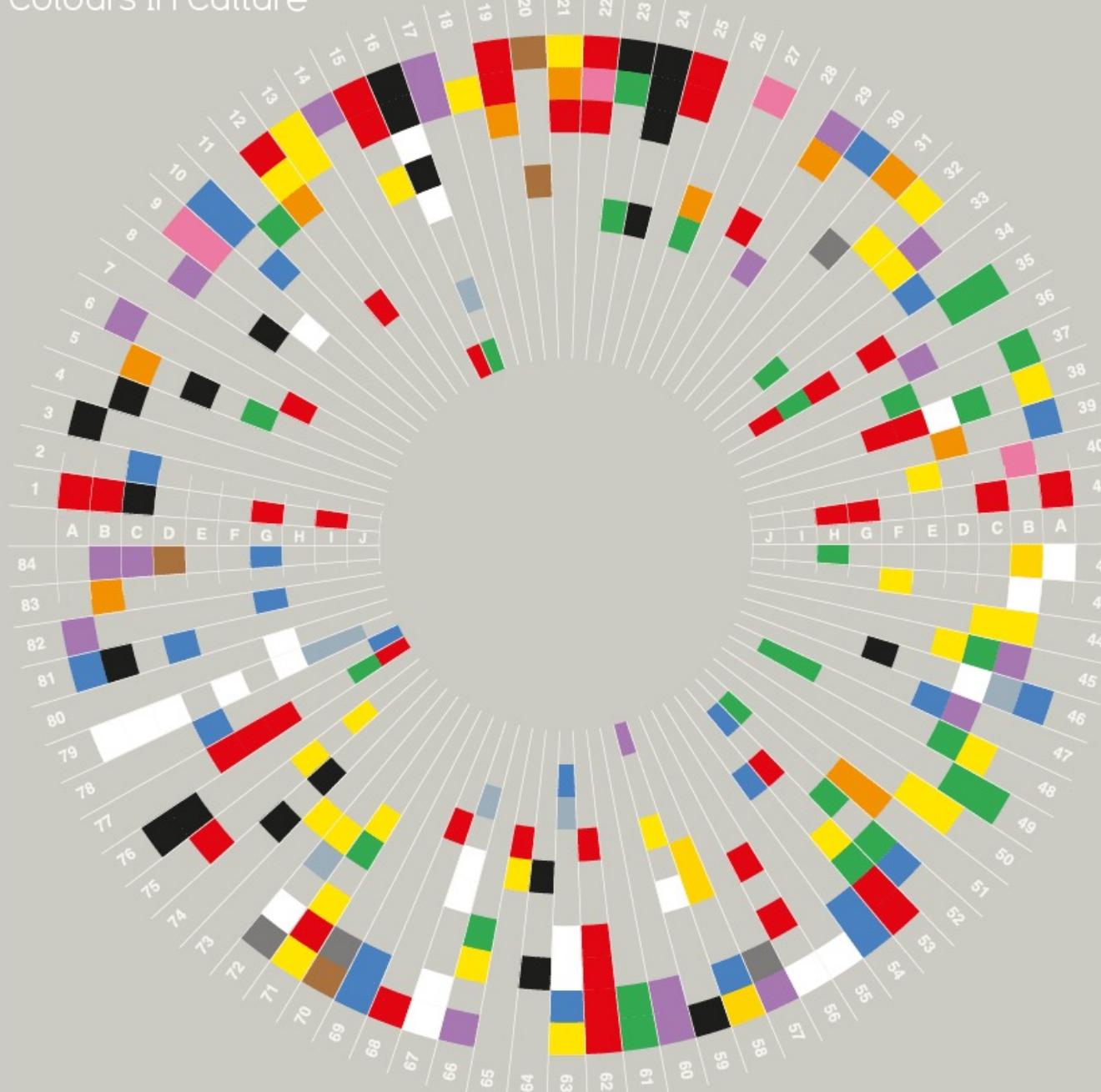






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Colours In Culture

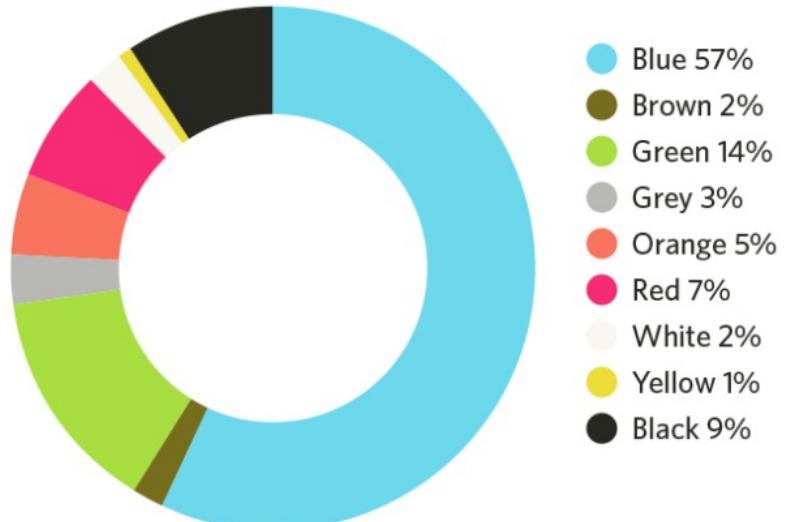


A Western / American	1 Anger	19 Desire
B Japanese	2 Art / Creativity	20 Earthy
C Hindu	3 Authority	21 Energy
D Native American	4 Bad Luck	22 Erotic
E Chinese	5 Balance	23 Eternity
F Asian	6 Beauty	24 Evil
G Eastern European	7 Calm	25 Excitement
H Muslim	8 Celebration	26 Family
I African	9 Children	27 Femininity
J South American	10 Cold	28 Fertility
	11 Compassion	29 Flamboyance
	12 Courage	30 Freedom
	13 Cowardice	31 Friendly
	14 Cruelty	32 Fun
	15 Danger	33 God
	16 Death	34 Gods
	17 Decadence	35 Good Luck
	18 Deceit	36 Gratitude
	37 Growth	55 Luxury
	38 Happiness	56 Marriage
	39 Healing	57 Modesty
	40 Healthy	58 Money
	41 Heat	59 Mourning
	42 Heaven	60 Mystery
	43 Holiness	61 Nature
	44 Illness	62 Passion
	45 Insight	63 Peace
	46 Intelligence	64 Penance
	47 Intuition	65 Power
	48 Religion	66 Personal power
	49 Jealousy	67 Purity
	50 Joy	68 Radicalism
	51 Learning	69 Rational
	52 Life	70 Reliable
	53 Love	71 Repels Evil
	54 Loyalty	72 Respect
	73 Royalty	74 Self-cultivation
	75 Strength	78 Trouble
	76 Style	79 Truce
	77 Success	80 Trust
	78 Unhappiness	81 Virtue
	82 Warmth	83 Wisdom

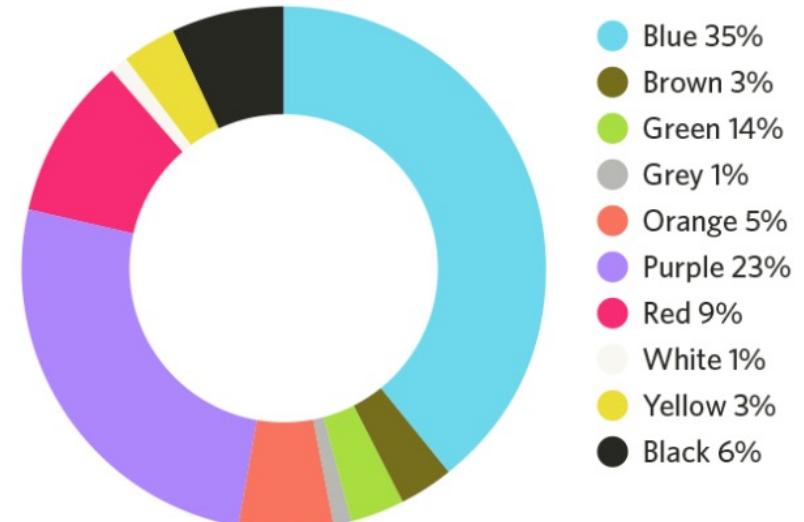
█ Yellow
 █ Grey
█ Gold
 █ Silver



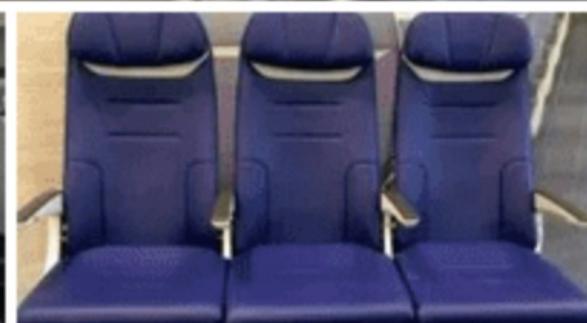
Men



Women



WHY AIRPLANE SEATS BLUE?



BLUE=PEACE, CALMING

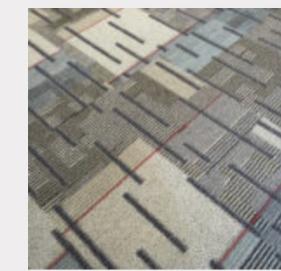
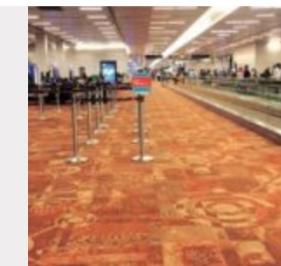


Blue is a color that suggests peace. The color of the calm sea and clear sky are both blue which helps promote inner serenity, calm, and clarity. Blue can also slow your heart rate and breathing, making it the perfect color to choose when mediating and relaxing.

Blue also has a psychological push for loyalty and trust and is generally considered a “non threatening” color.

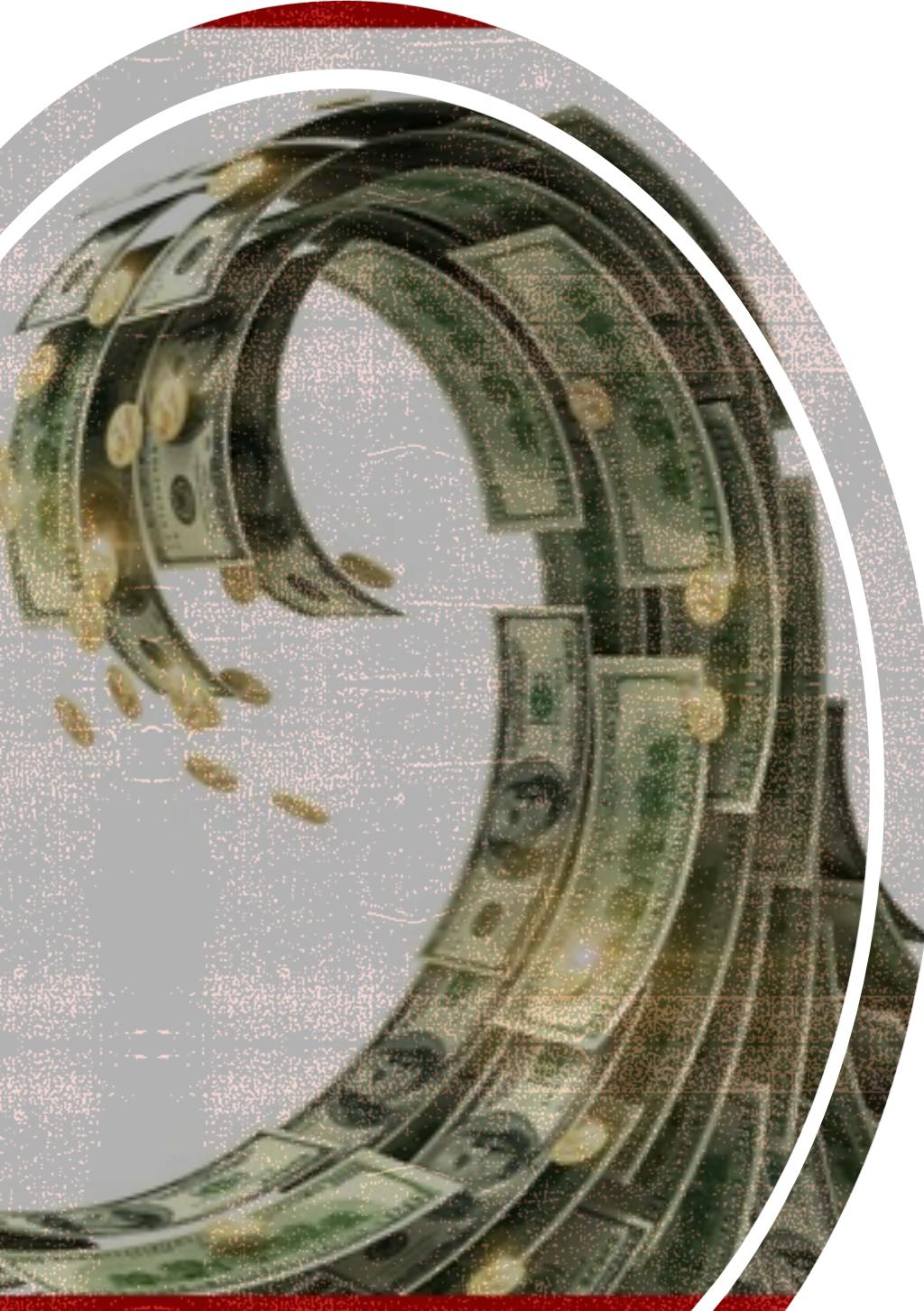
When you’re 35,000 feet, you want people to be as calm as possible and to have trust in their cabin crew. So...blue it is!





**WHILE WE ARE ON THE AIR EXPERIENCE TOPIC ;-)
WHY DO AIRPORTS HAVE CARPETING?**





WHAT'S UP WITH THAT?

- As it turns out, it's a pretty simple answer – studies have shown that carpeting under the feet helps to keep people feel calmer and more relaxed. To help maintain that “cozy” feeling.
- According to [DKMA](#), an airport market research company, travelers that are both happy and relaxed are twice as likely to shop, and tend to spend about 7% more money on retail and 10% more on duty-free.
- So there's a method to their madness 😊

<https://yourmileagemayvary.net/2019/03/06/why-do-airports-have-carpeting-and-how-much-did-one-city-love-its-airports-carpet/>

BLUE EFFECTS



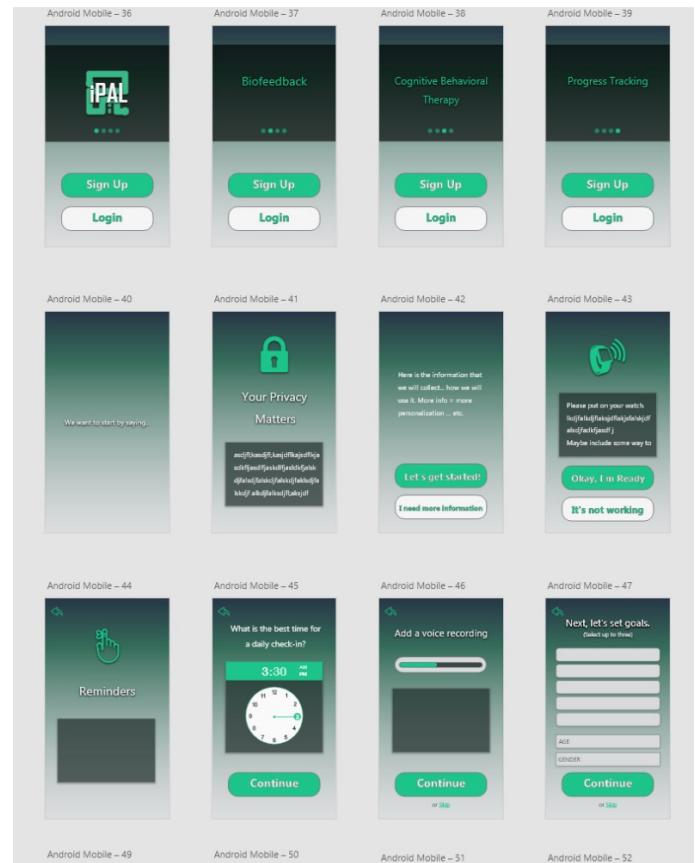
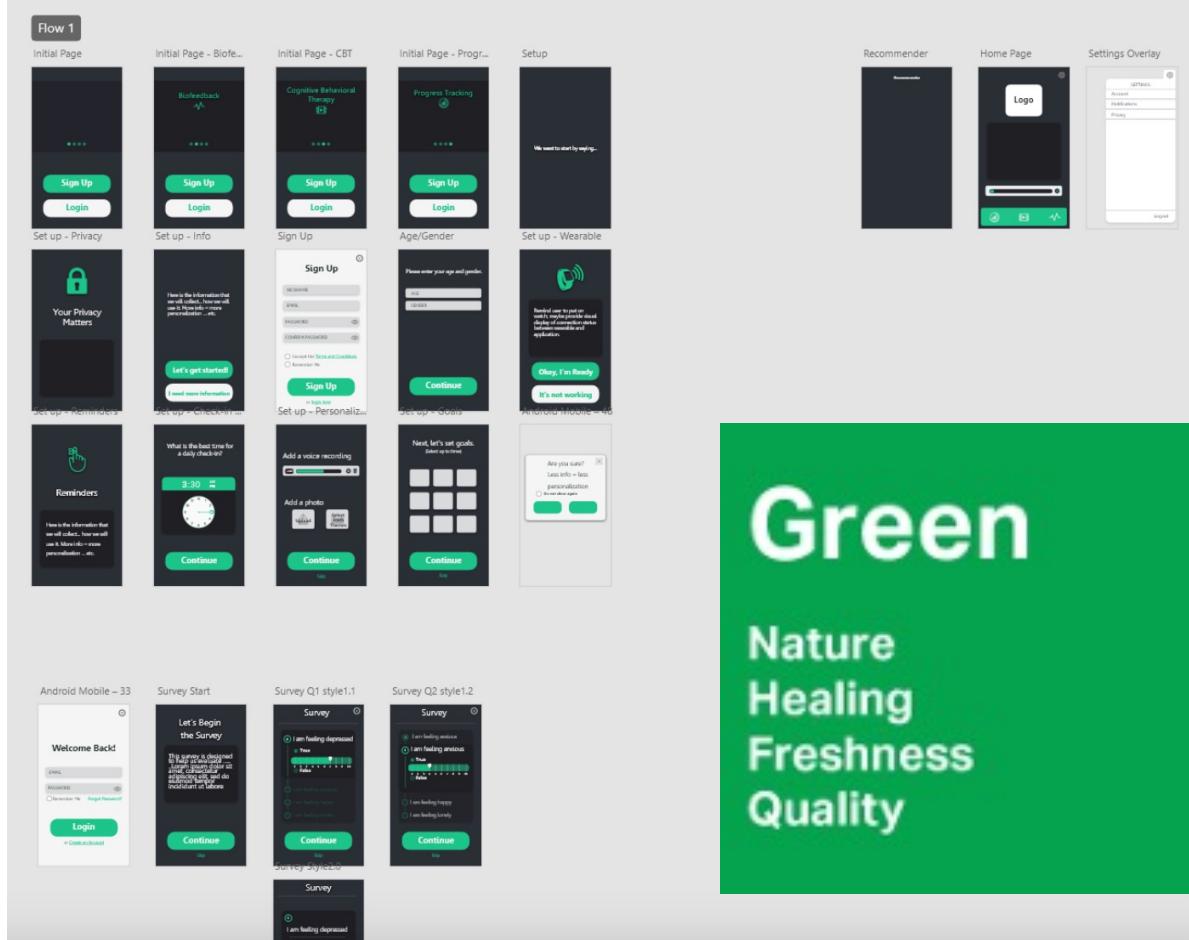
United Nations Flag

Consider blue to promote friendliness, open-mindedness, and aspirational thinking. Use blue lighting to increase alertness, but avoid it in sleep environments.



Blue works best for aspirational messages (e.g., white teeth). Red works best for risk-avoidance (e.g., preventing cavities).

PSYCHOLOGY OF COLOR CONSIDERATIONS IN APP DESIGN — OPIOID USE DISORDER & IMMERSIVE TECHNOLOGY



MONTANA STATE UNIVERSITY

University Communications / MSU News / MSU computer researchers develop opioid treatment

MSU researchers harness computer science for treating opioid addiction

Marshall Swearingen, MSU News Service
OCTOBER 19, 2020

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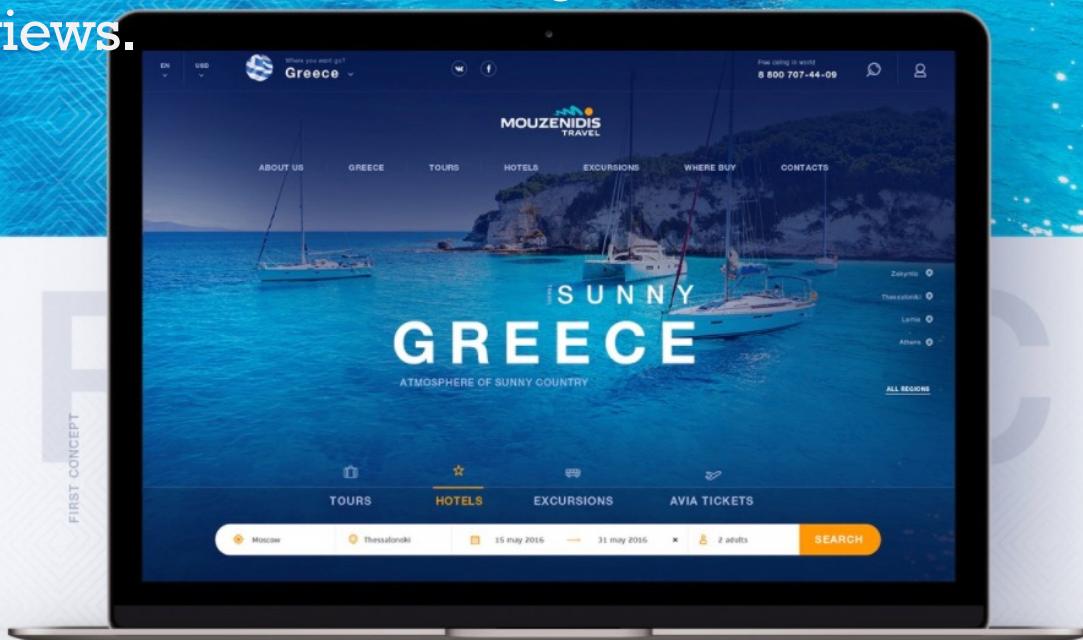
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More than \$430,000 raised for MSU programs, causes and groups during second annual Giving Day



<https://www.montana.edu/news/20533/msu-researchers-harness-computer-science-for-treating-opioid-addiction>

BIOPHILIA EFFECT/ATTENTION RESTORATION THEORY (ART)

- A state of reduced stress and improved concentration resulting from nature views.



MAIN PAGE

FULL VERSION

- Exposure to natural environments replete with lush green flora and visible water reduces stress and confers restorative cognitive and physical benefits.
- The effect is likely a vestigial response to ancestral habitats, related to the savanna preference.
- Imagery of nature depicted in art and photographs, as well as interior plants, can trigger the biophilia effect.
- The strength of the effect corresponds to the level of exposure. Office environments with one plant are unlikely to trigger the effect. Office environments with ample greenery are more likely

The High Line park of New York provides a beautiful biophilic retreat amidst the hustle and bustle of big city life.

