

# Color Emotion and Memory

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## Abstract

This study was based off Kuhbandner and Pekrun’s (2013) study of how different colored negative and positive words affect memory. This study had participants memorize and recall one list of words using YouTube. The middle word on the list was negative or positive and red or green. It was hypothesized that red would enhance memory for the negative word and green would enhance memory for the positive word. These conditions were called congruent; the inverse was incongruent.

<https://www.youtube.com/watch?v=U6WmtoIuaXY>

## Lists and Conditions

Condition 1 (Negative Congruent) Born: Jan. May. Sep.	Condition 2 (Positive Congruent) Born: Feb. June Oct.	Condition 3 (Negative Incongruent) Born: Mar. July Nov.	Condition 4 (Positive Incongruent) Born: Apr. Aug. Dec.
Numb Sentimental Obsequious Poignant Judgmental Authoritative Serious Crisis Somber Morose Didactic Vexed Regretful Nervous Callous	Numb Sentimental Obsequious Poignant Judgmental Authoritative Serious Friend Somber Morose Didactic Vexed Regretful Nervous Callous	Numb Sentimental Obsequious Poignant Judgmental Authoritative Serious Crisis Somber Morose Didactic Vexed Regretful Nervous Callous	Numb Sentimental Obsequious Poignant Judgmental Authoritative Serious Friend Somber Morose Didactic Vexed Regretful Nervous Callous

## Purpose

The purpose of this study was to determine if color affected memory for emotional words using an isolation paradigm.

## Methods

- Participants gave consent by clicking to begin the experiment
- Each participant was divided into a condition by birth month
- They were asked to email word recalls
- A Debriefing followed in the YouTube video

## Discussion

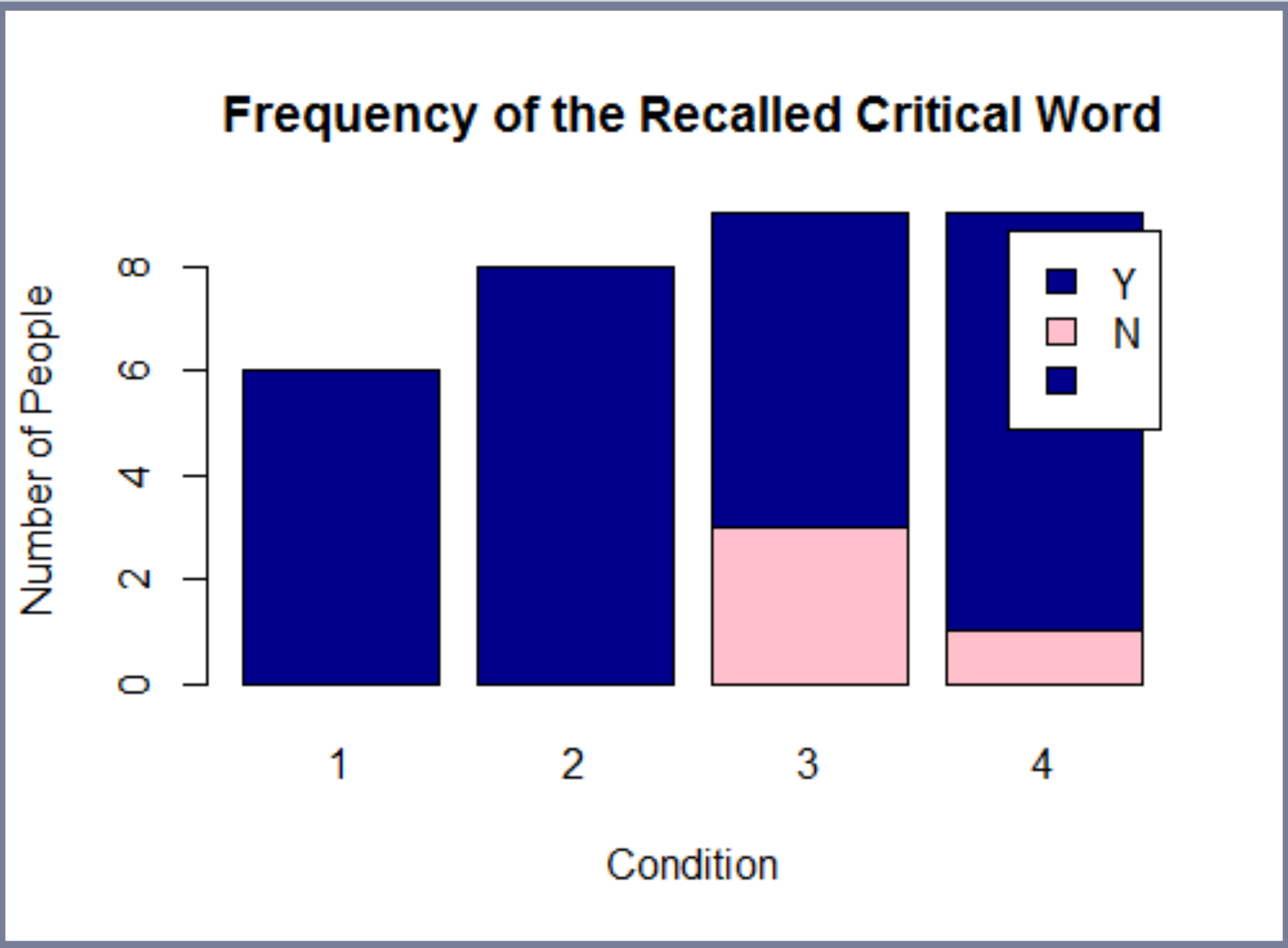
- The data did not indicate any observed effects.
- The amount of data analyzed was very small, which likely hindered the results.
- The participants were not asked explicitly to include their condition in the email, which lead to the exclusion of several data.

## Summary

Especially for the negative congruent and incongruent conditions, the data was close to significant. Had more data been possible, it is likely that an effect could have been observed.

## Results

- There were 43 participants. One did not include any word recalls. Ten did not indicate which condition they were in. Thus, the number of participants analyzed was 32.
- There was 100% recall for both congruent conditions
- The t-test for negative congruent (negative red word) and incongruent (negative green word) had a low p-value, but it was not significant:  $t(15) = 2, p = 0.08$ .
- The t-test for positive congruent (positive green word) and incongruent (positive red word) had a rather small p-value, but was not significant:  $t(17) = 1, p = 0.3$



## References

Kuhbandner, C., & Pekrun, R. (2013). Joint effects of emotion and color on memory. *Emotion, 13*, 375-379. doi:10.1037/a0031821