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| Hypothesis / PredictionQuestions   Do males and females prefer different colors?  Is color preference influenced by color perception? Research shows that males and females perceive colors differently, but will this difference in perception affect color preference between genders when presented with two nearly indistinguishable colors to choose from?   Hypothesis   Males and females perceive colors differently and this difference will lead to a significant difference in color preference between genders, even if the colors presented are nearly indistinguishable in appearance.   Prediction   If the difference in color perception between genders affects color preference, then there will be a significant difference in color preference between males and females when a sample of males and sample of females are asked to choose the color they prefer, even when presented with two colors that appear extremely similar to the human eye, but are measurably different.      [[Home](http://docs.google.com/home.html)][[Introduction](http://docs.google.com/introduction.html)][[Hypothesis](http://docs.google.com/hypothesis.html)][[Procedure](http://docs.google.com/procedure.html)][[Data](http://docs.google.com/data.html)][[Conclusions](http://docs.google.com/conclusions.html)][[Bilio/Links](http://docs.google.com/biblio.html)]  [2002 Projects][2001 Projects][2000 Projects][1999 Projects][1998 Projects] |