

Color, Memory, and Emotion

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Abstract

Barnett and Peters (2015) proposed that colored words would be remembered at an increased rate due to the von Restorff Effect. It was also expected that words with a positive or negative emotional association would be recalled at higher rates compared to the words in a neutral color (black).

Objectives

- Determine if color increases memory
- Determine if emotionality affects said memory

Data Collection

Words Recalled

Valence

Stimuli: <https://www.youtube.com/watch?v=U6WmtoluaXY>

Recall as many words as possible.

Target words:

Condition 1- Crisis

Condition 3- Crisis

Condition 2- Friend

Condition 4- Friend

Neutral words were the same in all four conditions:

Numb, Sentimental, Obsequious, Poignant, Judgmental, Authoritative, Serious, Somber, Morose, Didactic, Vexed, Regretful, Nervous, Callous

References

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

Design and Procedure

Tacit Consent

Consent information was given

Followed by: "By clicking to begin the experiment, I affirm that I am 18 or older and that I understand the basic purpose and methods of this study, the risks and benefits associated with participating in this study and my rights and responsibilities as a research participant."

Condition

Birth Month

Condition 1

Jan., May, Sept.

Condition 2

Feb., June, Oct.

Condition 3

March, July, Nov.

Condition 4

April, Aug., Dec.

Progression:

Click on Condition corresponding to birth month

PAUSE

Valence

Debriefing

Results

- Chi-Squared- 27, p-value= 1.598e-07
- 48 participants, from social media and students emailed data to me. 35 of them identified a correct condition and were used to analyze data, the other were thrown out.