

The grey area surrounding the red effect in human mate choice

Thomas V. Pollet Twitter handle
(thomas.pollet@northumbria.ac.uk)



<https://bookends.net/2014/01/>



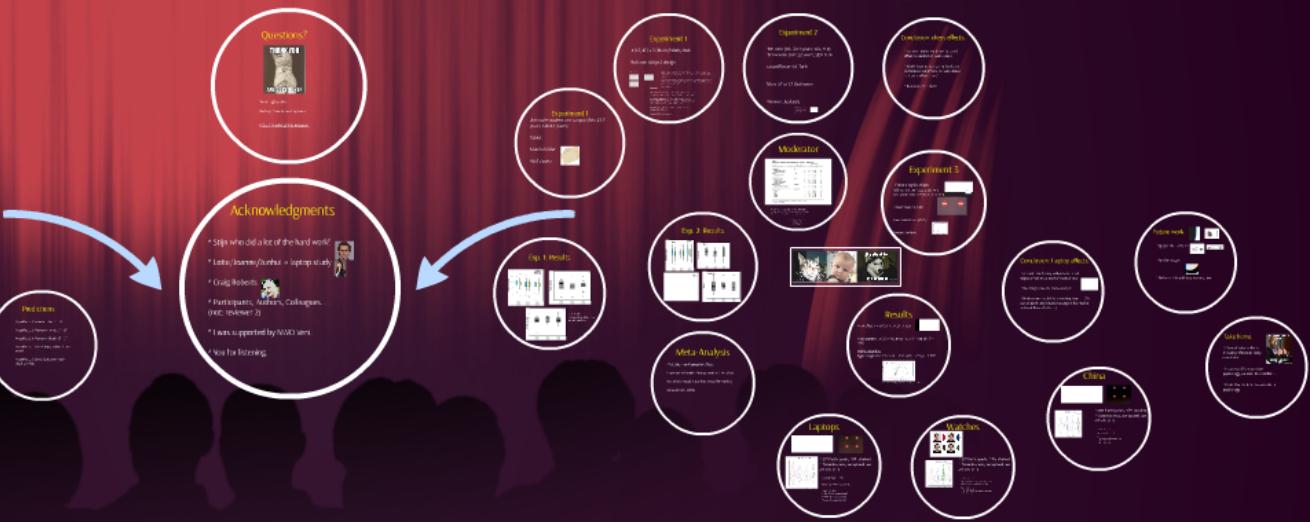


The grey area surrounding the red effect in human mate choice

Thomas V. Pollet twpollet@ncl.ac.uk
[\(thomas.pollet@northumbria.ac.uk\)](mailto:(thomas.pollet@northumbria.ac.uk))



Joanne Costello
Lotte Groeneboom





The grey area surrounding the red effect in human mate choice

<https://tvpollet.github.io/disclaimer/>

Thomas V. Pollet Twitter: @tvpollet
(thomas.pollet@northumbria.ac.uk)





Joanne Costello
Lotte Groeneboom



Structure.

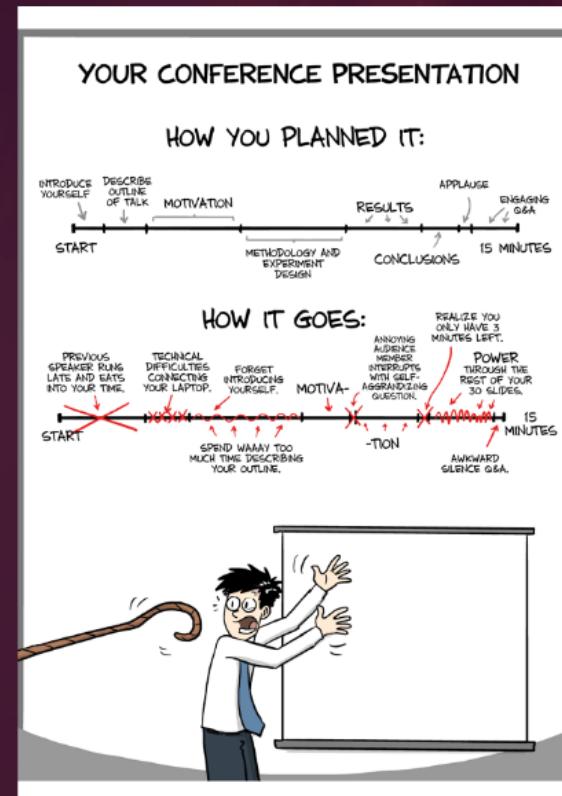
Replication crisis and EP

3 Studies on red clothes

Meta-analysis

3 studies on red objects

Further questions.



Among other things,
and attractiveness

Height, age, ... or

Evolu-
psych

Replication crisis (and related issues)



Feeling the Future: Experimental Evidence for Anomalous Retroactive Influences on Cognition and Affect

Daryl J. Bem
Cornell University

The term *psi* denotes anomalous processes of information or energy transfer that are currently unexplained in terms of known physical or biological mechanisms. Two variants of psi are *precognition* (conscious cognitive awareness) and *premonition* (affective apprehension) of a future event that could not otherwise be anticipated through any known inferential process. Precognition and premonition are themselves special cases of a more general phenomenon: the anomalous retroactive influence of some future event on an individual's current responses, whether those responses are conscious or nonconscious, cognitive or affective. This article reports 9 experiments, involving more than 1,000 participants, that test for retroactive influence by "time-reversing" well-established psychological effects so that the individual's responses are obtained before the putatively causal stimulus events occur. Data are presented for 4 time-reversed effects: precognitive approach to erotic stimuli and precognitive avoidance of negative stimuli; retroactive priming; retroactive habituation; and retroactive facilitation of recall. The mean effect size (d) in psi performance across all 9 experiments was 0.22, and all but one of the experiments yielded statistically significant results. The individual-difference variable of stimulus seeking, a component of extraversion, was significantly correlated with psi performance in 5 of the experiments, with participants who scored above the midpoint on a scale of stimulus seeking achieving a mean effect size of 0.43. Skepticism about psi, issues of replication, and theories of psi are also discussed.

Keywords: psi, parapsychology, ESP, precognition, retrocausation

Psychon Bull Rev (2011) 18:682–689
DOI 10.3758/s13423-011-0088-7

A Bayes factor meta-analysis of Bem's ESP claim

Jeffrey N. Rouder · Richard D. Morey

Published online: 15 May 2011
© Psychonomic Society, Inc. 2011

Why Psychologists Must Change the Way They Analyze Their Data: The Case of Psi: Comment on Bem (2011)

Eric-Jan Wagenmakers, Ruud Wetzels, Denny Borsboom, and Han L. J. van der Maas
University of Amsterdam

Does psi exist? D. J. Bem (2011) conducted 9 studies with over 1,000 participants in an attempt to demonstrate that future events retroactively affect people's responses. Here we discuss several limitations of Bem's experiments on psi; in particular, we show that the data analysis was partly exploratory and that one-sided *p* values may overstate the statistical evidence against the null hypothesis. We reanalyze Bem's data with a default Bayesian *t* test and show that the evidence for psi is weak to nonexistent. We argue that in order to convince a skeptical audience of a controversial claim, one needs to conduct strictly confirmatory studies and analyze the results with statistical tests that are conservative rather than liberal. We conclude that Bem's *p* values do not indicate evidence in favor of precognition; instead, they indicate that experimental psychologists need to change the way they conduct their experiments and analyze their data.

Keywords: confirmatory experiments, Bayesian hypothesis test, ESP

Behavioral Priming: It's all in the Mind, but Whose Mind?

Stéphane Doyen^{1,2,3*}, Olivier Klein², Cora-Lise Pichon¹, Axel Cleeremans¹

1 Consciousness, Cognition and Computation Group, Université Libre de Bruxelles, Brussels, Belgium, **2** Social Psychology Unit, Université Libre de Bruxelles, Brussels, Belgium, **3** Social and Developmental Psychology Department, University of Cambridge, Cambridge, United Kingdom

Abstract

The perspective that behavior is often driven by unconscious determinants has become widespread in social psychology. Bargh, Chen, and Burrows' (1996) famous study, in which participants unwittingly exposed to the stereotype of age walked slower when exiting the laboratory, was instrumental in defining this perspective. Here, we present two experiments aimed at replicating the original study. Despite the use of automated timing methods and a larger sample, our first experiment failed to show priming. Our second experiment was aimed at manipulating the beliefs of the experimenters: Half were led to think that participants would walk slower when primed congruently, and the other half was led to expect the opposite. Strikingly, we obtained a walking speed effect, but only when experimenters believed participants would indeed walk slower. This suggests that both priming and experimenters' expectations are instrumental in explaining the walking speed effect. Further, debriefing was suggestive of awareness of the primes. We conclude that unconscious behavioral priming is real, while real, involves mechanisms different from those typically assumed to cause the effect.

Citation: Doyen S, Klein O, Pichon C-L, Cleeremans A (2012) Behavioral Priming: It's all in the Mind, but Whose Mind? PLoS ONE 7(1): e29081. doi:10.1371/journal.pone.0029081

Editor: Jan Lauwereyns, Kyushu University, Japan

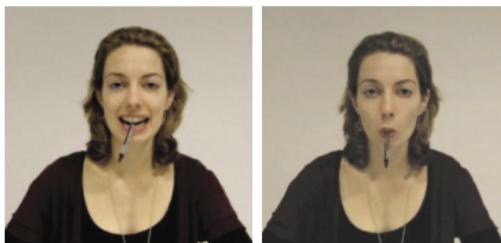
Received July 20, 2011; **Accepted** November 21, 2011; **Published** January 18, 2012

Copyright: © 2012 Doyen et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Funding: This work was supported by the Wienner-Anspach Fondation, the National Fund for Scientific Research (F.N.R.S. – F. R.S.) (Belgium), and by an institutional grant from the Université Libre de Bruxelles to Axel Cleeremans by Concerted Research Action 06/11-342 titled "Culturally Modified Organisms: What It Means to Be Human in the Age of Culture," financed by the Ministère de la Communauté Française – Direction Générale l'Enseignement non obligatoire et de la Recherche scientifique (Belgium). The funders had no role in study design, data collection and analysis, decision to publish, or preparation of the manuscript.

Competing Interests: I have read the journal's policy and have the following conflicts: Behavioral priming has always been a controversial topic in social cognition. This paper highlights a more nuanced view of this topic, especially about its non-conscious nature, that might not please those in favor of a strict perspective. This does not alter our adherence to all the PLoS ONE policies on sharing data and materials.

* E-mail: sdoyen@ulb.ac.be



Registered Replication Report: Strack, Martin, & Stepper (1988)

E.-J. Wagenmakers*, T. Beek*, L. Dijkhoff*, Q. F. Gronau,*
A. Acosta, R. B. Adams, Jr., D. N. Albohn, E. S. Allard, S. D. Benning,
E.-M. Blouin-Hudon, L. C. Bulnes, T. L. Caldwell, R. J. Calin-Jageman,
C. A. Capaldi, N. S. Carfagno, K. T. Chasten, A. Cleeremans, L. Connell,
J. M. DeCicco, K. Dijkstra, A. H. Fischer, F. Foroni, U. Hess, K. J. Holmes,
J. L. H. Jones, O. Klein, C. Koch, S. Korb, P. Lewinski, J. D. Liao, S. Lund,
J. Lupianez, D. Lynott, C. N. Nance, S. Oosterwijk, A. A. Ozdogru,
A. P. Pacheco-Unguetti, B. Pearson, C. Powis, S. Riding, T.-A. Roberts,
R. I. Rumia, M. Senden, N. B. Shea-Shumsky, K. Sobocko, J. A. Soto,
T. G. Steiner, J. M. Talarico, Z. M. van Allen, M. Vandekerckhove,
B. Wainwright, J. F. Wayand, R. Zeelenberg, E. E. Zetzer, and R. A. Zwaan

*Proposing authors

Perspectives on Psychological Science
2016, Vol. 11(6) 917–928
© The Author(s) 2016
Reprints and permissions:
sagepub.com/journalsPermissions.nav
DOI: 10.1177/1745691616674458
pps.sagepub.com



Evolutionary psychology

Replication crisis in EP.

Among other things I research mate preferences and attractiveness.

Height, age, ... colour... .

Evolutionary psych. in a social psych. dept. ...

crisis issues)

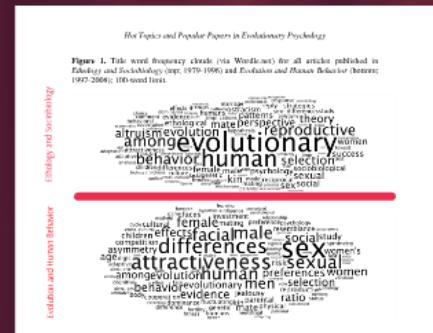


Figure 1. Title
Ethology and Sociobiology
1997-2008; 100

Ethology and Sociobiology

Evolutionary Psychology

www.epjournal.net – 2009. 7(3): 348-362

Original Article

Hot Topics and Popular Papers in Evolutionary Psychology: Analyses of Title Words and Citation Counts in *Evolution and Human Behavior*, 1979 – 2008

Gregory D. Webster, Department of Psychology, University of Florida, Gainesville, Florida 32611-2250, USA. Email: gdwebs@gmail.com (Corresponding author)

Peter K. Jonason, Department of Psychology, New Mexico State University, Las Cruces, New Mexico 88003-8001, USA. Email: pjonason@nmsu.edu

Tatiana Orozco Schember, Department of Psychology, University of Florida, Gainesville, Florida 32611-2250, USA. Email: tschember@ufl.edu

Abstract: What do evolutionary psychologists study, which are their most highly cited articles, and which variables predict high citation counts? These are important questions for any emerging science. To help answer these questions, we present new empirical research on publication trends in evolutionary psychology's flagship journal, *Evolution and Human Behavior* (and its predecessor, *Ethology and Sociobiology*), from its inception in 1979 to 2008. First, analyses of 8,631 title words published in these journals between 1979 and 2008 (808 articles) show an increasing interest in researching sex, sex differences, faces, and attractiveness. For example, during the *Ethology and Sociobiology* era (1979-1996), the most frequent title words were "evolutionary," "human," "behavior," "reproductive," "evolution," "selection," and "altruism," whereas during the *Evolution and Human Behavior* era (1997-2008), they were "sex," "attractiveness," "differences," "sexual," "human," "male," and "facial." Second, we reveal the 20 most-cited articles in these journals, which show the importance of research teams. Third, citation analyses for these journals between 1979 and 2002 (562 articles) suggest articles that cite more references are in turn cited more themselves ($r = .44$, $R^2 = .19$). Lastly, we summarize recent research that suggests evolutionary psychology is not only surviving, but also thriving, as a new interdisciplinary science.

Keywords: citation analysis, Matthew effect, metascience, Pareto 80/20 rule, publication trends, reciprocal altruism

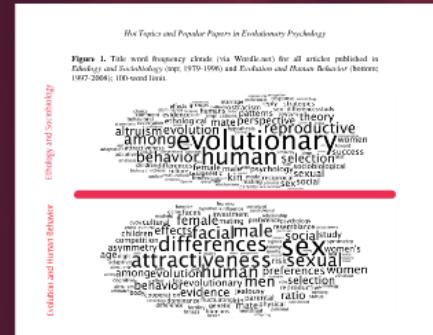
Introduction

Hot Topics and Popular Papers in Evolutionary Psychology

Figure 1. Title word frequency clouds (via Wordle.net) for all articles published in *Ethology and Sociobiology* (top; 1979-1996) and *Evolution and Human Behavior* (bottom; 1997-2008); 100-word limit.



Evolutionary psychology



Replication crisis in EP.

Among other things I research mate preferences and attractiveness.

Height, age, ... colour... .

Evolutionary psych. in a social psych. dept. ...

crisis
issues)

Background

- * Function of colour in sexual signalling in primates (e.g., Setchell 2006).
- * Speculation on similar relevance of colour in human mate choice (e.g., Morris, 1967)
- * Social Psychology:
'Color in context theory'
(Elliot & Maier, 2012)

Background

- * Function of colour in sexual signalling in primates (e.g., Setchell 2006).
- * Speculation on similar relevance of colour in human mate choice (e.g., Morris, 1967)

- * Function of colour in sexual signalling in primates (e.g., Setchell 2006).
 - * Speculation on similar relevance of colour in human mate choice (e.g., Morris, 1967)
- * Social Psychology:
'Color in context theory'
(Elliot & Maier, 2012)

mate choice (e.g., IVIOTTS,

* Social Psychology:
'Color in context theory'
(Elliot & Maier, 2012)

Color in context

6 premises



- Premise 1: color has symbolic meaning
- Premise 2: color affects psychological functioning
- Premise 3: color effects are automatic
- Premise 4: color meanings are rooted in biology and learning
- Premise 5: psychological processes impact color perception
- Premise 6: color effects depend on context

Color in context

6 premises



Premise 1: color has symbolic meaning

Premise 2: color affects psychological functioning

Premise 3: color effects are automatic

Premise 4: color meanings are rooted in biology and learning

Premise 5: psychological processes impact color perception

Article outline Show full outline

Abstract

Keywords

1. Existing Theoretical and Empirical ...

2. Color-in-Context Theory

3. An Important Methodological Digre...

4. Red in Achievement Contexts

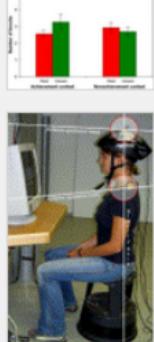
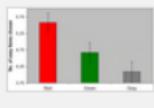
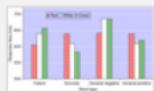
5. Red in Affiliation Contexts

6. Other Colors, Other Contexts, and ...

7. Implications and Concluding Com...

References

Figures and tables



Advances in Experimental Social Psychology

Volume 45, 2012, Pages 61–125



Chapter two – Color-in-Context Theory

Andrew J. Elliot*, Markus A. Maier†

Choose an option to locate/access this article:

LINK
Get Full Text Elsewhere Show more

DOI: 10.1016/B978-0-12-394286-9.00002-0

Get rights and content

Abstract

Color is a ubiquitous perceptual stimulus, yet relatively little empirical and even less theoretical work exists on color and psychological functioning. The research that has been conducted has tended to lack the scientific precision and rigor evident in other areas of inquiry in psychology. In response, we have set out to develop a general model of color and psychological functioning—color-in-context theory—which we present herein. We also overview several lines of empirical work that have emerged from this theoretical framework, starting with research on red in achievement contexts, moving on to research on red in affiliation contexts, and concluding with research on other colors in other contexts. In addition, we articulate the need to carefully attend to the fact that color comprises three attributes—hue, lightness, and chroma—in creating color manipulations in experimental work. We close by highlighting the conceptual, empirical, and practical implications of viewing color as a functional, as well as aesthetic, stimulus, and by sounding the call for more research in this important yet overlooked area.

Keywords

Color; Context; Colour-in-context; Achievement; Affiliation

Copyright © 2012 Elsevier Inc. All rights reserved.

Recommended articles

The psychology of colour: Why winners wear red
2009, New Scientist [more](#)

The semantic red effect: Processing the word ...
2009, Journal of Experimental Social Psychology [more](#)

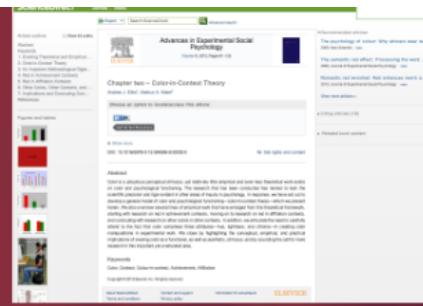
Romantic red revisited: Red enhances men's a...
2013, Journal of Experimental Social Psychology [more](#)

[View more articles »](#)

Citing articles (18)

Related book content

6 premises



Premise 1: color has symbolic meaning

Premise 2: color affects psychological functioning

Premise 3: color effects are automatic

Premise 4: color meanings are rooted in biology and learning

Premise 5: psychological processes impact color perception

Premise 6: color effects depend on context

"Romantic red effect"

- * Built upon biology and culture
- * refers to red effects in primates and the role of red in popular culture (Valentine's day, Scarlet letter, red light district)



Evidence

* Several studies documenting this romantic red effect.

*



→ will return to this later



Romantic Red: Red Enhances Men's Attraction to Women

Andrew J. Elliot and Daniela Niesta
University of Rochester

In many nonhuman primates, the color red enhances males' attraction to females. In 5 experiments, the authors demonstrate a parallel effect in humans: Red, relative to other achromatic and chromatic colors, leads men to view women as more attractive and more sexually desirable. Men seem unaware of this red effect, and red does not influence women's perceptions of the attractiveness of other women, nor men's perceptions of women's overall likeability, kindness, or intelligence. The findings have clear practical implications for men and women in the mating game and, perhaps, for fashion consultants, product designers, and marketers. Furthermore, the findings document the value of extending research on signal coloration to humans and of considering color as something of a common language, both within and across species.

Keywords: color, red, attractiveness, attraction, evaluation

What factors influence men's physical attraction to women? This question has been of interest to scholars across disciplines for millennia (Sugiyama, 2005) and has received a significant amount of empirical attention in the past few decades. Research addressing this question has documented several facial and bodily features as important influences; for example, men are most attracted to women with sexually dimorphic (i.e., highly feminine), symmetrical, and average facial features and a relatively low waist-to-hip ratio and body mass index (Gangestad & Scheyd, 2005; Rhodes, 2006; Symons, 1995; Weeden & Sabini, 2005). Although the predominant focus has been on women's physical characteristics, some attention has also been allocated to nonphysical factors that influence men's attraction to women (Knifven & Wilson, 2004). Researchers have found, for example, that men find extraverted (Swami, Greven, & Furnham, 2007), honest (Paunonen, 2006), and provocatively clad (E. M. Hill, Nocks, & Gardner, 1986) women more attractive and find women in general more attractive when the bar is closing (Gladue & Delaney, 1990).

In the present research, we seek to expand the scope of the existing literature on female attractiveness by literally and figuratively adding color. That is, our research focuses on color as a novel factor that can influence men's attraction to women. Specifically, our research is designed to examine the hypothesis that the color red leads men to view women as more attractive and more sexually desirable.

Andrew J. Elliot and Daniela Niesta, Department of Clinical and Social Sciences in Psychology, University of Rochester.

This research was supported by a grant from the Humboldt Foundation. Thanks are extended to the following individuals for providing feedback on drafts of this article and/or the ideas expressed within it: Claudia Barelli, Mark Changizi, Dave Cohn, Tobias Deschner, Frans de Waal, Markus Maier, Steve Neuberg, Joanna Setchell, Charles Spooelhof, and members of the approach-avoidance motivation laboratory.

Correspondence concerning this article should be addressed to Andrew J. Elliot, Department of Clinical and Social Sciences in Psychology, University of Rochester, Rochester, NY 14627. E-mail: andye@prodigal.psych.rochester.edu

Color in Context

Color is usually considered in terms of aesthetics alone. However, in recent work, Elliot, Maier, Moller, Friedman, and Meinhardt (2007) have proposed that colors can also carry specific meanings that have important implications for psychological functioning. Elliot et al. argued that when a color carries a particular meaning, the mere perception of that color is sufficient to produce affect, cognition, and behavior consistent with that meaning. Thus, color is presumed to have functional value as well as aesthetic value.

In their empirical work, Elliot et al. (2007) focused on the influence of the color red on performance in achievement situations. They posited that red carries the meaning of failure in achievement situations and, therefore, evokes avoidance motivation in such situations. Avoidance motivation is inimical for performance in most achievement settings, thus viewing red before an achievement test was predicted to undermine performance attainment. Support for the hypothesized deleterious effect of red on performance was obtained in a series of experiments.

Although red can have inimical implications for psychological functioning, we do not think that this is always the case. More generally, we posit that color meanings and their corresponding implications are not invariant across situations, but instead vary according to the psychological context. Indeed, we propose that the same color can have opposite meanings and, therefore, opposite implications in different contexts. Elliot et al. (2007) showed that red can have negative, aversive implications in an achievement context; in the present work, we sought to show that red can have positive, appetitive implications in a relational context.

Romantic Red

As indicated earlier, our primary hypothesis is that red leads men to view women as more attractive and more sexually desirable. Red is hypothesized to serve as an aphrodisiac for men because it carries the meaning of sex and romance in the context of heterosexual interaction. Empirical work has supported the idea

REPLICATIONS AND REFINEMENTS

Color and Women Attractiveness: When Red Clothed Women Are Perceived to Have More Intense Sexual Intent

NICOLAS GUÉGUEN
Université de Bretagne-Sud

ABSTRACT. Research has shown that with some nonhuman primates, red is associated with greater sexual attractiveness of females, and recent studies found that a woman with red clothes increases attraction behavior in men. However, the mechanism that explains such behavior was not studied. In this experiment, we hypothesized that men overestimated women's sexual intent when wearing red clothing. Participants evaluated attractiveness and the sexual intent of a woman presented in a photograph wearing a red, a blue, a green or a white tee-shirt. It was found that men evaluated higher sexual intent in the red clothing condition. It was also found that perception of the woman's sexual intent was not moderated by attractiveness rating.

Keywords: attraction, evolutionary psychology, impression formation, perceptions, physical attractiveness

STUDIES HAVE FOUND THAT RED increases the physical and sexual attractiveness of women. Elliot and Niesta (2008) found that by varying the color surrounding a photo representing women, red, as opposed to white, green, grey, blue, or green, led men (but not women) to view women as more attractive and sexually desirable. Recent studies have also shown that romantic attraction towards women is influenced by the color red. Niesta-Kayser, Elliot, and Feltman (2010) showed that men who viewed an ostensible conversation partner in a red *versus* a green shirt chose to ask her more intimate questions (Experiment 1) or to sit closer to a woman with a red shirt rather than one in blue (Experiment 2).

Address correspondence to Nicolas Guéguen, Université de Bretagne-Sud, LSHS, 4, Rue Jean Zay, BP 92116, Lorient 56321, France; nicolas.gueguen@univ-ubs.fr (e-mail).

towards women is influenced by the color red. Niesta-Kayser, Elliot, and Feitman (2010) showed that men who viewed an ostensible conversation partner in a red *versus* a green shirt chose to ask her more intimate questions (Experiment 1) or to sit closer to a woman with a red shirt rather than one in blue (Experiment 2).

Address correspondence to Nicolas Guéguen, Université de Bretagne-Sud, LSHS, 4, Rue Jean Zay, BP 92116, Lorient 56321, France; nicolas.gueguen@univ-abes.fr (e-mail).

→ will return to this later

"Black as fashionable / white as chaste"

- * Other colours affect judgment as well.
- * Black → Fashionable
- * White → Chaste





Thesis Short vs. long term

Red: Short term context

White: Long term context

Black: No differentiation -- fashionable



Revisiting the Red Effect on Attractiveness and Sexual Receptivity: No Effect of the Color Red on Human Mate Preferences

Evolutionary Psychology
October-December 2016: 1–13
© The Author(s) 2016
Reprints and permissions:
sagepub.com/journalsPermissions.nav
DOI: 10.1177/1474704916673841
journals.sagepub.com/home/evp


Leonard S. Peperkoorn¹, S. Craig Roberts², and Thomas V. Pollet¹

Abstract

Color-in-context theory is the first theoretical framework for understanding color effects in human mate preferences, arguing that red clothing enhances attractiveness ratings. Here we present three empirical studies failing to support this prediction. We aimed to extend the current literature by differentiating color effects by temporal context (short-term vs. long-term mating). Experiment 1 involved Dutch participants rating a woman in red, white, and black on (sexual) attractiveness. Experiment 2 replicated the first experiment with an American sample. In the final experiment, we aimed to replicate a study that did find evidence of a red effect, using a substantially larger sample size. The results from each of the three studies (totaling $N = 830$ men) fail to support the red effect. We discuss the implications of our results and avenues for future research on red effects and attractiveness.

Predictions

Hypothesis 1: Women in red: ST>LT

Hypothesis 2: Women in white: LT > ST

Hypothesis 3: Women in black: LT = ST

Hypothesis 4: Faithfulness: white > black
or red

Hypothesis 5: Sexual attraction: red >
black or white

Experiment 1

206 male students on campus ($M= 23.7$ years; $SD=4.1$ years)

Tablet

Manila folder

Paid 2 euro



Experiment 1

2 (ST/LT) x 3 (Black/White/Red)

Between subject design

americanapparel.net 16 x 9 cm



ST scenario: Imagine that you have decided to make use of a dating website because you've heard that this is a good way to find a one-night stand. After indicating your preferences you've found a match. Click further to see the photo of the woman with whom you have a match and proceed to the following questions.

LT scenario: Imagine that you have decided to make use of a dating website because you've heard that this is a good way to find a partner for a committed relationship. After indicating your preferences you've found a match. Click further to see the photo of the woman with whom you have a match and proceed to the following questions.

(Elliot & Pazda, 2012)

Measures:

Attractiveness: "how attractive do you think this woman is?" and "how pretty do you think this woman is?" (11 point) ($\alpha = .88$)

Sexual Attractiveness -- ST : how much do you want to be intimate with this person?" and "how much do you want to have sex with this person?" (11 point) ($\alpha = .89$)

Faithfulness -- LT : "how faithful do you think this person is in a relationship?" (11 point)

Demographics + other measures

americanapparel.net

16 x 9 cm



Measures:
Attractiven

ct design

ST scenario: Imagine that you have decided to make use of a dating website because you've heard that this is a good way to find a one-night stand. After indicating your preferences you've found a match. Click further to see the photo of the woman with whom you have a match and proceed to the following questions.

LT scenario: Imagine that you have decided to make use of a dating website because you've heard that this is a good way to find a partner for a committed relationship. After indicating your preferences you've found a match. Click further to see the photo of the woman with whom you have a match and proceed to the following questions.

(Elliot & Pazda, 2012)

s: “how attractive do you think this woman is?” and
“how much do you think this woman is?” (11 point) (alpha = .88)

tiveness -- ST : how much do you want to be
this person?” and “how much do you want to have

(Elliot & Pazda, 2012)

Measures:

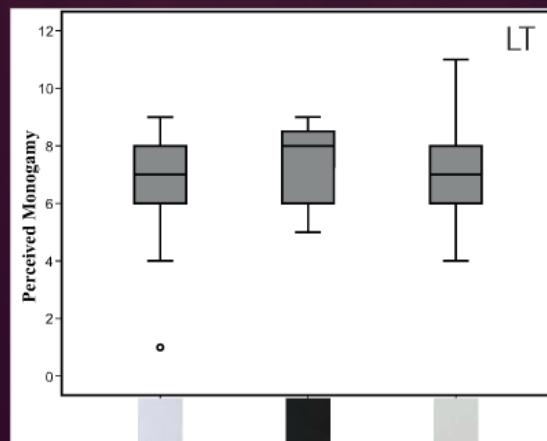
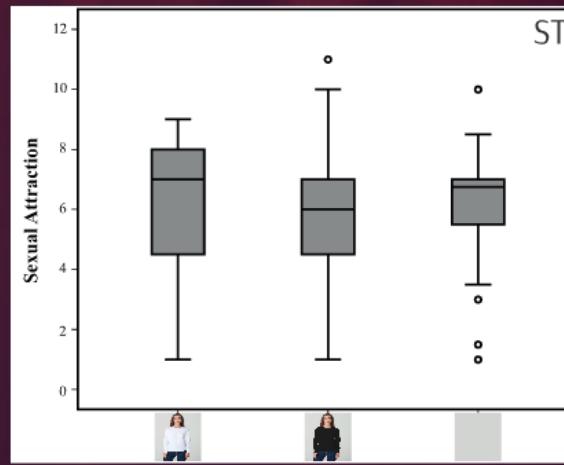
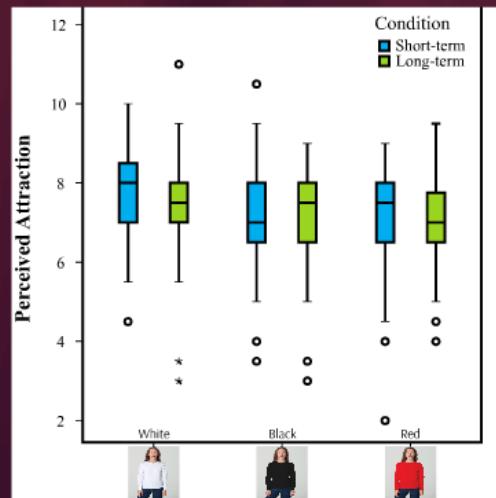
Attractiveness: “how attractive do you think this woman is?” and “how pretty do you think this woman is?” (11 point) (alpha = .88)

Sexual Attractiveness -- ST : how much do you want to be intimate with this person?” and “how much do you want to have sex with this person?” (11 point) (alpha = .89)

Faithfulness -- LT : “how faithful do you think this person is in a relationship?” (11 point)

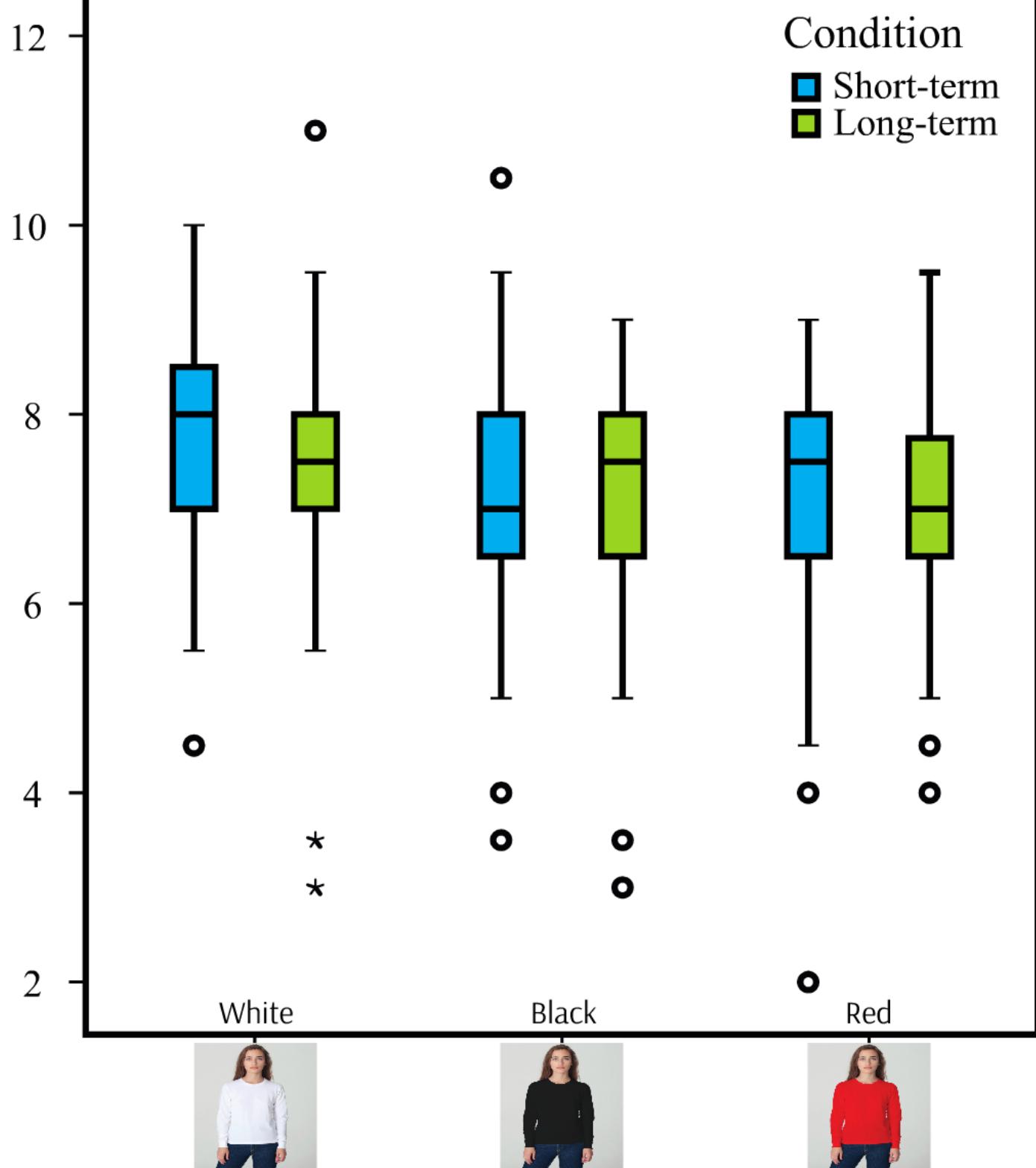
Demographics + other measures

Exp. 1: Results



Null results
→ If anything white effect on attractiveness

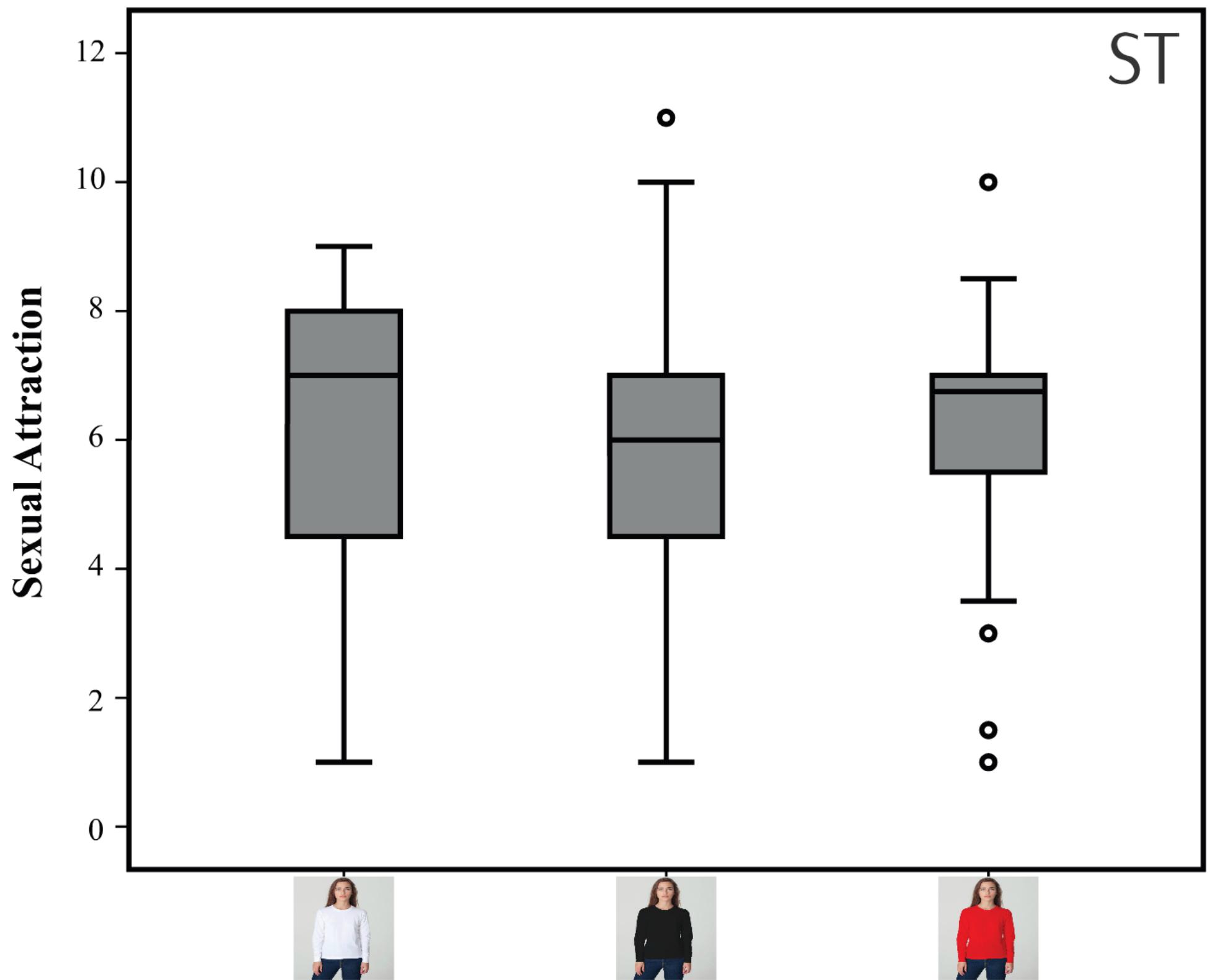
Perceived Attraction



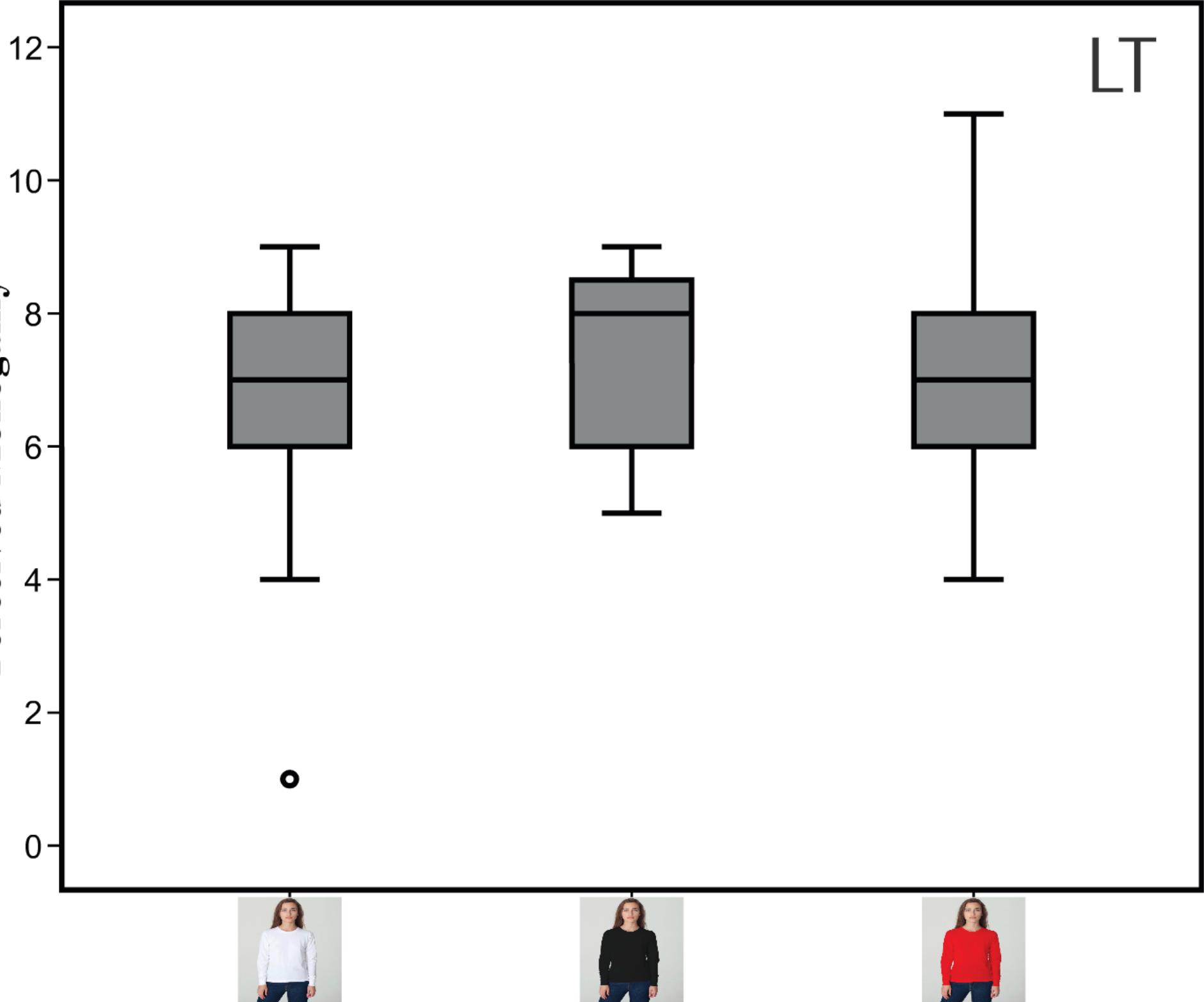
Condition

Short-term
Long-term

Social Attraction



Perceived Monogamy



LT

Null results

→ If anything white effect
on attractiveness

Experiment 2

190 men ($M= 30.1$ years; $SD= 9.8$)
181 women ($M= 32$ years; $SD= 11.8$)

Crowdflower (M-Turk)

Men: ST or LT (between)

Women: Jealousy

Please imagine you have just come in from a walk and you are looking at some of your friends.
You notice one friend in particular has a very attractive person standing next to him.
You are curious to know what he is doing with her.
Please answer the following questions to express how you would feel in this situation.

After you finish, we will be awarded two Starbucks
You can enter the lottery to win that prize by clicking the button below.
This is an opt-in survey.
You can leave at any time while answer our questions or break off reading and return to
the homepage.



usy

You are at a party with your boyfriend (partner or husband) and you are talking with some of your friends.

You notice your boyfriend across the room talking to a woman you do not know.

You can see from her face that she is very interested in your boyfriend.

She is listening closely to what he is saying and you notice that she casually touches his hand.

You notice that she is flirting with him.

After a minute, your boyfriend also begins to act flirtatiously.

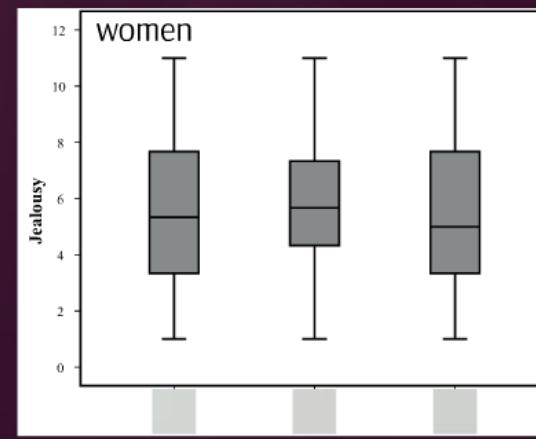
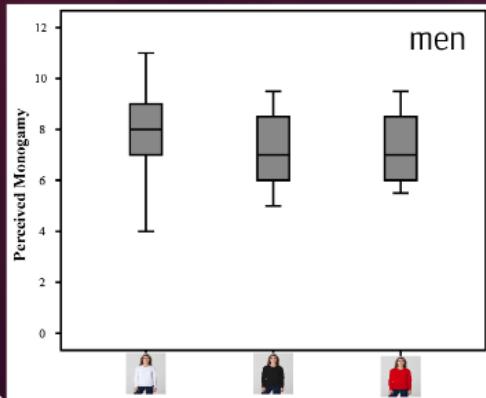
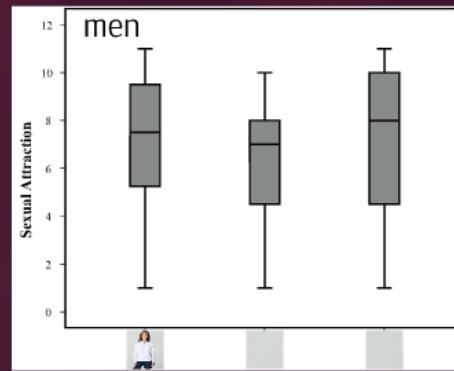
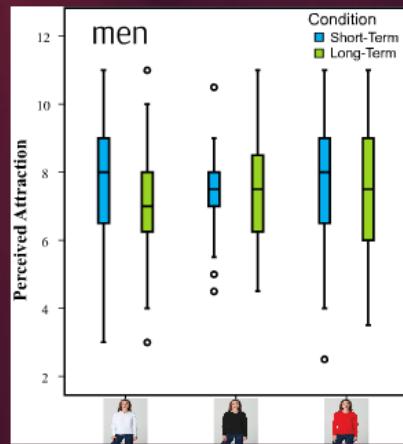
You can tell from the way he is looking at her that he likes her a great deal.

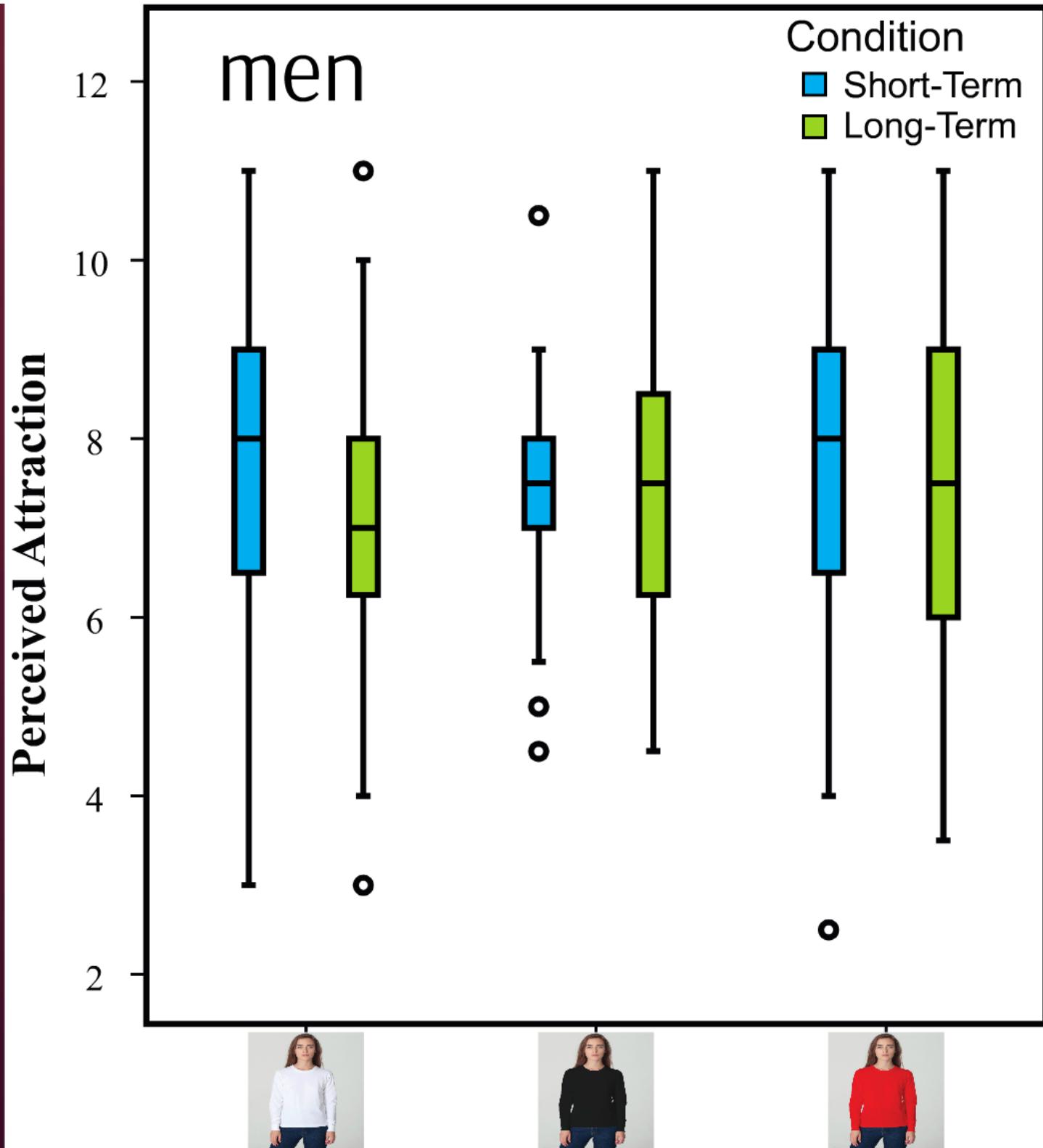
They seem completely absorbed in each other.

Click further to see the photo of the woman your boyfriend (partner or husband) is talking to and proceed to the following questions.



Exp. 2: Results

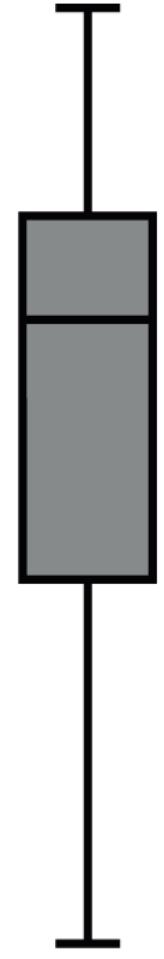




Sexual Attraction

12
10
8
6
4
2
0

men



Perceived Monogamy

12

10

8

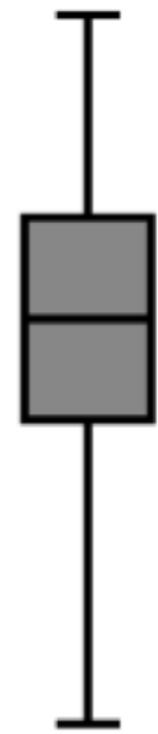
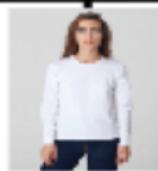
6

4

2

0

men



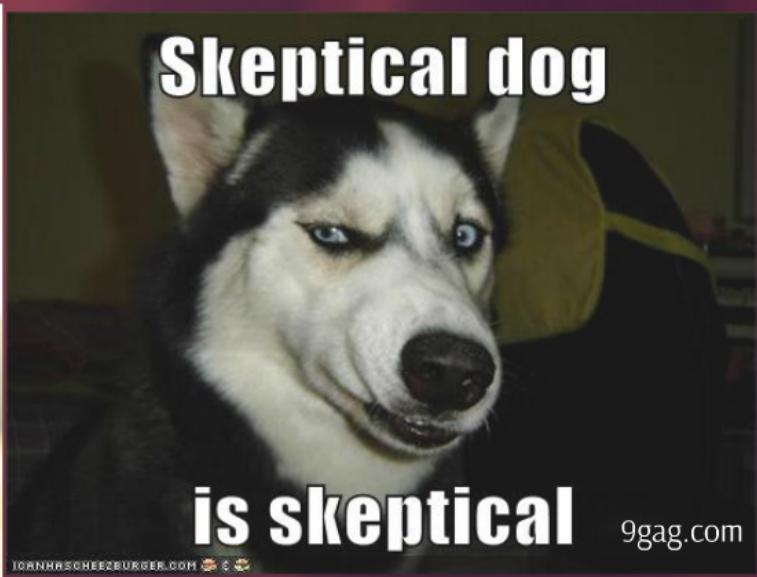
Jealousy

12
10
8
6
4
2
0

women



Women

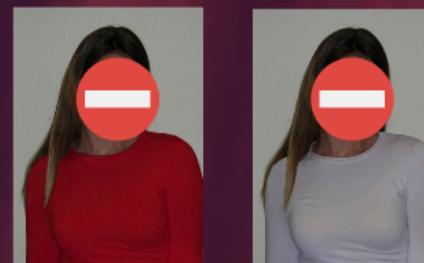


Experiment 3

Direct replication

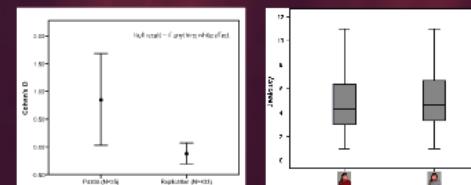
433 men ($M=29.7$ years; $SD= 9.4$)

436 women ($M=33.9$ years; $SD= 11.6$)



Crowdflower (M-Turk)

Men: Sexual Receptivity



Women: Jealousy



FlashReport

Sexy red: Perceived sexual receptivity mediates the red-attraction relation in men viewing woman[☆]

Adam D. Pazda ^{a,*}, Andrew J. Elliot ^a, Tobias Greitemeyer ^b

^a University of Rochester, USA

^b University of Innsbruck, Austria

ARTICLE INFO

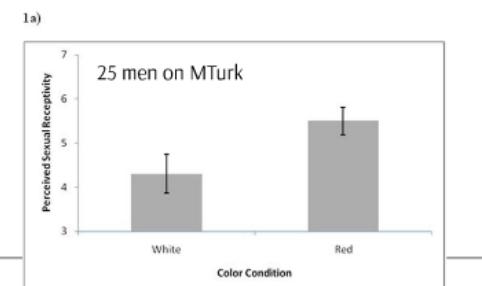
Article history:

Received 19 October 2011

Revised 13 December 2011

ABSTRACT

In many non-human primate species, female red displays are a signal of sexual receptivity and this signal attracts male conspecifics. In the present research, we proposed and tested a human analog whereby perceived sexual receptivity mediates the relation between red and sexual attraction in men viewing women. Two experiments



Direct replication

433 men ($M=29.7$ years; $SD= 9.4$)

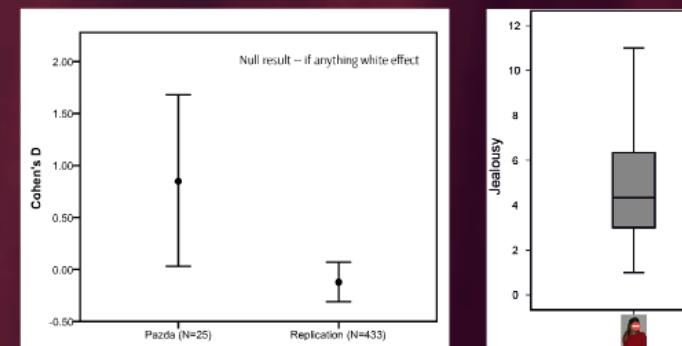
436 women ($M=33.9$ years; $SD= 11.6$)



Crowdflower (M-Turk)



Men: Sexual Receptivity



Women: Jealousy

ARTICLE INFO

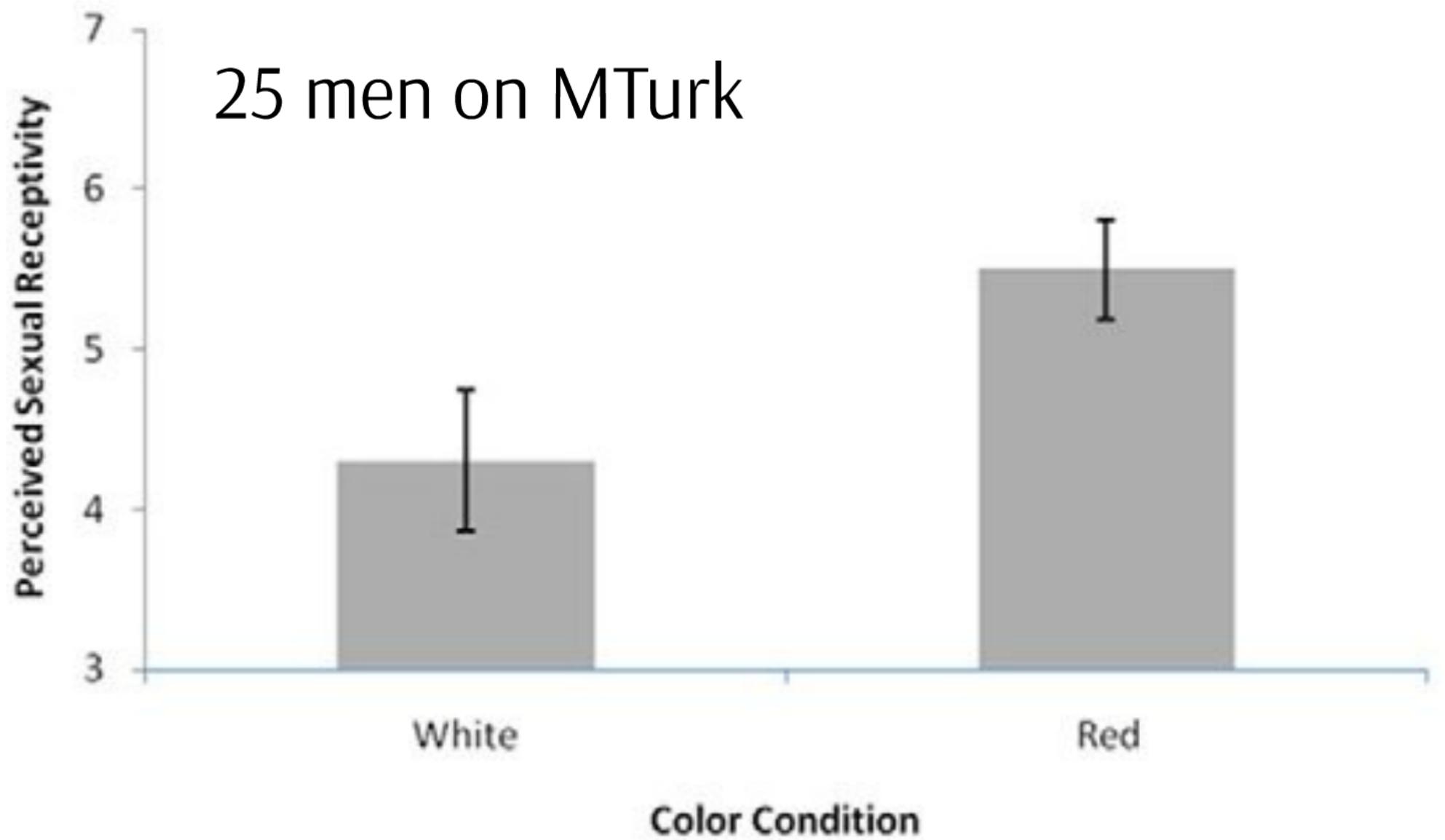
Article history:
Received 19 October 2011
Revised 13 December 2011

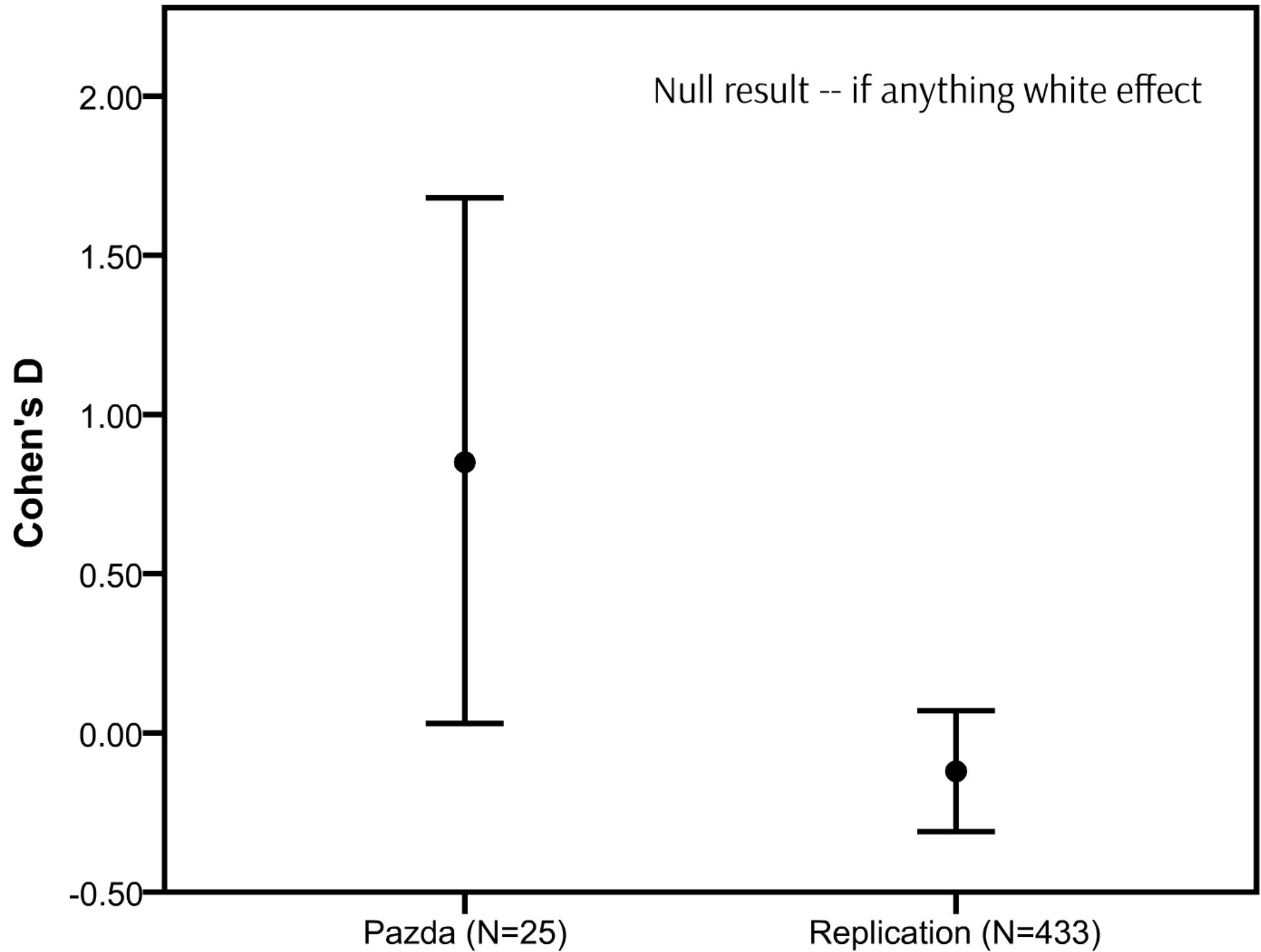
ABSTRACT

In many non-human primate species, female red displays are a signal of sexual receptivity and male conspecifics. In the present research, we proposed and tested a human analog whereby receptivity mediates the relation between red and sexual attraction in men viewing women.



1a)





Jealousy

12

10

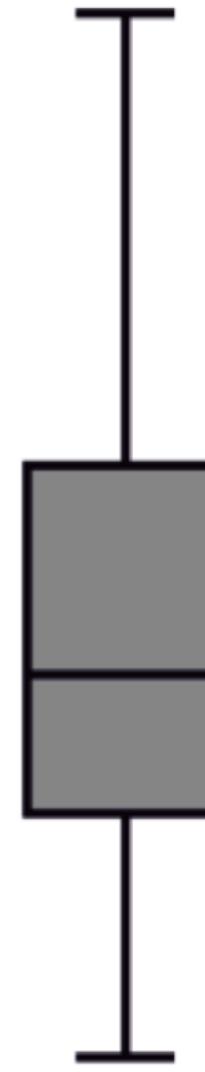
8

6

4

2

0



Meta-Analysis

27 studies -- only perceiver effects.

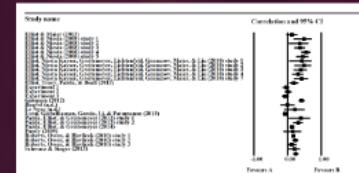
Experimental studies (Background or Shirt color)

Attraction, Sexual Attraction, Sexual Receptivity

Opposite-sex ratings

Results

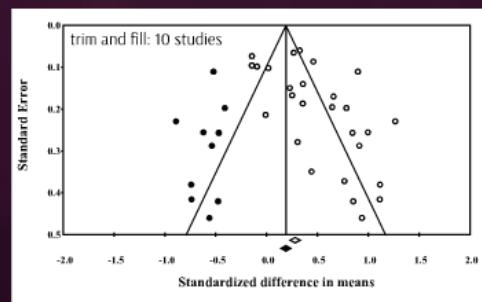
Main effect: $r = 0.23$ (LL: 0.16 / UL: 0.3)



Heterogeneity: $Q(25) = 192.84$, $p < .001$; $I^2 = 86.66$ $T^2 = 0.05$

Publication bias

Egger's regression intercept = 2.67, $t(25) = 2.65$, $p = 0.007$



correction: $r = .23$ (95%CI: .16 to .3) to $r = .11$ (95% CI: .04 to .19)

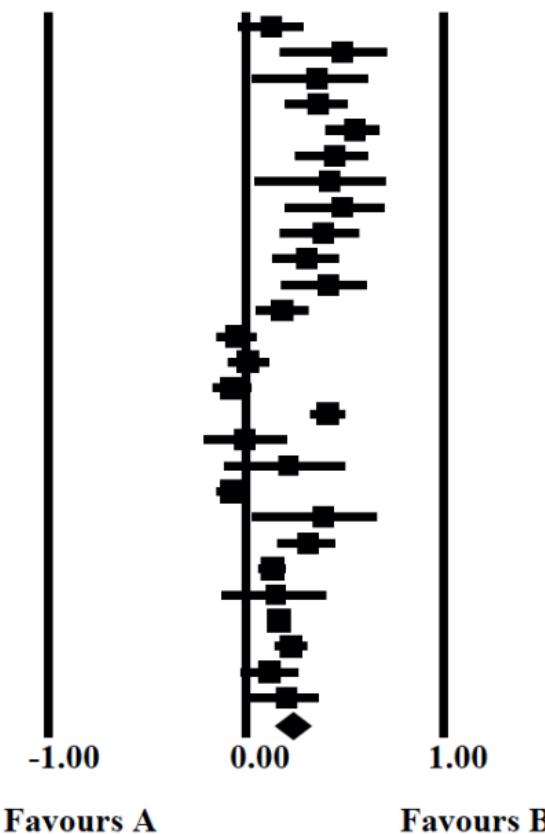
Results

Main effect: $r = 0.23$ (LL: 0.16 / UL: 0.3)

Heterogeneity: $Q(25) = 192.84$, $p < .001$
0.05

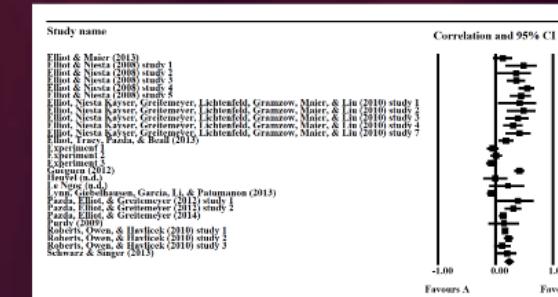
Study name**Correlation and 95% CI**

Elliot & Maier (2013)
Elliot & Niesta (2008) study 1
Elliot & Niesta (2008) study 2
Elliot & Niesta (2008) study 3
Elliot & Niesta (2008) study 4
Elliot & Niesta (2008) study 5
Elliot, Niesta, Kayser, Greitemeyer, Lichtenfeld, Gramzow, Maier, & Liu (2010) study 1
Elliot, Niesta, Kayser, Greitemeyer, Lichtenfeld, Gramzow, Maier, & Liu (2010) study 2
Elliot, Niesta, Kayser, Greitemeyer, Lichtenfeld, Gramzow, Maier, & Liu (2010) study 3
Elliot, Niesta, Kayser, Greitemeyer, Lichtenfeld, Gramzow, Maier, & Liu (2010) study 4
Elliot, Niesta, Kayser, Greitemeyer, Lichtenfeld, Gramzow, Maier, & Liu (2010) study 7
Elliot, Tracy, Pažda, & Beall (2013)
Experiment 1
Experiment 2
Experiment 3
Guéguen (2012)
Heuvel (n.d.)
Le Ngoc (n.d.)
Lynn, Giebelhausen, Garcia, Li, & Patumanon (2013)
Pazda, Elliot, & Greitemeyer (2012) study 1
Pazda, Elliot, & Greitemeyer (2012) study 2
Pazda, Elliot, & Greitemeyer (2014)
Purdy (2009)
Roberts, Owen, & Havlicek (2010) study 1
Roberts, Owen, & Havlicek (2010) study 2
Roberts, Owen, & Havlicek (2010) study 3
Schwarz & Singer (2013)



Results

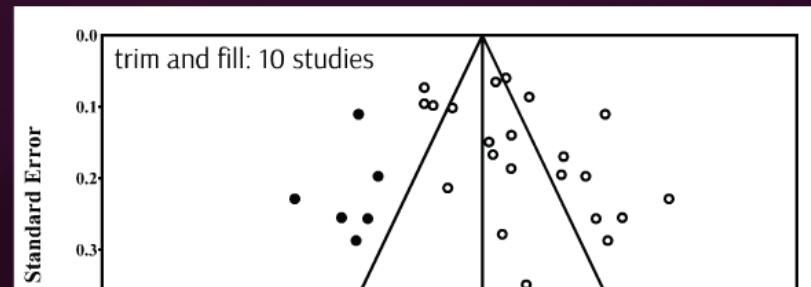
Main effect: $r = 0.23$ (LL: 0.16/ UL: 0.3)



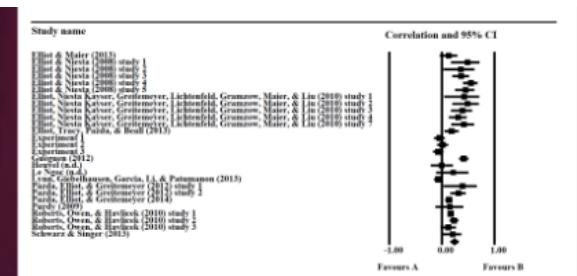
Heterogeneity: $Q(25) = 192.84$, $p < .001$; $I^2 = 86.66$ $T^2 = 0.05$

Publication bias

Egger's regression intercept = 2.67, $t(25) = 2.65$, $p = 0.007$



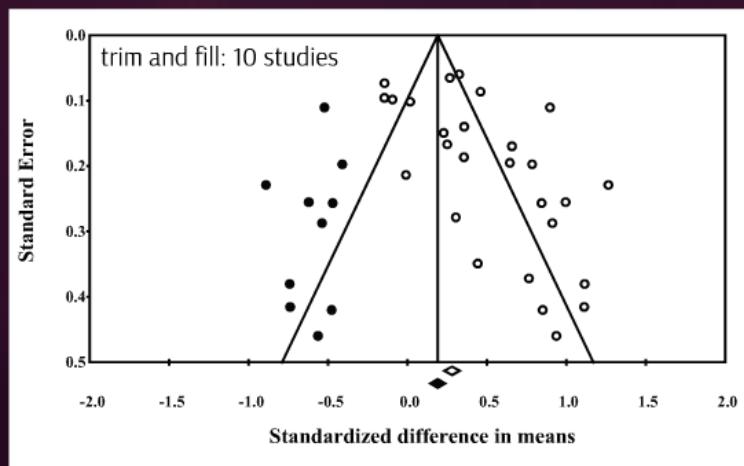
Main effect: $r = 0.23$ (LL: 0.16 / UL: 0.3)



Heterogeneity: $Q(25) = 192.84, p < .001; I^2 = 86.66\ T^2 = 0.05$

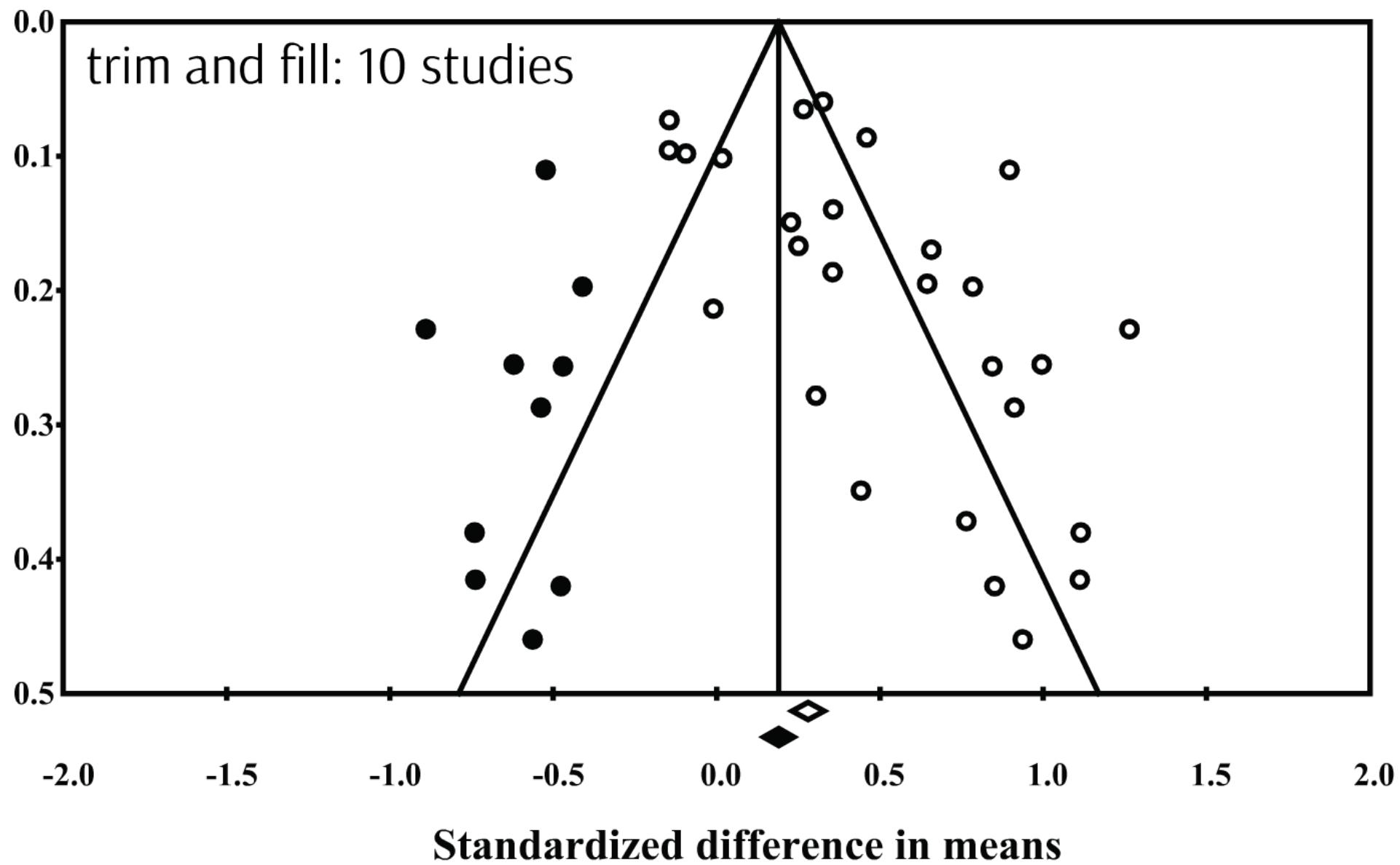
Publication bias

Egger's regression intercept = 2.67, $t(25) = 2.65, p = 0.007$

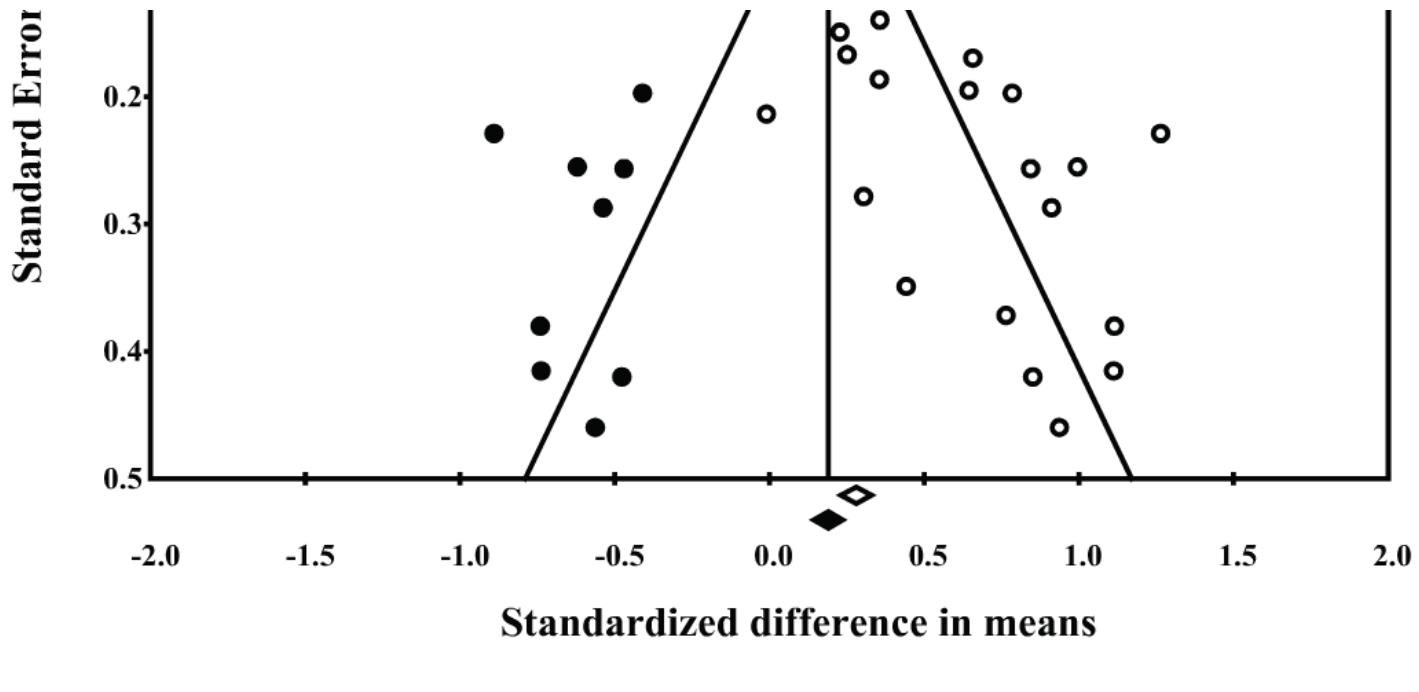


correction: $r = .23$ (95%CI: .16 to .3) to $r = .11$ (95% CI: .04 to .19)

Standard Error



correction: r= 23 (95%CI: 16 to 3) to r = 11 (95% CI:



correction: $r = .23$ (95%CI: .16 to .3) to $r = .11$ (95% CI: .04 to .19)

Moderator

Table 2
Results of the Categorical Univariate Moderator Analyses on the Effect Size.

Variable and class	Between-class effect (Q_b)	k	r	95% CI for r (lower, upper)	T
Population	.07				
Females rating male		11	.23	.11, .34	.19
Males rating female		20	.21	.12, .29	.17
Method	5.19*				
Background color		11	.33	.22, .43	.14
Shirt color		16	.17	.09, .25	.16
Dependent Variable	(2.91)				
Attractiveness		25	.20	.13, .26	.14
Sexual Attractiveness		11	.32	.18, .44	.21
Sexual receptivity		6	.19	-.02, .38	.24
Research Lab	12.44***				
Original Research Group		15	.34	.25, .43	.15
Independent Research Group		12	.11	.01, .20	.16
Contrast Color	(29.26) ***				
Black		8	.03	-.02, .08	.01
Blue		7	.27	.16, .36	.11
Gray		4	.26	.12, .40	.12
Green		6	.34	.23, .44	.12
White		16	.19	.09, .28	.18

Note. CI = confidence interval, k = number of studies, T = tau.

* $p < .05$; *** $p < .001$

'Prometheus effect': original effect size (Elliot & Niesta, 2008: weighed $r = .44$) is a fourfold overestimate of the 'true' effect size ($r = .11$, 95% CI LL = .04, UL = .19).

Median Sample size= 35 (!)
 with Power of .8
 → $r > .4$ (Cohen's D>.8)
 → Is this realistic?

Table 2

Results of the Categorical Univariate Moderator Analyses on the Effect Size.

Variable and class	Between-class effect (Q_b)	k	r	95% CI for r		T
				(lower, upper)		
Population	.07					
Females rating male		11	.23	.11, .34	.19	
Males rating female		20	.21	.12, .29	.17	
Method	5.19*					
Background color		11	.33	.22, .43	.14	
Shirt color		16	.17	.09, .25	.16	
Dependent Variable	(2.91)					
Attractiveness		25	.20	.13, .26	.14	
Sexual Attractiveness		11	.32	.18, .44	.21	
Sexual receptivity		6	.19	-.02, .38	.24	
Research Lab	12.44***					
Original Research Group		15	.34	.25, .43	.15	
Independent Research Group		12	.11	.01, .20	.16	
Contrast Color	(29.26) ***					
Black		8	.03	-.02, .08	.01	
Blue		7	.27	.16, .36	.11	
Gray		4	.26	.12, .40	.12	
Green		6	.34	.23, .44	.12	
White		16	.19	.09, .28	.18	

Note. CI = confidence interval, k = number of studies, T = tau.* $p < .05$; *** $p < .001$

Gray	4	.26	.12,
Green	6	.34	.23,
White	16	.19	.09,

Note. CI = confidence interval, k = number of studies, T = tau.

* $p < .05$; *** $p < .001$

‘Prometheus effect’: original effect size (Elliot & Niesta, 2008: weighed $r = .44$) is a fourfold overestimate of the ‘true’ effect size ($r = .11$, 95% CI LL = .04, UL = .19).

Median Sample size= 35 (!)
with Power of .8
→ $r > .4$ (Cohen's $D > .8$)
→ Is this realistic?

Median Sample size= 35 (!)

with Power of .8

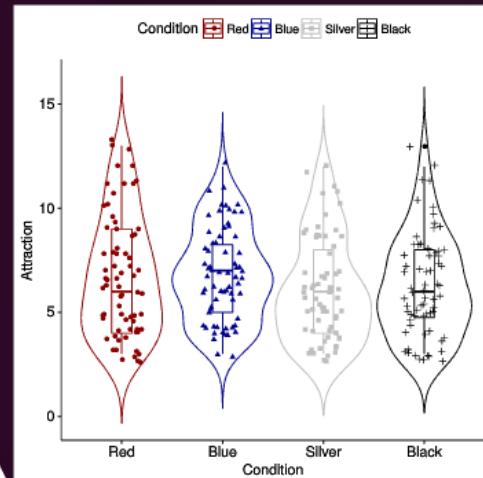
→ $r > .4$ (Cohen's $D > .8$)

→ Is this realistic?

Conclusion: dress effects.

- * current: limited evidence for a red effect in context of mate choice.
- * Might have to take a step back and re-think colour effects in mate choice.
→ *A priori* effect sizes?
- * Reviewer 2 problems... .

Laptops



- * 273 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's all $p > .15$

Bayes Factors:

- * 15.933 in favour of null.
- * 7.631 in favour of null.
- * 6.387 in favour of null.

Laptop

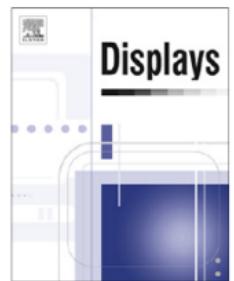
Displays 35 (2014) 202–205



Contents lists available at [ScienceDirect](#)

Displays

journal homepage: www.elsevier.com/locate/displa



Red-colored products enhance the attractiveness of women



CrossMark

Hanyu Lin*

National Kaohsiung Normal University, No.62, Shenjhong Rd., Yanchao District, Kaohsiung City 82446, Taiwan

Condition Red Blue Silver Black

* 273 Da





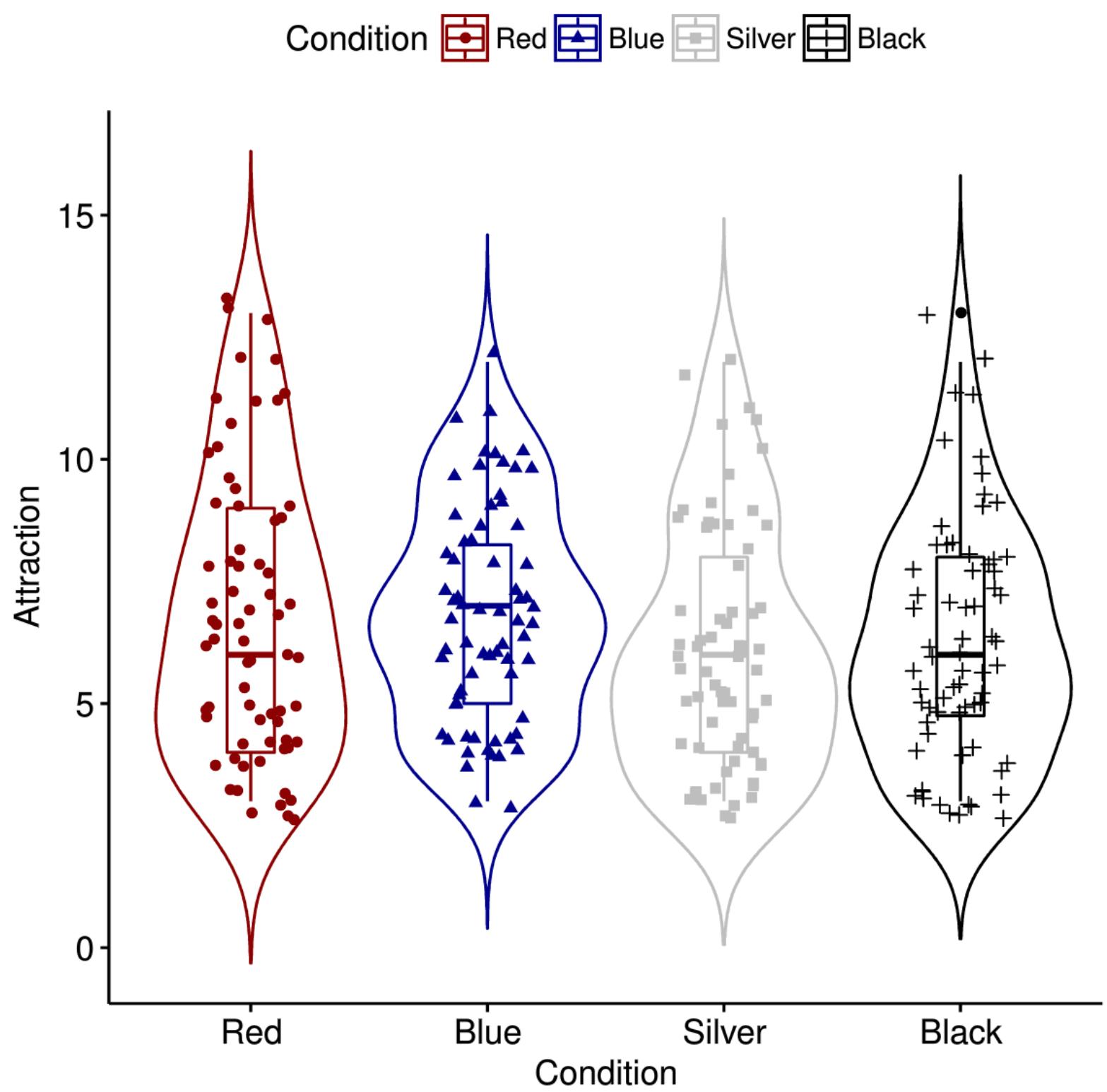
CrossMark



- * 273 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's all $p > .15$



* A
act
A
C

Analyzed separately:

One-way ANOVA's all $p > .15$

Bayes Factors:

- * 15.933 in favour of null.
- * 7.631 in favour of null.
- * 6.387 in favour of null.

Watches

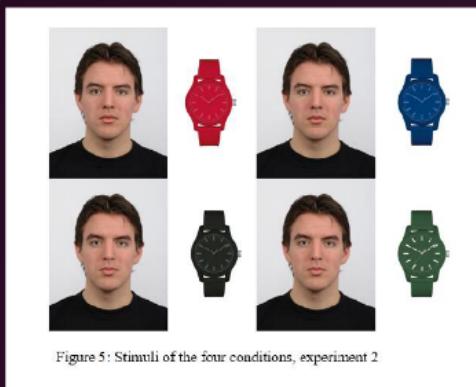
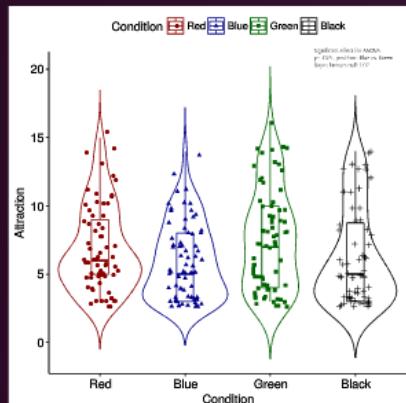


Figure 5: Stimuli of the four conditions, experiment 2



- * 277 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's. Sig. effect for Sex Appeal but sig. contrast is green vs. black or green vs. blue.

Bayes Factors:

- * 3.78 in favour of null.
- * 1.631 in favour of colour effect but Green effect!
- * 4.58 in favour of null.

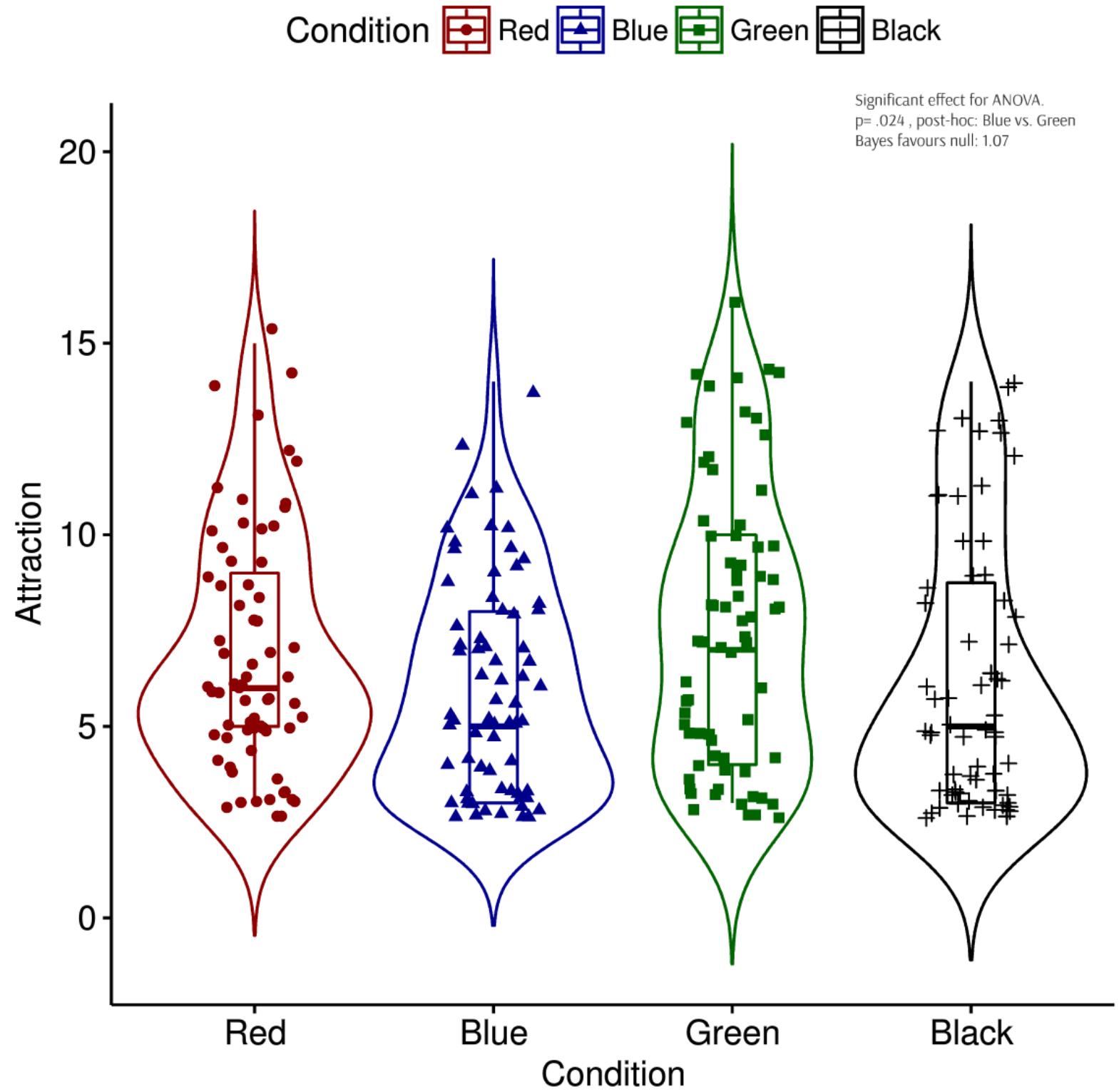


Figure 5: Stimuli of the four conditions, experiment 2

- * 277 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's. Sig. effect for Sex Appeal but sig. contrast is green vs. black or green vs. blue.



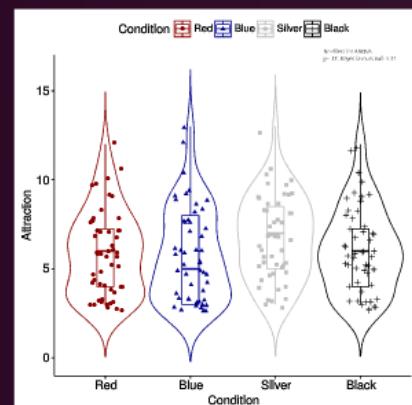
Analyzed separately:

One-way ANOVA's. Sig. effect for Sex Appeal but sig. contrast is green vs. black or green vs. blue.

Bayes Factors:

- * 3.78 in favour of null.
- * 1.631 in favour of colour effect but Green effect!
- * 4.58 in favour of null.

China



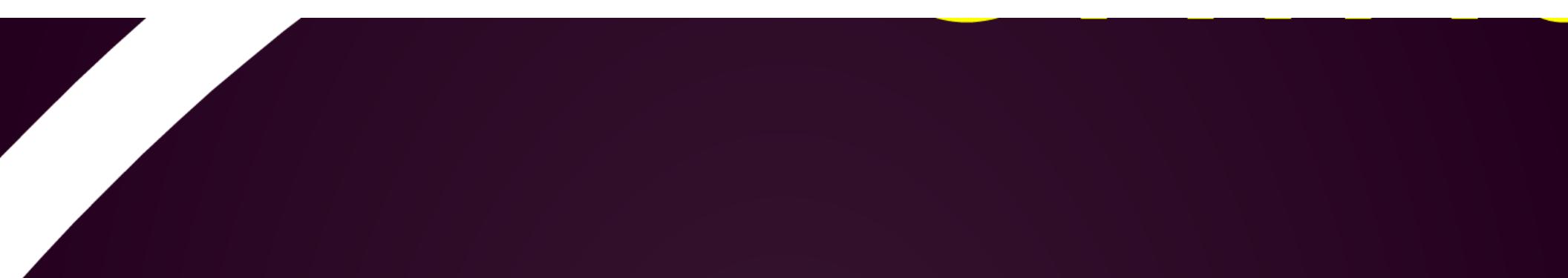
- * 208 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's, all $p > .05$

Bayes Factors:

- * 1.86 in favour of null. (if anything silver)
- * 9.61 in favour of null
- * 24.27 in favour of null.



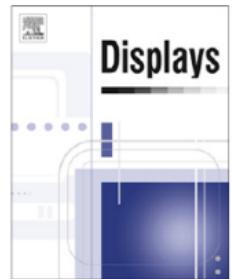
Displays 35 (2014) 202–205



Contents lists available at [ScienceDirect](#)

Displays

journal homepage: www.elsevier.com/locate/displa



Red-colored products enhance the attractiveness of women



CrossMark

Hanyu Lin*

National Kaohsiung Normal University, No.62, Shenjhong Rd., Yanchao District, Kaohsiung City 82446, Taiwan

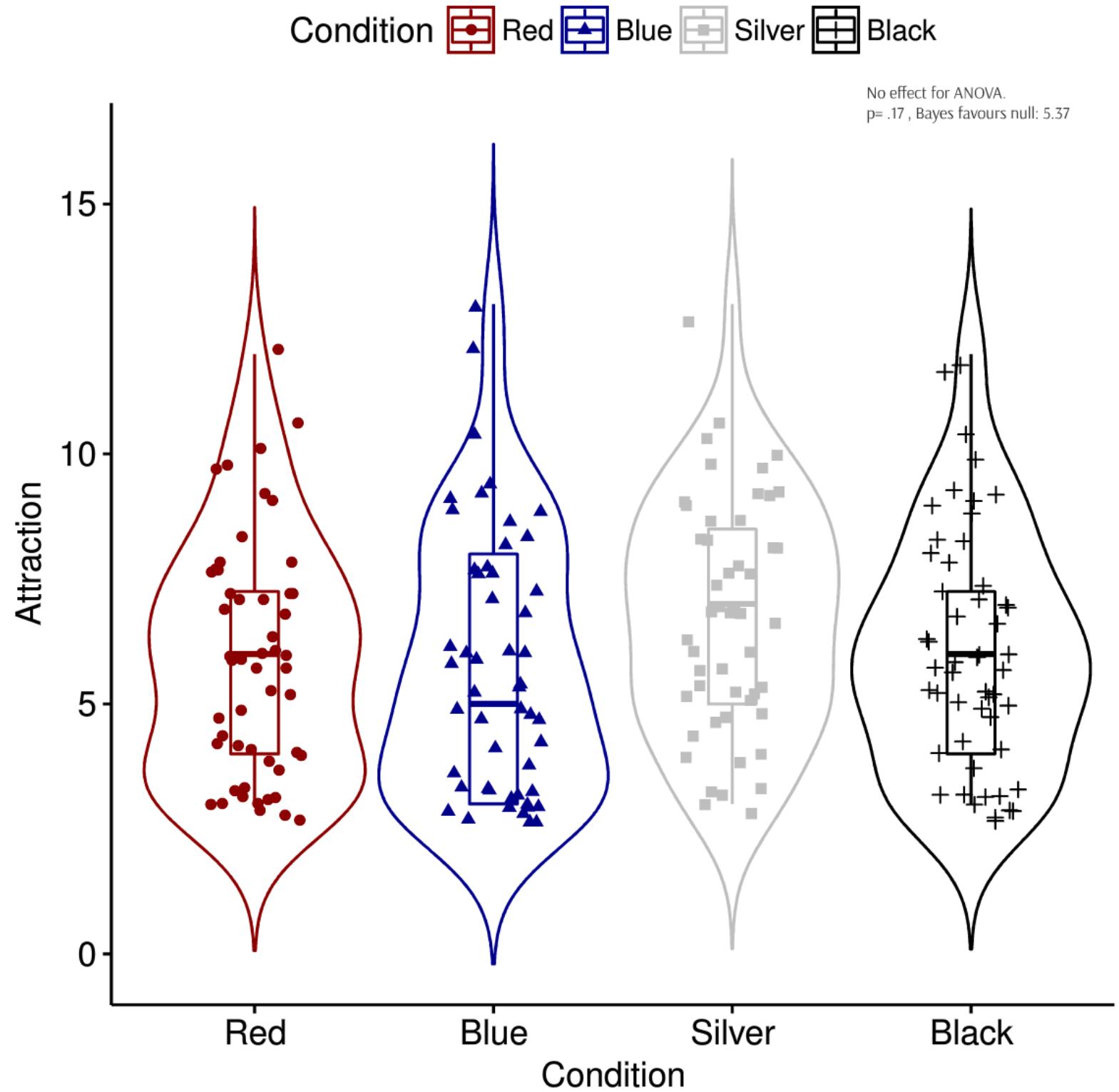




- * 208 Participants, 93% student.
- * Attractiveness, sex appeal, sex activity (1-5)

Analyzed separately:

One-way ANOVA's, all $p > .05$



Analyzed separately:

One-way ANOVA's, all $p > .05$

Bayes Factors:

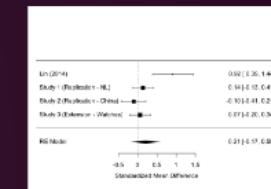
- * 1.86 in favour of null. (if anything silver)
- * 9.61 in favour of null
- * 24.27 in favour of null.

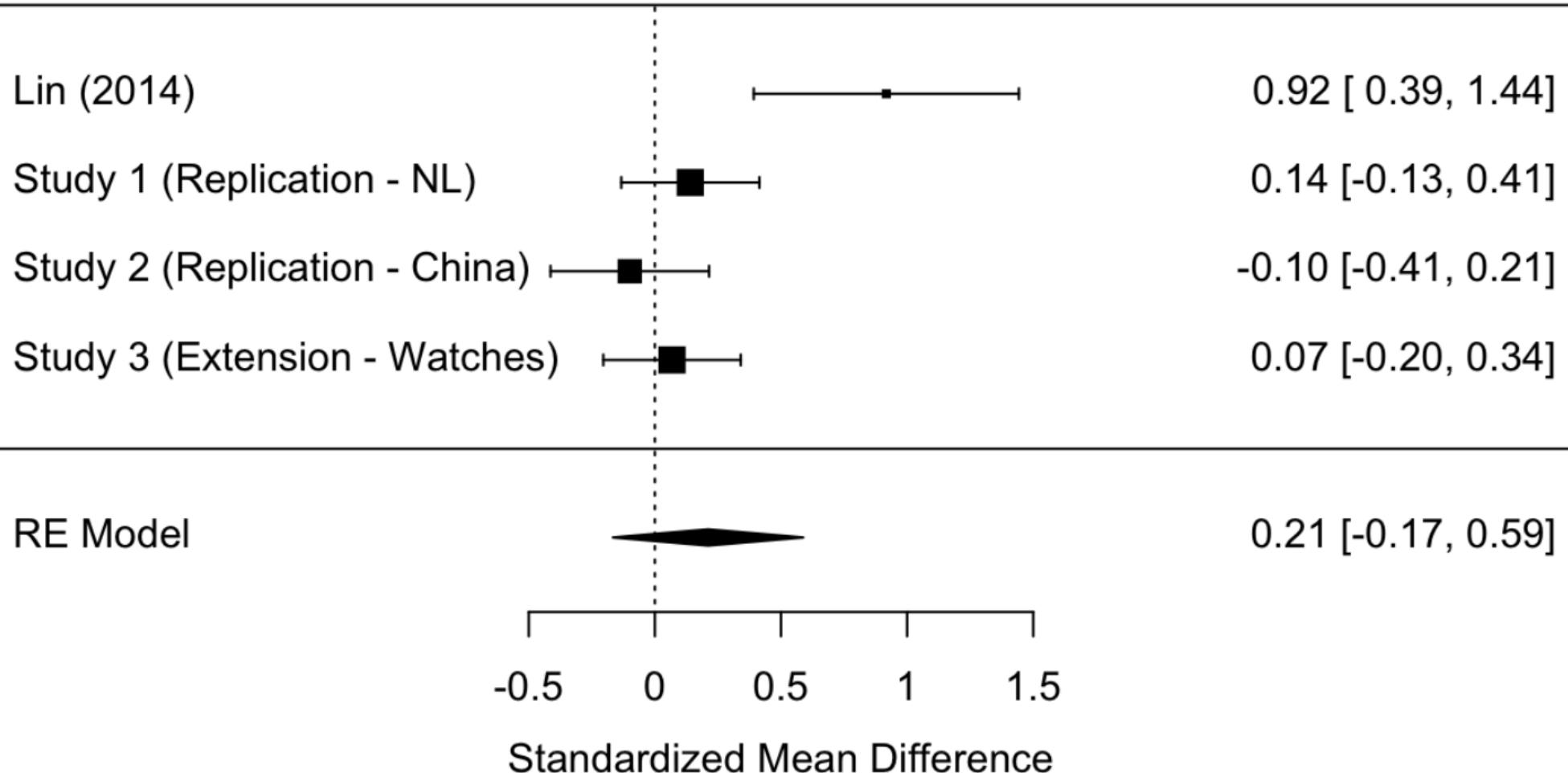
Conclusion: Laptop effects.

- * current: hardly any evidence for a red object effect in context of mate choice

- * We (might) need a meta-analysis... .

- * Perhaps we should stop wasting time (Or use student projects to investigate the truth in some of these claims...).



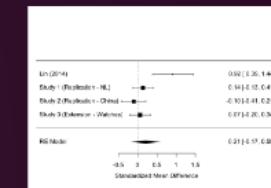


Conclusion: Laptop effects.

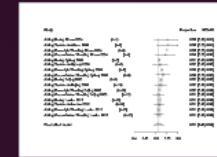
- * current: hardly any evidence for a red object effect in context of mate choice

- * We (might) need a meta-analysis... .

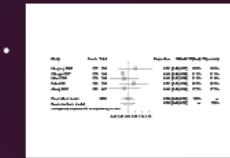
- * Perhaps we should stop wasting time (Or use student projects to investigate the truth in some of these claims...).



Future work.



- * Red at the olympics.
in progress



Study	Mean %red	Replicates	DGLC	Yield
Almond	30.0	30	0.00	0.2%
Apple	30.0	30	0.00	0.2%
Banana	30.0	30	0.00	0.2%
Blueberry	30.0	30	0.00	0.2%
Cantaloupe	30.0	30	0.00	0.2%
Cherry	30.0	30	0.00	0.2%
Gooseberry	30.0	30	0.00	0.2%
Grape	30.0	30	0.00	0.2%
Lemon	30.0	30	0.00	0.2%
Orange	30.0	30	0.00	0.2%
Peach	30.0	30	0.00	0.2%
Plum	30.0	30	0.00	0.2%
Raspberry	30.0	30	0.00	0.2%
Strawberry	30.0	30	0.00	0.2%
Total	30.0	30	0.00	0.2%

- * Red beverages.



- * Perhaps I should stop wasting time ...

BRIEF COMMUNICATIONS

Red enhances human performance in contests

Signals biologically attributed to red coloration in males may operate in the arena of combat sports.

Red coloration is a sexually selected, testosterone-dependent signal of male quality in a variety of animals^{1–5}, and in some non-human species a male's dominance can be experimentally increased by attaching artificial red stimuli⁶. Here we show that a similar effect can influence the outcome of physical contests in humans — across a range of sports, we find that wearing red is consistently associated with a higher probability of winning. These results indicate not only that sexual selection may have influenced the evolution of human response to colours, but also that the colour of sportswear needs to be taken into account to ensure a level playing field in sport.

Although other colours are also present in animal displays, it is specifically the presence and intensity of red coloration that correlates with male dominance and testosterone levels^{3–5}. In humans, anger is associated with a reddening of the skin due to increased blood flow^{7,8}, whereas fear is associated with increased pallor in similarly threatening situations⁹. Hence, increased redness during aggressive interactions may reflect relative dominance. Because artificial stimuli can exploit innate responses to natural stimuli^{6,10}, we tested whether wearing red might influence the outcome of physical contests in humans.

In the 2004 Olympic Games, contestants in four combat sports (boxing, tae kwon do, Greco-Roman wrestling and freestyle wrestling) were randomly assigned red or blue outfits (or body protectors). If colour has no effect on the outcome of contests, the number of winners wearing red should be statistically indistinguishable from the number of winners wearing blue. However, we found that for all four competitions, there is a consistent and statistically significant pattern in which contestants wearing red win more fights ($\chi^2 = 4.19$, d.f. = 1, $P = 0.041$; Fig. 1a). This result is remarkably consistent across rounds in each competition, with 16 of 21 rounds having more red than blue winners, and only four rounds having more blue winners (sign test, $P = 0.012$). The effect is the same across the weight classes in each sport: 19 of 29 classes had more red winners, with only six classes having more blue winners (sign test, $P = 0.015$). (For methods, see supplementary information.)

Given the undoubted role of other factors, such as skill and strength, it is likely that the red advantage will determine the outcome

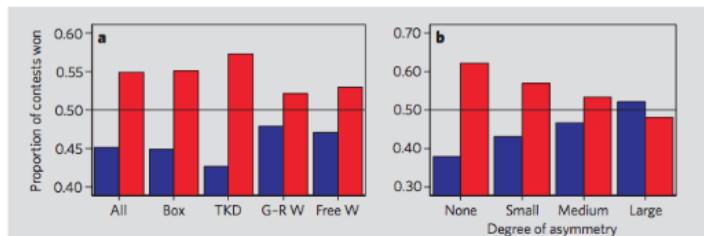


Figure 1 | Influence of colour of sporting attire on the outcome of competitive sports. **a**, Proportion of contests in Olympic combat sports won by competitors wearing red (right bars) or blue (left bars) for all sports combined and for the individual sports of boxing (Box), tae kwon do (TKD), Greco-Roman wrestling (G-R W) and freestyle wrestling (Free W). **b**, Proportion of contests won by competitors wearing red or blue given different degrees of relative ability (asymmetry) in the two competitors in each bout. No significant differences exist between the number of red and blue wins for contests with small ($\chi^2 = 2.21$, d.f. = 1, $P = 0.14$), medium ($\chi^2 = 0.47$, d.f. = 1, $P = 0.50$) or large asymmetries ($\chi^2 = 0.21$, d.f. = 1, $P = 0.64$) in competitive ability. Black lines at 0.5 indicate the expected proportion of wins by red or blue under the null hypothesis that colour has no effect on contest outcomes. For details of data collection and analyses, see supplementary information.

only in relatively symmetric contests. That is, wearing red presumably tips the balance between losing and winning only when other factors are fairly equal. We found that this is indeed the case: only in contests between individuals of similar ability were there significantly more red than blue winners ($\chi^2 = 6.07$, d.f. = 1, $P = 0.014$), with the red advantage seeming to decline as asymmetries in competitive ability increase (Fig. 1b). Hence, although the effect is significant for the pooled data shown in Fig. 1a, this is due principally to the results for relatively symmetric contests.

These results indicate that artificial colours may influence the outcome of physical contests in humans. A preliminary analysis of the results of the Euro 2004 international soccer tournament, in which teams wore shirts of different colours in different matches, suggests that wearing red may also bestow an advantage in team sports and when opponents wear colours other than blue. We compared the performance of five teams that wore a predominantly red shirt against their performance when wearing a different shirt colour (four played their other matches in white, one in blue). We found that all five had better results when playing in red (paired *t*-test, $t = -3.15$, d.f. = 4, $P = 0.034$), largely as a result of scoring more goals ($t = -2.98$, d.f. = 4, $P = 0.041$) (further details are available from the authors).

Hence, colour of sportswear may affect outcomes in a wide variety of sporting contexts. Colour is thought to influence human

mood, emotions and expressed aggression, and is a recognized element of signalling in competitive interactions in many non-human species. But it has not hitherto been suspected to be a factor in human contests. Given the ubiquity of aggressive competition throughout human societies and history, our results suggest that the evolutionary psychology of colour is likely to be a fertile field for further investigation. The implications for regulations governing sporting attire may also be important.

Russell A. Hill, Robert A. Barton

Evolutionary Anthropology Research Group,
University of Durham, Durham DH1 3HN, UK
e-mail: r.a.hill@durham.ac.uk

1. Milinski, M. & Bakker, T. C. M. *Nature* **344**, 330–333 (1990).
2. Waitt, C. et al. *Proc. R. Soc. Lond. B* **270**, S144–S146 (2003).
3. Setchell, J. M. & Wickings, E. J. *Ethology* **111**, 25–50 (2005).
4. Pryke, S. R., Andersson, S., Lawes, M. J. & Piper, S. E. *Behav. Ecol.* **13**, 622–631 (2002).
5. Andersson, S., Pryke, S. R., Omborg, J., Lawes, M. J. & Andersson, M. *Am. Nat.* **160**, 683–691 (2002).
6. Cuthill, I. C. et al. *Proc. R. Soc. Lond. B* **264**, 1093–1099 (1997).
7. Drummond, P. D. & Quah, S. H. *Psychophysiology* **38**, 190–196 (2001).
8. Darwin, C. *The Expression of the Emotions in Man and Animals* (Murray, London, 1872).
9. Drummond, P. D. *Per. Indiv. Diff.* **23**, 575–582 (1997).
10. Ryan, M. J. in *Behavioural Ecology* (eds Krebs, J. R. & Davies, N. B.) 179–202 (Blackwell Science, Oxford, 1997).

doi:10.1038/435293a

Supplementary information accompanies this communication on Nature's website.

Competing financial interests: declared none.

Human performance in contests

and coloration in males may operate in the arena of combat sports.

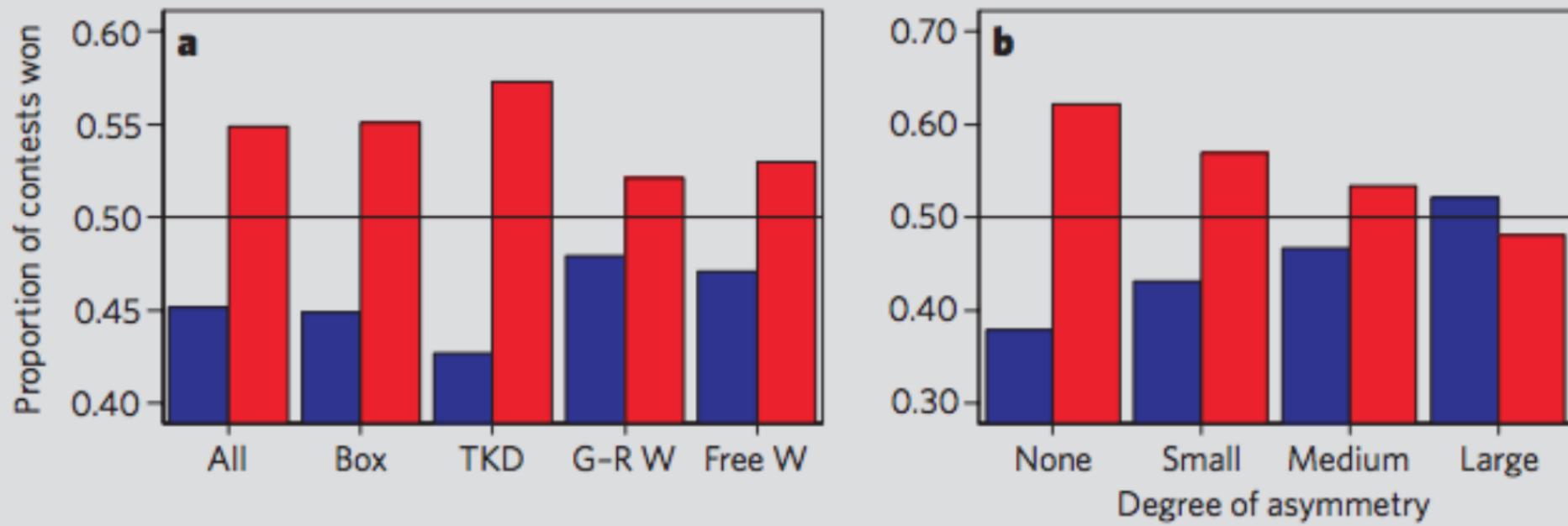
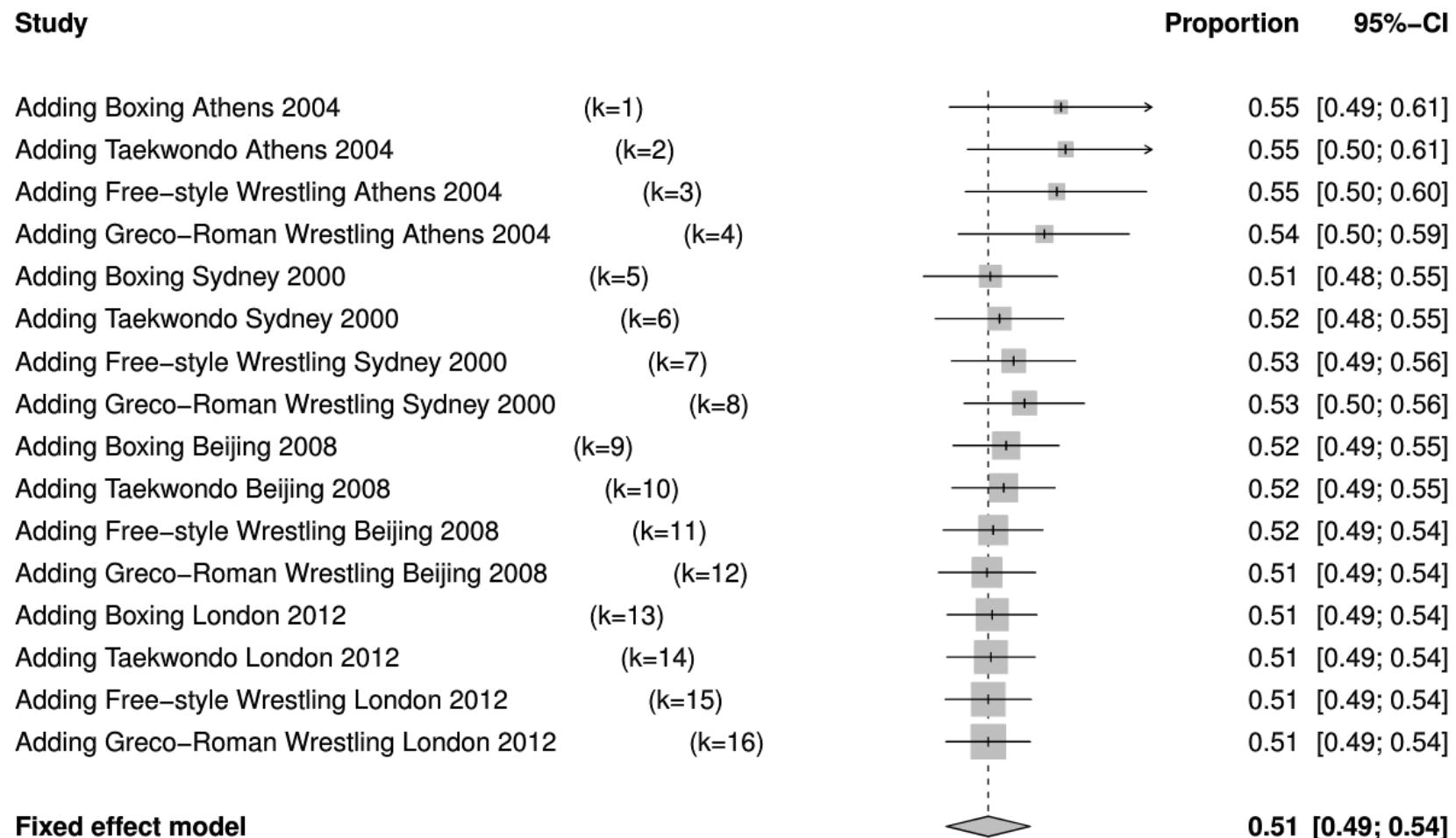
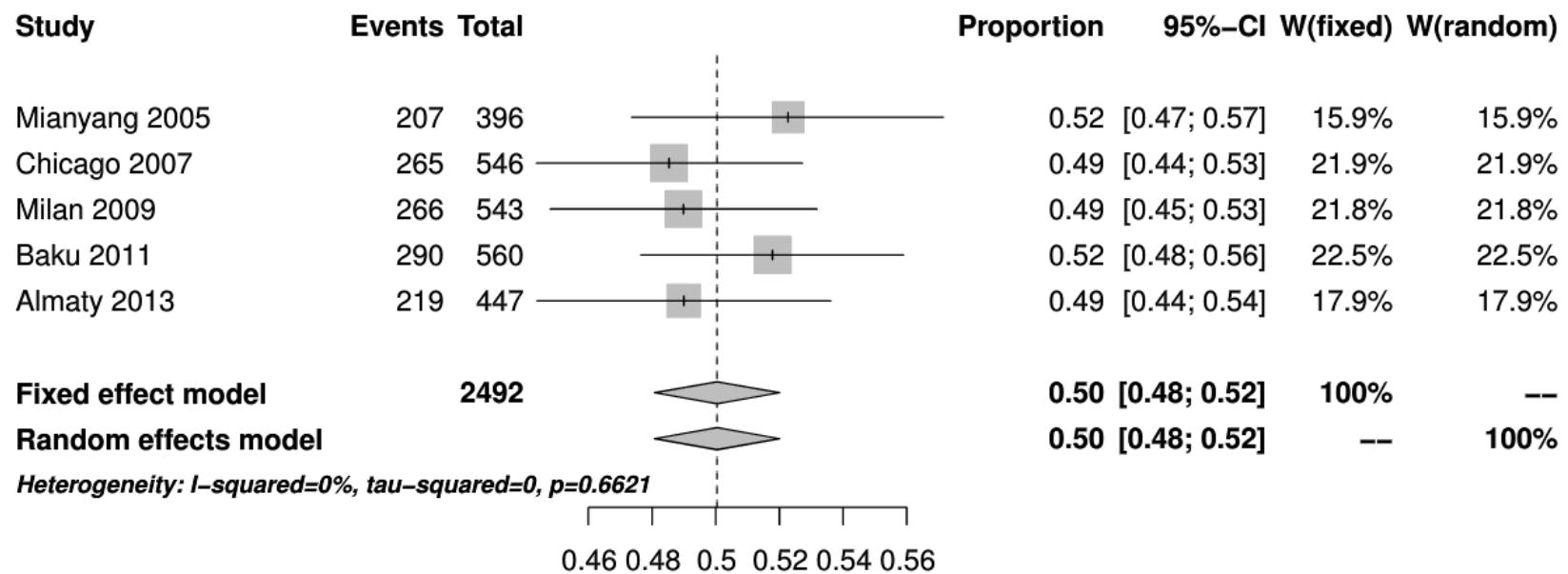
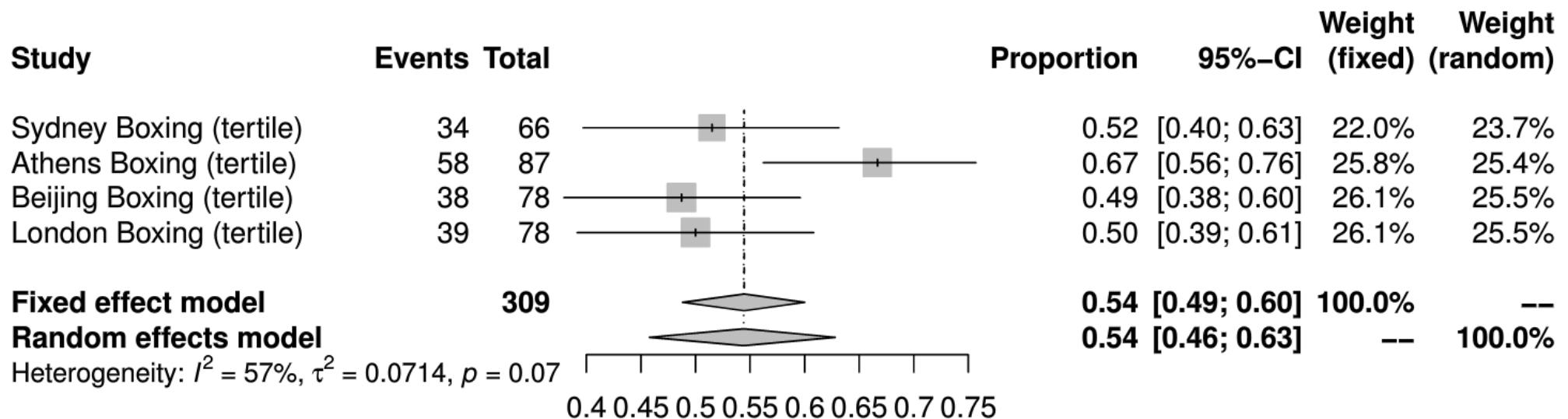


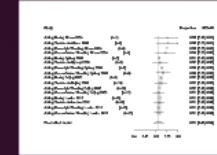
Figure 1 | Influence of colour of sporting attire on the outcome of competitive sports. **a**, Proportion of contests in Olympic combat sports won by competitors wearing red (right bars) or blue (left bars) outfits for all sports combined and for the individual sports of boxing (Box), tae kwon do (TKD), Greco-Roman wrestling (G-R W) and freestyle wrestling (Free W). **b**, Proportion of contests won by competitors wearing red or blue given different degrees of relative ability (asymmetry) in the two competitors in each bout. No significant differences exist between the number of red and blue wins for contests with small ($\chi^2 = 2.21$, d.f. = 1, $P = 0.14$), medium ($\chi^2 = 0.47$, d.f. = 1, $P = 0.50$) or large



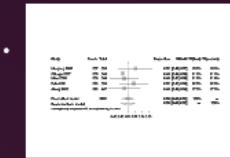




Future work.



- * Red at the olympics.
in progress



Study	Mean %red	Replicates	DGLC	Yield
Almond	30.2	30	0.02	0.2%
Apple	30.2	30	0.02	0.2%
Banana	30.2	30	0.02	0.2%
Cantaloupe	30.2	30	0.02	0.2%
Cherry	30.2	30	0.02	0.2%
Orange	30.2	30	0.02	0.2%
Peach	30.2	30	0.02	0.2%
Plum	30.2	30	0.02	0.2%
Strawberry	30.2	30	0.02	0.2%
Total	30.2	300	0.02	0.2%

- * Red beverages.

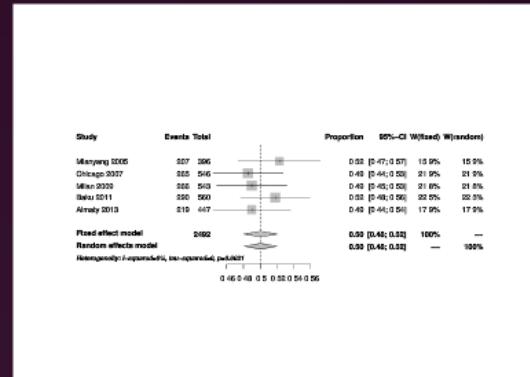


- * Perhaps I should stop wasting time ...

* Red at the olympics.
in progress



Study	Events	Total
Sydney Boxing (tertile)	34	66
Athens Boxing (tertile)	58	67
Beijing Boxing (tertile)	38	78
London Boxing (tertile)	39	78
Fixed effect model	309	—
Random effects model	—	—
Heterogeneity: $\tau^2 = 57\%$; $\chi^2 = 0.0714$, $p = 0.07$	0.40	0.45



* Red beverages.



* Perhaps I should stop wasting time ..



Short communication

The color red reduces snack food and soft drink intake

Oliver Genschow ^{a,b,*}, Leonie Reutner ^{a,1}, Michaela Wänke ^b

^a University of Basel, Department of Social and Economic Psychology, Missionsstrasse 62A, 4055 Basel, Switzerland

^b University of Mannheim, Dept. of Consumer Psychology, Parkring 47, 68159 Mannheim, Germany

ARTICLE INFO

Article history:

Received 26 October 2011

Received in revised form 15 December 2011

Accepted 28 December 2011

Available online 5 January 2012

Keywords:

Color

Red

Stop cue

Food intake

Drink intake

Snacking

Incidental eating

ABSTRACT

Based on evidence that the color red elicits avoidance motivation across contexts (Mehta & Zhu, 2009), two studies investigated the effect of the color red on snack food and soft drink consumption. In line with our hypothesis, participants drank less from a red labeled cup than from a blue labeled cup (Study 1), and ate less snack food from a red plate than from a blue or white plate (Study 2). The results suggest that red functions as a subtle stop signal that works outside of focused awareness and thereby reduces incidental food and drink intake.

© 2012 Elsevier Ltd. All rights reserved.

* Red beverages.



* Perhaps I should stop wasting time ...

Take home.

- * Claim of colour effects in mate preferences likely overstated.
- * In an era of false positive psychology, we need to do better... .
- * Useful for students to learn about psychology.



Acknowledgments

* Stijn who did a lot of the hard work!



* Lotte/Joanne/Junhui → laptop study



* Craig Roberts



* Participants, Authors, Colleagues... .
(not: reviewer 2)

* I was supported by NWO Veni.

* You for listening.

Questions?



Twitter: @tvpollet

Perhaps more interesting work:

<https://tvpollet.github.io/papers>

The grey area surrounding the red effect in human mate choice

Thomas V. Pollet Twitter handle
(thomas.pollet@northumbria.ac.uk)



<https://bookends.grab.academy/>

