



東海大學學生報告 ePaper

色彩與情緒的相互影響研究

Can colors tell your emotions?

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課程名稱：研究方法

開課系所：外文系

開課學年：106 學年

中文摘要

此研究主要探討顏色與情緒對人的影響，並且分為三個部分做論述—分別為不同顏色的房間給人的感覺、相同場景不同色調的圖片以及單就顏色給人的感覺這三個部分來讓被研究者選擇。除此之外，此報告採用量化資料(quantitative analysis)來為研究方法。

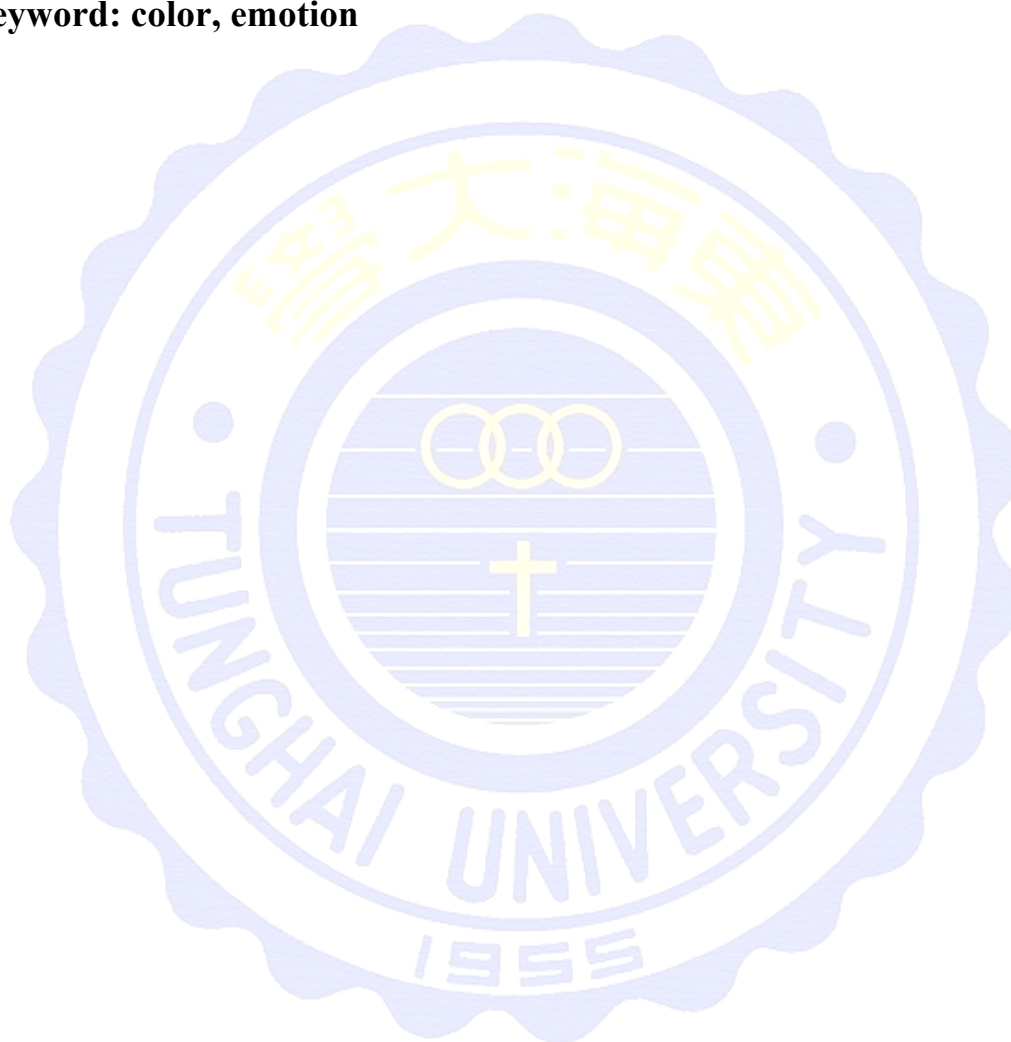
關鍵字：色彩、情緒



Abstract

This research aims to discover the connection between color and emotion. We divide this research into three parts, and we analysis these data together. Besides, this research adapts quantitative analysis.

Keyword: color, emotion



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I . Introduction

Have you ever thought about the meaning of each logo's color? For instance, why the logo of Starbucks is green? And why the logo of yahoo is purple? That's because color can help brands build an extremely brief awareness for users. As you can see, each color has their own implication. For example, Green is a symbol of health and purple stands for wise. And for consumers, color can also play a significant role on understanding and decision-making. We often see red appearing in clearance sales and that's because red has a sense of urgency. As a result, color really has a high connection between our life.

One time when we see the TV news that is about how colors of the decorations influence the customers while having a meal in a restaurant, we start to think of the problem that how colors reflect on people's emotion. We all know that colors deeply related to our life. Supposed that each color represents a kind of emotion. Red is a symbol of angry. Blue stands for sadness. And yellow symbolize happiness, etc. These results not only come from our research but also have scientific evidence. Although the color has a great influence on our daily life, we usually may not put too much attention on it. Actually, we have already affected by the color without consciousness. Due to some of the theories claim that different colors may have diverse impacts on people's feelings. By doing the research, our group wants to find out if color really affect one's emotion. If so, we will do further research on the effect of different colors on people's emotion. And our group mainly apply quantitative method to conduct this research. We will design questionnaires and send them to the public. After collecting all the data, we will analysis them and get the result.

Besides, we define colors from the two major tones, which are warm tone and cold tone respectively. Even though black and white don't belong to warm tone either cold tone, we still put them into our options. Because they are the only two colors that don't belong to either of them.

As for the emotions we use in our research, we choose the basic emotions which are defined by psychologists. The basic emotion can be divided into six types: happy, angry, sad, fear, disgust, surprise.

In brief, we expect to find out the connections between colors and emotion. So we will focus on different colors of room give you what kind of feeling, make a comparison between different kinds of tone on several situation and find out what's the color of various emotion represent. By doing so, we can determine what kind of colors will cause the different emotion and how does it work. Once we know the connections, we can use the results to make people have a clearer understanding on each color. Thus, people can take our research as a reference to use in their daily life.

II. Body

Part 1

What kind of feeling does this color give you?

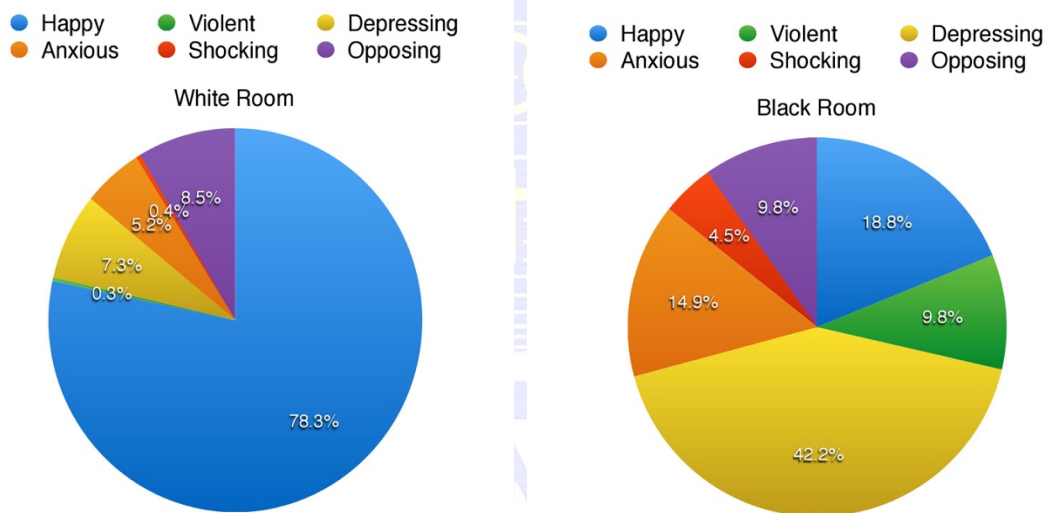


Figure 1-1

Figure 1-2

Figure 1-1 Most of the people choose “happy.”

Figure 1-2 Most of the people choose “depressing.”

● Happy ● Violent ● Depressing
● Anxious ● Shocking ● Opposing

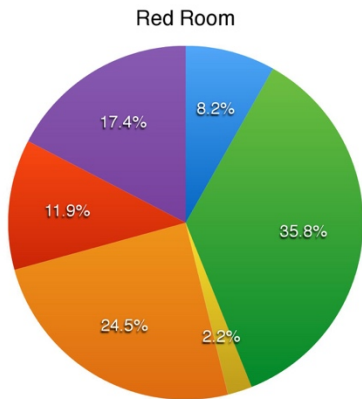


Figure 1-3

● Happy ● Violent ● Depressing
● Anxious ● Shocking ● Opposing

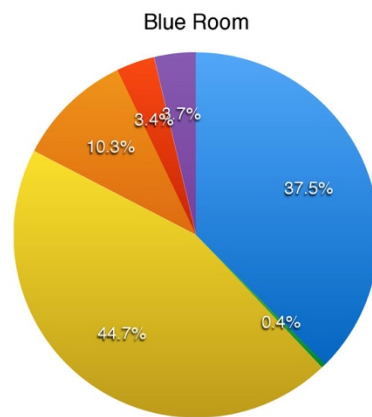


Figure 1-4

● Happy ● Violent ● Depressing
● Anxious ● Shocking ● Opposing

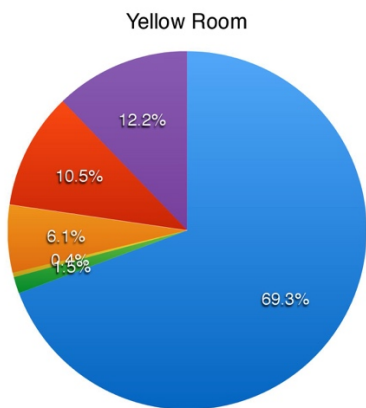


Figure 1-5

● Happy ● Violent ● Depressing
● Anxious ● Shocking ● Opposing

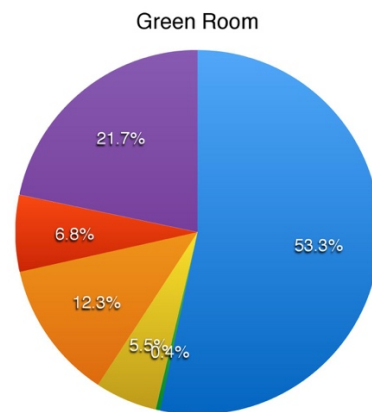


Figure 1-6

Figure 1-3 Some People choose “depressing”, while some people choose “happy.”

Figure 1-4 Most of the people choose “violent.”

Figure 1-5 Most of the people choose “happy.”

Figure 1-6 Most of the people choose “happy.”

Part 2

Based on different scenarios, which picture would you choose?

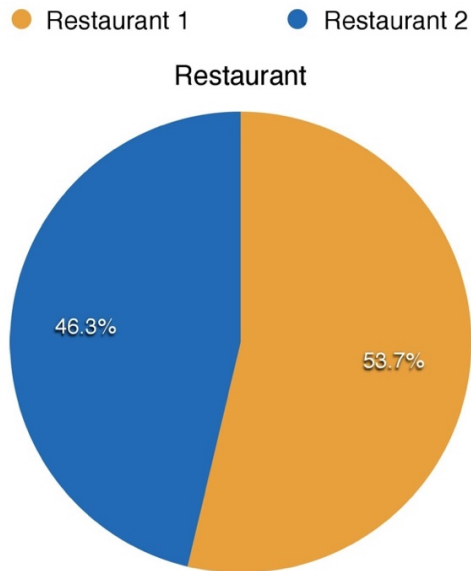


Figure 2-1

Why do you choose this picture?

● Appetizing ● Nice Atmosphere
● Comfortable ● Elegant

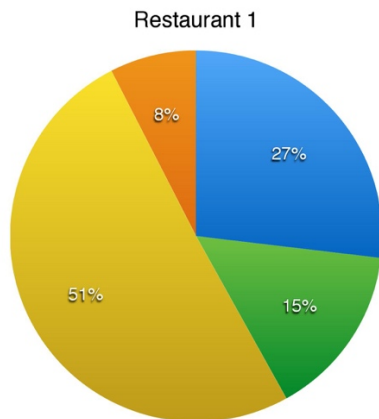


Figure 2-2

● Clean and Bright ● Comfortable

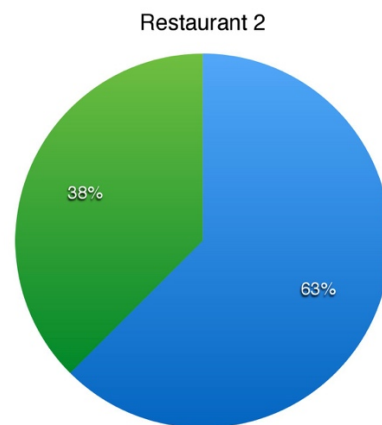


Figure 2-3

Figure 2-1 Slightly more people choose the restaurant in warm color decoration.

Figure 2-2 Most of the one who choose restaurant 1 because it looks comfortable.

Figure 2-3 Most of the one who choose restaurant 2 because it looks clean and bright.

Based on different scenarios, which picture would you choose?

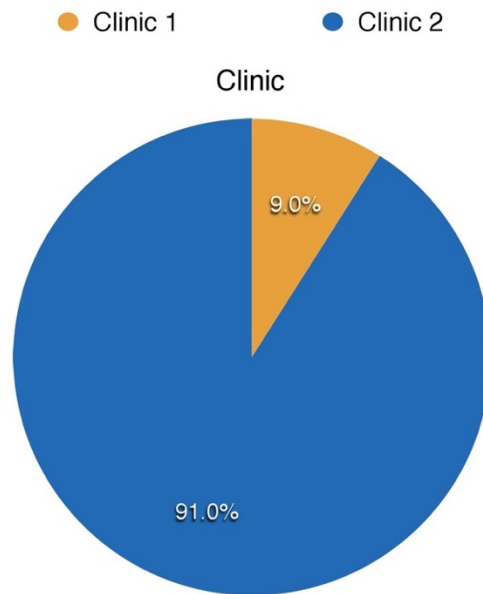


Figure 2-4

Why do you choose this picture?

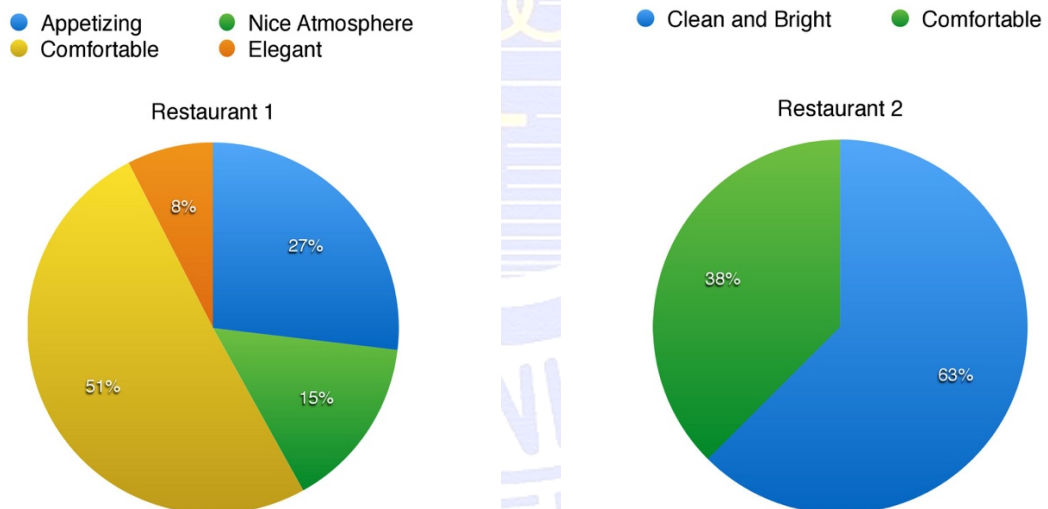


Figure 2-5

Figure 2-6

Figure 2-4 Most of the people choose the clinic in a colder tone of color.

Figure 2-5 Most of the one who choose clinic 1 because it looks cozy.

Figure 2-6 Most of the one who choose clinic 2 because it looks clean and bright.

Based on different scenarios, which picture would you choose?

● Clothing Store 1 ● Clothing Store 2

Clothing Store

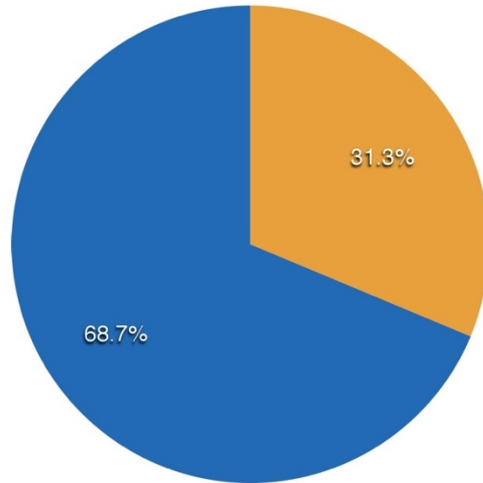


Figure 2-7

● Cozy ● Relaxing ● Bright ● Simple ● Relaxing ● Fashionable

Clothing Store 1

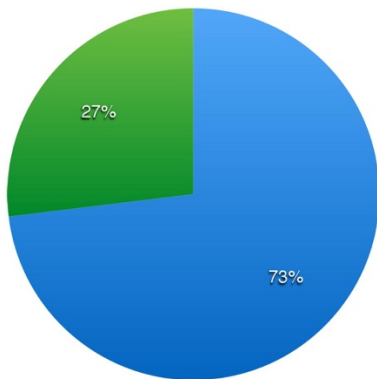


Figure 2-8

Clothing Store 2

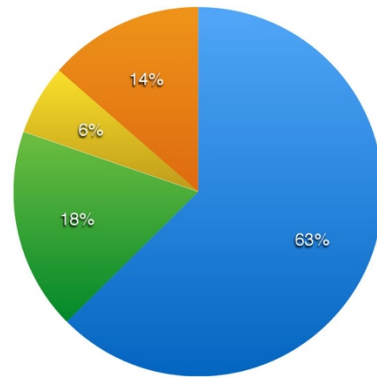


Figure 2-9

Figure 2-7 A lot more people choose the clothing store in cold color decoration.

Figure 2-8 Most of the one who choose clothing store 1 because it looks cozy.

Figure 2-9 More than half of the people choose clothing store 2 because it looks brighter.

Part 3

Which color would you relate yourself to when you experience different emotion?

● Blue ● Green ● Yellow ● Orange ● Red
● Black ○ White

The Color to Describe Happy

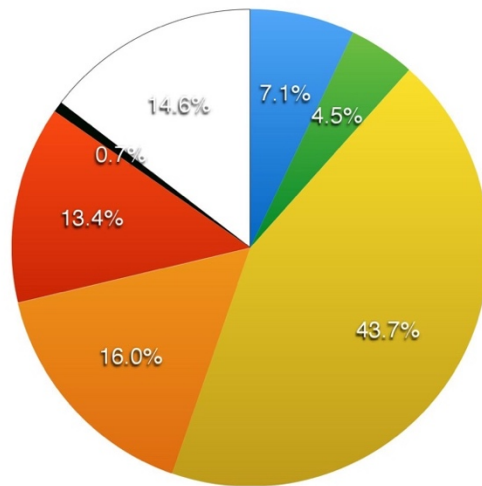


Figure 3-1

● Blue ● Green ● Yellow ● Orange ● Red
● Black ○ White

The Color to Describe Sorrow

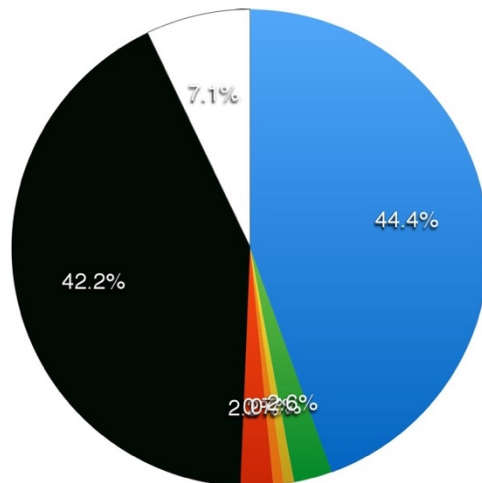


Figure 3-2

Figure 3-1 Most of people think of yellow

Figure 3-2 Most of people think of black or blue.

Blue Green Yellow Orange Red
 Black White

The Color to Describe Angry

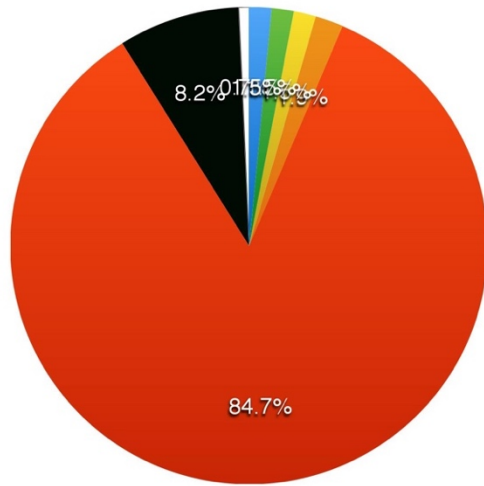


Figure 3-3

Blue Green Yellow Orange Red
 Black White

The Color to Describe Horror

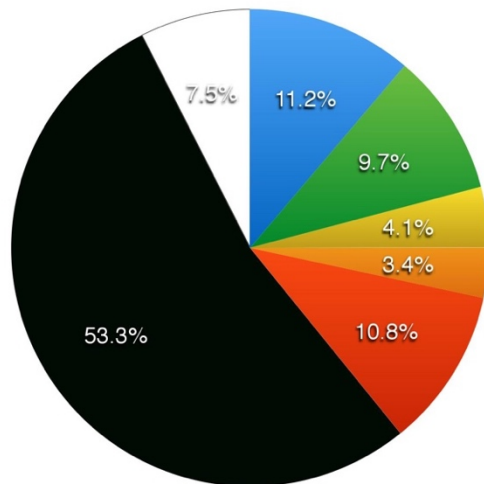


Figure 3-4

Figure 3-3 Most of people think of red.

Figure 3-4 Most of people think of black.

● Blue ● Green ● Yellow ● Orange ● Red
 ● Black ○ White

The Color to Describe Disgust

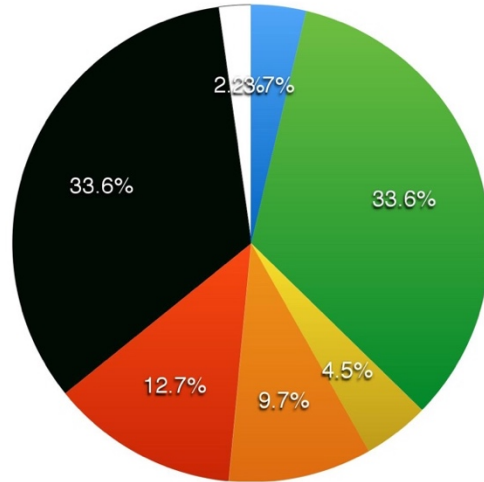


Figure 3-5

● Blue ● Green ● Yellow ● Orange ● Red
 ● Black ○ White

The Color to Describe Amazement

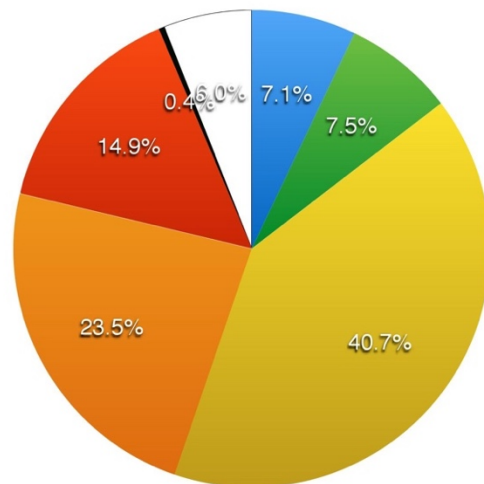


Figure 3-6

Figure 3-5 Most of people think of green and black

Figure 3-6 Most of people think of yellow

a. Method

In this questionnaire, we want to figure out how color affects people's emotions. In part one, we want to know how people feel when they are in the rooms with different colors. Next, in part two, we decorate each place respectively based on cold tone and warm tone to know how people choose when they are in different situations and why. Finally, we want to know about what kind of emotions people have when they think about different colors in the third part.

b. Results

To find out the connections between colors and personalities. To determine what kind of colors will cause the different personalities and how does it work. Once we know the connections, we can use the results to improve people's personalities by using the colors in our daily life.

The result in the first part of the interview is not quite relevant to the tone of the color, but the subjective feeling of each person. Because some people think warm color can also give them the feeling of violence, which cold color can also give them the feeling of happiness. This result is quite different from our presumption.

In the second part of the interview, we give people two pictures with different tones and styles, but they are basically the same scenarios. We can conclude that warm color makes people feel comfort and more like the real scenarios in life, while cold tone makes people feel more professional and brighter. Besides, we can infer that people make different choices based on their feelings toward different tones. So the warm tone and cold tone in this part have significant effect on people's choice.

In the third part of the interview, we give people different types of emotion, and they have to choose one color when they think of that emotion. We can also tell from this part that warm tone and cold tone somehow effect people's choice. When it comes to more negative emotion, people tend to think of cold tone such as green and blue. But when it comes to positive emotion, people tend to choose warm tone color such as yellow. However, black and white don't belong to any of the category, but still some people choose black when they think of negative emotion.

III. Conclusion

The three different parts of the questionnaire represent people's different feelings of colors. The three parts seem to be independent questions but they are connected together.

From the result of the part one we can tell that people have various answers, and the answers are not relevant to the tones of the color. Because we presume that people might feel happy when they see warm color. But actually most of the people choose "violent" when they see a red room. Also another presumption is that people feel depressing when they see the color of cold tone. Yet a lot of people choose "happy" when they see the color of cold tone such as blue and green. However, the black and white give people the feeling of happiness and depressions respectively. This means that people's feeling toward a certain color is really not that relevant to the tone of the color.

The result of the part two indicates that people would have different feelings on the same colors at the same time since they are in different situations and depends on what they need. Some people chose the cold tone one because they want to eat in a brighter restaurant, and some of them want to have meals in warm tone one because they feel more appetitive. Same as the clinic and the clothes shop, in this questionnaire, we can see that different colors put in in the different places would make people have different feelings and that feelings would make people do the different choices.

The result of the final part shows that most people chose yellow when they think about happy, chose black and blue when they think about sad, red is about angry, black is about fear, and green black would make them think about disgusted, then yellow and orange would make them think about surprised. According to this result, we can see that the color black is represented as the bad emotions like fear and disgusted. The red color stood for some particular emotions like violent and angry that can make people excited.

In this research, we can see that a color would not just represented as an emotion, people would have different feelings when they are in different situations or just depends on what they need at the moment. But still, we can certainly say that some colors mainly make people unpleasant, just like the color black I just mentioned.

IV. Reference

[1] 王曉今.“色彩學講義第二章：色彩三屬性與色彩體系”

(<http://web.ydu.edu.tw/~jinjin/98-1/CH1-2.pdf>)

[2] knews.“每日頭條：人類的六種情緒。”(2017-1101)

(<https://www.google.com.tw/amp/s/knews.cc/psychology/pe82o6z.amp>)

V. Appendix

a. Questionnaire

色彩與情緒 - Google 表單

色彩與情緒 - Google 表單

← 色彩與情緒 ☆ 傳送

問題 回覆 268

第 1 個區段，共 4 個

色彩與情緒

此研究報告中的色彩分為兩大方向：暖色調與冷色調，並從暖色調的基本色：紅、黃；冷色調基本色：藍、綠；無色調：黑、白，作為研究基準，探討色彩與人的情感之關係。我們也從心理學定義的兩大情緒：基本情緒與複雜情緒，從基本情緒作為研究基準，基本情緒被分為：喜悅、憤怒、恐懼、悲傷、厭惡、驚奇。

於區段 1 後 前往下一個區段

第 2 個區段，共 4 個

第一部分

請看圖，並依照指示選擇適當答案。

白色房間給人的感覺？*

愉悅

無力

憂鬱

焦慮

震驚

抗拒

其他

https://docs.google.com/forms/d/1APE_I_M85k5bU/SYDvXNHFMJ8x6c3vQib3gMgTqzHA/edit

https://docs.google.com/forms/d/1APE_I_M85k5bU/SYDvXNHFMJ8x6c3vQib3gMgTqzHA/edit

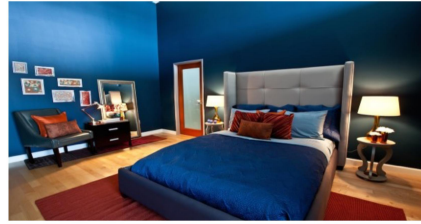
黑色房間給人的感覺？ *



- 愉悅
- 勝力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzHA/edit

藍色房間給人的感覺？ *



- 愉悅
- 勝力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzHA/edit

紅色房間給人的感覺？ *



- 愉悅
- 勝力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzHA/edit

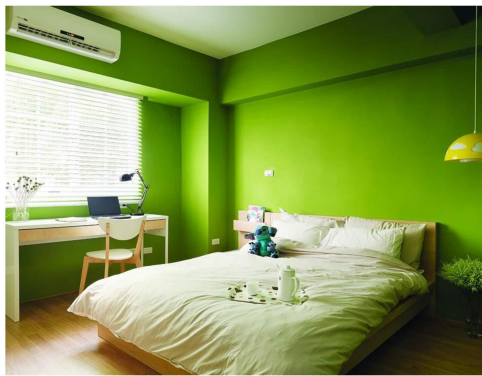
黃色房間給人的感覺？ *



- 愉悅
- 勝力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzHA/edit

綠色房間給人的感覺？ *



- 愉悅
- 暴力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzFA/edit

灰色房間給人的感覺？ *



- 愉悅
- 暴力
- 憂鬱
- 焦慮
- 排拒
- 震驚
- 其他...

於區段 2 後 前往下一個區段

第 3 個區段，共 4 個

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzFA/edit

第二部分

請比較兩張圖，並依指示選擇適當答案

下列哪間餐廳讓你更有食慾？ *

餐廳一



餐廳二



承上題，這間餐廳給你什麼樣的感覺？ *

簡答文字

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzFA/edit

比較想到下列哪間診所看診？ *

診所一



診所二



承上題，這間診所給你什麼樣的感覺？

簡答文字

https://docs.google.com/forms/d/1APL_MBSk5bUjSYDvXNHFMU8x6c3vQib3gMgTqzFA/edit

比較想到下列哪間服飾店購物？ *

服飾店一



服飾店二



承上題，這間服飾店給你什麼樣的感覺？ *

簡答文字

於區段 3 後 前往下一個區段

第 4 個區段，共 4 個

第三部分

請想像題目中的意境，並選擇適當答案

你會用那個顏色形容喜悅？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色

你會用那些顏色形容悲傷？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色

你會用那些顏色形容憤怒？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色

你會用那些顏色形容恐懼？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色

你會用那些顏色形容厭惡？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色

你會用那些顏色形容驚奇？ *

- 紅色
- 綠色
- 黃色
- 藍色
- 橙色
- 黑色
- 白色