



Effects of Environmental Color on the Academic performance of College Students

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Introduction

Color is present in our every day lives. It is everywhere we look and effects us in ways we might not even realize. The advertising world spends most of their effort choosing color combinations to claim as their own and to catch our eye. We are bombarded with color from every angle, twenty-four seven. So why is it our university classrooms are so bland?



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Research Question

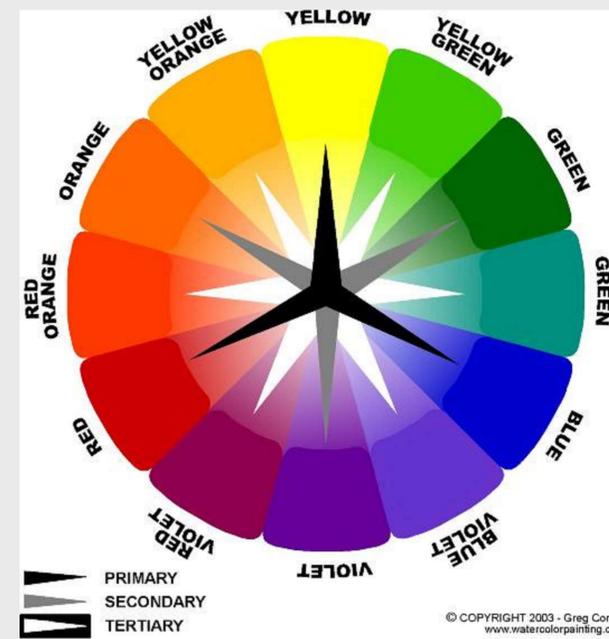
Why would color choice be random in higher education.? On the California State University Stanislaus campus, while there is certain amount of red and yellow throughout the school for the team colors, the most common color on campus is beige. It is neutral color that is generally bland and does little to stimulate the mind. However, there have been studies done on this very topic.

Background and Literature Review

The relevance of this study is to better understand how color might affect students' behavior and performance while in a classroom setting. Beige is a typical, old color that is used in a lot of public and government buildings. Universities are expected to be breeding grounds for the next generation of the work force and all that they provide. What is the logic of placing that generation in a bland environment while they contemplate their lasting life choices? The idea for this project is to temporarily change the color of a classroom, and see if that has any effect on the students' performance while participating in a simple experiment. The overall goal is to convince the University officials to repaint the classrooms with a color more suitable for higher learning.

Methods

For this experiment, thirty participants will be placed at a desk in a classroom where they are facing an altered corner. The corner will have sheets of construction paper on the wall as a temporary wall paper for the effect of changing the color environment. Then the participants will then complete a few tasks of multiplication sheets and a white, blank puzzle. The idea is that they do both activities in the different color environments of the beige wall, and the red and blue wall paper. The participants will be timed in their completion of each task in each colored environment. The results will then be analyzed and compared.



Expected Conclusions

The expected results of this study are the following. The beige environment will be tested first as a basis for comparison. For the red environment, it should be expected that the participants will take longer to perform the task at hand, and may even show signs of agitation and frustration. The blue environment should show signs of improvement in the amount of time it takes to complete the task, as well as a reduction in agitation and frustration. The results will then be brought together for analysis.

Significance

This study could contribute to the field of Psychology in how it focuses on the effects of environmental color. The goal of this experiment is to gain this better understanding for the purpose of creating better environments for students on college campuses.

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