

What Color Catches Your Attention?

Aiming for a safer and more secure society by using effective colors.

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1. Purpose

Choosing colors effectively can help people from different situations in our daily life.

2. Hypothesis①

(1) Color red is believed to be the most impressionable color according to a prior study (Size Effect in Color Conspicuity)

(2) The participants' gender, learning background, club activity, and favorite colors may affect the result.

3. Experiment①

【Experimental method ①】

The participants

1. Answered a questionnaire
2. Were shown a blank slide on the screen
3. Were shown a set of 6 colors
4. Wrote down what color remained the longest
5. Wrote down their favorite color on the sheet

【Number of the participants①】

55 males	46 females
101 participants	

【Colors used in the experiment】

#FF0000 (red), #FFFF00(yellow), #00FF00(green), #00FFFF(light blue), #0000FF(blue), and #FF00FF(pink)

※Colors were chosen from the hexad color scheme.



figure1

4. Result①

66% of male and female teenagers chose color red. Yellow was chosen as the second most impressionable color. Any relationship between participants' background were not found.

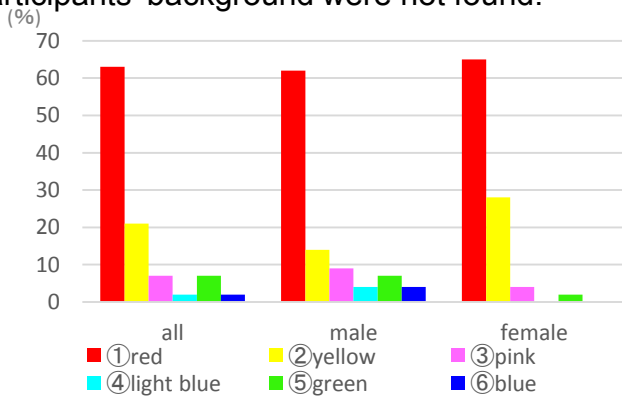


figure2

5. Hypothesis②

The color in the upper left location must be remained as the strongest color because students use textbooks written horizontally.

6. Experiment②

【Experiment Method②】

The same method from ① but the positions of each 6 colors were changed.(figure3)

【Number of participants②】

64 males	32 females
96 participants	



Figure 3

【Colors used in the experiment】

The same colors from figure1

7. Result②

37% of male and female participants chose blue. The percentage of the other colors increased and became more spread out between 15% and 20%. Any relationship between participants' background were not found.

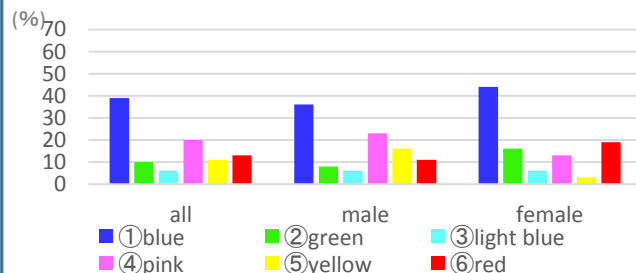


figure4

8. Conclusion

1. Impressionability of a color is related to the color itself and the location where the color is.
2. The color in the upper left location is the most impressionable.
3. Some people selected color red even if it is shown in a disadvantageous location.
4. It leads to an increase in the number of participants who selected different colors.

9. Future Task

- It is necessary to conduct experiments with the same colors in different positions: Can light blue, an unpopular color in this study become the most impressionable color among the participants if it is in the upper left?
- Need to study with various colors other than the 6 basic colors and with different methods.
- Need to conduct the same experiment with participants in different age groups.

10. Works Cited

Ashizawa Shoko.,and Ikeda Mitsuo. *Size Effect in Color Conspicuity*