

Effect of Color on Anagram Solving Ability

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Abstract : Context: Color has been found to have an impact on cognitive performance. Due to the negative connotation associated with red, it has been found to impair performance on intellectual tasks. Aim: This study aims to assess the effect of color on individuals' anagram solving ability. Methodology: An experimental study was conducted on 66 participants in the age group of 18-24 years. A self-made anagram assessment tool was administered. Participants were expected to solve the tool in three colors- red, blue and grey. Results: A lower score was found when presented with the color blue as compared to red. The study also found that participants took relatively greater time to solve the red colored sheet. However these results are inconsistent with pre-existing literature. Conclusion: Hence, an association between color and performance on cognitive tasks can be seen. Future directions and potential limitations are discussed.

Keywords : color psychology, experiment, anagram, performance

Conference Title : ICPPR 2023 : International Conference on Psychology and Psychological Research

Conference Location : Mumbai, India

Conference Dates : February 16-17, 2023