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emotions, can be proved in many different ways (1). The more technical, scientific reason has to do with the body. The body sends out waves which, in part, are magnetic fields. Some doctors and scientist call these magnetic fields a person ...

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Our empirical review focuses especially on color in achievement and affiliation/attraction contexts, but it also covers work on consumer behavior as well as food and beverage evaluation and consumption. The review clearly shows that color can carry important meaning and can have an important impact on people's affect, cognition, and

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**Affects System of  
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The Effects of Color on the Moods of College Students Sevinc Kurt<sup>1</sup> and Kelechi Kingsley Osueke<sup>2</sup> Abstract This research aims to discover the psychological effects of colors on individuals, using the students' union complex in a university campus. This building was chosen due to its richness in



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color variances. The research method is survey, and

## **The Effects of Color on the Moods - SAGE Journals**

Eric, John, and Paraag's (2007) main point about color psychology is that color has both a physiological and psychological effect. For example, green makes people feel relaxed because it relaxes their muscles

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and makes them breathe deeper and more slowly.

Furthermore, blue lowers blood pressure, which makes one feel calm.

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According to Angela Wright (1998, p. 23), the psychology of color works as follows: When light strikes the eye, each wavelength does

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so slightly differently. Red, the longest wavelength, requires the most adjustment to look at it, and therefore appears to be nearer than it is, while green requires no adjustment whatever, and is therefore restful.

## **The Effects of Color on the Moods of College Students ...**

This paper analyses 40 previous colour studies selected from various

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disciplines discussing previous methods and colour effects in order to find its significant impact on humans. It reviews factors such as type of setting, method of assessment, instruments and type of colours.

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psychologists view color therapy with skepticism and point out that the supposed effects of color are often grossly exaggerated. Colors also have different meanings in different cultures. Research has demonstrated in many cases that the mood-altering effects of color may only be temporary.

**Color Psychology:**

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## **Does It Affect How You Feel?**

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“Color psychology is the study of hues as a determinant of human behavior. Color influences perceptions that are not obvious, such as the taste of food... Color can indeed influence a person; however, it is important to remember that these effects differ



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between people.

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achievement tasks, because red is associated with the danger of failure in achievement contexts and evokes avoidance motivation.

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**Qendrim Ahmetaj -  
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Abstract This paper aims to examine the impacts of the human psyche and subconscious color when buying and consuming goods. Colors cannot be only from the physical perspective, But the psychological impact on the mechanism of color have human body through which can be

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used to predict many behaviors.

## **STUDY OF HUMAN REACTIONS THAN COLOR AND ITS EFFECTS ON ...**

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smallest details such as our daily moods or food preferences.

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