

HUM-381

Colour psychology

Mohr Christine

Cursus	Sem.	Type
Humanities and Social Sciences	BA5	Obl.

Language of teaching	English
Credits	2
Session	Winter
Semester	Fall
Exam	During the semester
Workload	60h
Weeks	14
Hours	2 weekly
Courses	2 weekly
Number of positions	80

Summary

The media frequently report on how color influences one's emotions and well-being. We teach students basic skills to critically understand and interpret these claims analyzing empirical studies in affective color psychology.

Content

Color is widely considered powerful in shaping psychological processing. Popular media frequently report on how color influences emotions and fosters well-being. However, many of these claims are based on marketing strategies and not empirical findings. When looking at the existing literature, these claims are less convincing, or rather, the evidence for many claims is yet missing. The current seminar will introduce and discuss ways to study and test the relationships between color and psychological functioning. With psychological functioning we refer to cognitive and affective processes such as perception of and conceptual associations with color and affect. The discussions will be based on experimental as well as survey studies. The objective of the course is for students to become aware of problems of causality, proof of popular statements and critical thinking regarding statements that can be widely read and heard in the public domain.

Keywords

cognition, color psychology, perception, language, emotion, affect

Learning Prerequisites**Required courses**

none

Recommended courses

none

Important concepts to start the course**Learning Outcomes**

By the end of the course, the student must be able to:

- Search for relevant literature
- Describe previous research including their weaknesses and strengths
- Discuss research articles within a larger context
- Demonstrate the ability to integrate different, or ideally opposing viewpoints
- Formulate your reasoning in oral and written form
- Justify a constructive synthesis of the treated literature
- Defend your conclusion based on the former learning outcomes

Transversal skills

- Assess progress against the plan, and adapt the plan as appropriate.
- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Communicate effectively with professionals from other disciplines.
- Give feedback (critique) in an appropriate fashion.
- Summarize an article or a technical report.
- Demonstrate the capacity for critical thinking
- Make an oral presentation.
- Take feedback (critique) and respond in an appropriate manner.
- Access and evaluate appropriate sources of information.

Teaching methods

Course - seminar style of 90 minutes

Introduction of a course-relevant research topic, presentation of key studies and critical discussion of existing empirical work.

We support students

- in their literature search
- in their preparation of the oral presentation
- in their preparation of the course summary

Expected student activities

- Present and discuss your scientific account of a popular statement in an oral presentation
- Write a brief summary of your presentation (half a page)
- Write 3 summaries (0.5-1 page each) of 3 presentations given by your peers.
- Contribute constructively to the discussion and outcome of the other presenters.

Assessment methods

- Evaluation of the oral presentation
- Evaluation of the summary of the oral presentation
- Evaluation of the three summaries of presentations given by your peers

Supervision

Office hours	No
Assistants	Yes
Forum	No

Others Students can ask questions and obtain further information before and after lecture times. In case of particular questions, additional office time can be arranged.

Resources

Virtual desktop infrastructure (VDI)

No

Bibliography

to be provided in the course