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Psychologists have classified colors as warm (red and yellow) and cool (blue and green) colors. However, the distinction between warm and cool colors is relative; for example, when red and yellow are paired together, yellow is considered warmer than red. White, black, and gray are considered neutral colors.

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Modern Research on Color Psychology Most 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: Does It Affect How You Feel?**

Color psychology addresses the way colors and emotions are intricately linked and how color affects human behavior. There has been little rigorous scientific study on the psychological effects of color, but plenty of anecdotal evidence exists. What colors are positive?

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A study of colour emotion and colour preference, Part III: colour preference modelling, *Color Research and Application* 29, 381-389 (2004). Discover the world's research 17+ million members

**(PDF) The Colour Affects System of Colour Psychology**

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 color variances. The research method is survey, and questionnaires were drawn up and distributed to an even range of students, comprising both international and local students; undergraduate and graduate.

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

Theorizing on color and psychological functioning has been present since Goethe (1810) penned his Theory of Colors, in which he linked color categories (e.g., the "plus" colors of yellow, red-yellow, yellow-red) to emotional responding (e.g., warmth, excitement).

**Frontiers | Color and psychological functioning: a review**

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"Color is electromagnetic energy" Read more at Quora. These studies include the disciplines of psychology, architectural psychology, color psychology, neuropsychology, visual ergonomics, psychosomatics, and so forth. In short, it confirms that human response to color is total — it influences us psychologically and physiologically.

**Color Psychology in Architecture—GreenBuilt**

Color is a ubiquitous perceptual stimulus that is often considered in terms of aesthetics. Here we review theoretical and empirical work that looks beyond color aesthetics to the link between color and psychological functioning in humans. We begin by setting a historical context for research in this area, particularly highlighting methodological issues that hampered earlier empirical work.

**Color Psychology: Effects of Perceiving Color on**

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 and makes them breathe deeper and more slowly. Furthermore, blue lowers blood pressure, which makes one feel calm.

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Color Psychology (the "Colour Affects" system) Color psychology is a matter of debate, to say the least. There are very few (if any) undisputed scientific research presented, yet an increasing number of physicists, psychologists, biologists and neuroscientists are taking the subject increasingly more seriously. How does it work?

**Color Psychology (the "Colour Affects" system)**

Literature review: Several previous studies exploring particular characteristics and learning in computer-mediated environments influenced the review of the literature. The literature on color psychology indicates that color preferences and affective reactions to color can influence behaviors and attitudes. The literature on goal achievement motivation posits that affective dispositions influence goal orientation, motivation, and individual outcomes.

**Research Article Learning in Color: How Color and Affect**

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Red is arousing, passionate, provocative, fiery, aggressive. The message in the interior is aggressive, advancing, dominant. Green is balancing, natural, calm with the message of simplicity, security, balance. White expresses open, vast, neutral, sterile. The message being purity, sterile, emptiness, indecisiveness.

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