



CALIFORNIA STATE SCIENCE FAIR 2014 PROJECT SUMMARY

Name(s) Nagee N. Clowney	Project Number J0405
Project Title Color Thoughts: Word Color Association	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The purpose of my project was to determine if there were trends in how people associated certain colors with positive and/or negative words.</p> <p>Methods/Materials I designed the survey. I spoke to a professor and decided to use Cluster Sampling to select which group to survey. I randomly drew nine teachers' names. I submitted my research plan for how I planned to do conduct surveys. I completed the Certification of Compliance for Research Involving Human Subjects. I got approval from my Project Advisor, the principal, and teachers to distribute the surveys to the students. I also distributed surveys in to each teacher's mailbox (60). I collected the surveys and tallied the results. Finally, I reviewed the results to see if there were any similarities with how people viewed colors. MATERIALS USED: Pencils; Letters to Teachers/Administrators Asking for Permission to distribute surveys; Surveys; and Tally sheets</p> <p>Results I received 249 student surveys(17.4% of school's student population and 12 teacher surveys(20%). I tallied results based on whether the word was positive or negative. Blue received the highest number of student responses for positive words (18%). For negative words, red received the highest number of student responses (39%) and black (13%)was the second highest. For teacher responses, black received the highest percentage associated with negative words (32%). For positive words, blue received the highest percentage of responses from teachers (24%).</p> <p>Conclusions/Discussion The experimental results partially supported my hypothesis that when people are presented with a list of descriptive words and choices of colors, they will frequently associate positive words with white and negative words with black. In order to determine if there were trends in people's association of words with certain colors, I developed a survey with positive and negative words and color choices. I thought black would have the highest association with negative words. Instead, for students, it had the second highest number of responses overall compared to red; however, it had the highest percentage of responses from teachers. I also thought that more people would associate positive words more often with the color white. Instead, blue received the highest number overall for positive responses (18% from students and 24% teachers).</p>	
Summary Statement This project uses cluster sampling to survey a random group of students and teachers to determine if people's association with certain words to colors is influenced by popular social norms and cultural perceptions.	
Help Received Mother helped type report; Spoke with professor about Cluster Sampling; Teachers distributed surveys; Mother's co-worker showed me how to do tables in Excel	