

Name: _____

Date: _____

Example Research Paper Scaffold

Research Question

How does color affect one's mood?

Hook (Thesis statement)

What is interesting about this question? Hook your readers with an interesting fact that might make them curious about this topic.

Colors seem simple, but they affect people. If someone is angry, it could be because they are surrounded by or looking at the color red! People's moods can change depending on what colors they are looking at. One simple color can affect a person's whole mood.

(continued)

Example Research Paper Scaffold (continued)

Literature Review

Find five articles about your topic and list the relevant facts from each one.

1. According to (author/source) Johnson (date 2007) the main idea about this subject is color does affect mood by producing chemicals and stimulating feelings such as hunger

List facts from the source that support this idea

1. fact blue- calm because it releases calming chemicals
2. fact red- can make you hungry because it's an appetite stimulant
3. fact yellow- irritated people lose temper more in yellow rooms
4. fact pink- tranquilizing, makes one feel weak
5. fact _____

(You can add more facts as you find them.)

In conclusion Johnson says depending on color, one's body can do things like produce chemicals to make it act a certain way

_____ about the topic.

2. Another idea, by (author/source) Smith (date 2007) is that the effect color produces is based on what one's body does in response

1. fact yellow- mentally stimulating, activates memory
2. fact red- increases confidence
3. fact brown- makes one feel orderly and stable
4. fact dark blue- makes one feel sad
5. fact _____

(You can add more facts as you find them.)

In conclusion Smith says that different colors do in fact change one's mood and our reaction to color affects the choices we make

3. A third writer, Wollard (date 2000) states that color can affect one's mood, but the effect can also depend on culture and one's personal reflection

1. fact someone from Japan might not associate red with anger
2. fact if someone likes the color brown, they might associate it with happiness
3. fact pink reduces aggression, which is why jail cells are pink in Seattle
4. fact brown makes one feel comforted
5. fact _____

(You can add more facts as you find them.)

(continued)

Example Research Paper Scaffold (continued)

Literature Review (continued)

The third author concludes that colors affect one's mood, but there are other factors that can affect it too

4. A fourth source, Eric, John, and Paraag (date 2007) states that the main point about color psychology is that color has both a physiological and psychological effect

1. fact green—relaxes because it relaxes muscles and makes one breathe deeply and slowly

2. fact blue—lowers blood pressure, which makes one calm

3. fact _____

4. fact _____

5. fact _____

(You can add more facts as you find them.)

This author concludes that color affects mood because it affects one's body

5. Yet another idea, from Airey (date 2006) is that color is energy and it has a physical, mental, spiritual, and emotional affect on people

1. fact black—sophisticated and secure, but also depressed

2. fact brown—reliable and serious

3. fact yellow—lifts one's self-esteem

4. fact _____

5. fact _____

(You can add more facts as you find them.)

This author concludes that different colors have different affects on people

(continued)

Example Research Paper Scaffold (continued)

Analysis

Explain how the ideas are different or the same.

One of the three ideas says color affects one's mood based on personal opinion. For example, if one dislikes pink, it can be associated with hate. Another idea says that color affects one's mood based on one's own culture. An example of this is that someone from the U.S. may associate green with envy, while people in Japan think of yellow when talking about envy. However, the majority of the sources say that color affects mood by affecting what's going on inside one's body. Seeing blue releases calming chemicals, which makes one calm. Because yellow is the hardest color for the eye to focus on, people may become irritated when looking at yellow. Babies cry most in yellow nurseries.

(continued)

Example Research Paper Scaffold (continued)

Conclusion

What is your answer to the question? (Give the facts that support your point.)

The most likely explanation seems to be that color does affect one's mood, but the effects are different for girls and boys. However there are some similarities. Some results in the student survey were different from the cited research. Now it is obvious that colors have a great affect on mood.

References

Author last name, first initial. (date). title of article. date retrieved (if online publication), pages (if print publication) of the references cited.

Airey, D. (2006). How does colour psychology work? Retrieved October 19, 2007, from <http://www.davidairey.com/how-does-colour-psychology-work?>

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Smith, K. (2007). Color: Meaning, symbolism, & psychology. Retrieved October 19, 2007, from <http://squidoo.com/colorexpert/>

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Example Student Research Paper

Color Psychology Paper

Research Question:

How does color affect one's mood?

Review of Literature:

Colors may just seem simple and unimportant, but they affect our daily lives more than we may know. If someone is feeling angry, it could just be because they're angry, or it could be perhaps that they are surrounded by or looking at the color red. That's right! People's moods can change just because they are looking at different colors! There are many theories on how just a simple color can change one's whole mood.

According to Johnson (2007), color does affect mood by producing certain chemicals and stimulating different feelings such as hunger. For example, blue can make one feel calm because it releases calming chemicals, and red can make one hungry because it is an appetite stimulant. Yellow can make one feel irritated, and it is a fact that people lose their temper most in yellow rooms. However, pink is tranquilizing and can make one feel weak. In conclusion, Johnson says that depending on the color, one's body can do things (like producing chemicals) that cause a certain emotional reaction (mad, sad, etc.).

Another idea, by Smith (2007), is that the effect color produces is based on what one's body does in response. For example, yellow is mentally stimulating, and activates memory, whereas red increases confidence. Also, brown can make a person feel orderly and stable, while a dark blue can make one feel sad. Therefore, Smith says that different colors do in fact change one's mood and the consequences can be negative or positive.

A third writer, Wollard, (2000) seems to think that color can affect one's mood, but the effect also can depend on one's culture and what one's personal reflection may be. For example, someone from Japan may not associate red with anger, as people from the U.S. tend to do. Also, a person who likes the color brown may associate brown with happiness. However, Wollard does think that colors can make everyone feel the same, or close to the same, mood. According to Wollard, pink reduces aggression, which is why the walls of the jail cells in the Seattle prison are pink! Also, brown can make one feel comforted. Wollard feels that colors do affect one's mood, but there are other factors that can alter what one is supposed to feel.

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. Eric, John, and Paraag conclude that color affects one's mood because of what it does to the body.

Yet another idea, by Airey (2006), is that color is energy, and it can have a physical, mental, spiritual, and/or emotional affect on people. He states that black can make one feel sophisticated and secure, but it can also make one feel depressed. Also brown can make a person feel reliable and serious, while yellow lifts self-esteem. Therefore, Airey concludes that different colors can have different kinds of affects on people.

Analysis:

There are three ideas about color psychology in these sources, and they all say that color affects one's mood. They differ based on what factors influence the effects of color, such as culture, opinion, and what goes on inside one's body. One of the three ideas is that color affects mood based on one's personal opinions. For example, if a person dislikes the color pink, he may associate pink with hate. Another idea states that color affects mood based on one's culture. For example, someone from the U.S. may think of the color green when referring to envy, while people in Japan think of yellow in connection with wanting what someone else has. However, the majority of the sources consulted say that color affects mood by influencing what goes on inside of people. For example, seeing the color blue releases calming chemicals, which in turn makes one calm. Also, because yellow is the hardest color for the eye to focus on, people may become irritated when looking at yellow, and it is a proven fact that babies cry most in yellow nurseries. These theories do not seem to have much in common.

Conclusion:

Color does affect one's mood, but it can affect boys and girls differently. For example, while most female middle school students found green neutral and balancing, most male middle school students found it secure and safe. However, there are also some similarities between the female and male middle school students. For example, most female middle school students thought that brown made them feel bored, and so did the male middle school students! Also, both found that pink made them feel love and affection. However, some results in this study were different from the research cited. For example, the research stated that brown would make girls and boys feel secure and safe, but instead it made them feel bored. Furthermore, the research said that yellow would make boys and girls feel irritated, but most boys and girls reported that it made them feel happy and cheery. Overall, most of the results were different from the research sources consulted. In any case, it is obvious that colors have a great affect on one's mood.

References:

- Airey, D. (2006). How does colour psychology work? Retrieved October 19, 2007, from <http://www.davidairey.com/how-does-colour-psychology-work?>
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