THE EFFECT OF COLOR ON MEMORY RECALL

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Psychology majors, Victoria Angeliz Lopez '25 (*left*) and Isabelle Foye '25 (*right*), present at the Transformative Learning Conference (TLC) in April 2024.

Abstract

This study aimed to determine which color is best when trying to recall information. People remember red and yellow objects compared to blue and green (Chang & Xu, 2019; Kuhbander et al., 2015). We hypothesized that participants in the red and blue paper group would have higher recall scores compared to the white paper group. A total of 32 Rivier students were individually tested. They were randomly assigned to a colored paper group: red, blue, or white. Participants were given one minute to study the DRM False Memory word list for the target "music," then one minute to recall as many words as they could on the same-colored paper as their word list. A one-way between subjects ANOVA was conducted to analyze the number of words recalled by each group and a Chi-squared analysis for the frequency of the critical word "music" being recalled. No significant difference was found for the number of word recalled between the three groups ($F(2,29) = 0.31$, $p = 0.2359$; $M_{red} = 8.9$, $M_{blue} = 8.7$, $M_{white} = 9.1$). Interestingly, we did find that participants significantly failed recall the false memory target ($\chi^2(1) = 15.13$, $p < 0.001$). Limits included the darkness/readability of the blue paper, the ease of the test, and durations of the memorization and recall periods. ■

[*] **VICTORIA ANGELIZ LOPEZ** is a Psychology major and Social Work minor, graduating in December 2025. "I am a first-generation college student from a Puerto Rican family, and I am the youngest of three. I love working with kids and hope to work with children as a Clinical Mental Health Counselor in the future. Although these are my career goals, making my family proud is really what's most important to me".

[†] **ISABELLE FOYE** is a Psychology major and Sociology minor, graduating in May 2025. "I am the first child in my family to graduate from college. I enjoy working with children and intend to continue to work with children after graduation. I was a competitive dancer for 15 years and is now a dance teacher".

[‡] **Dr. EMLEE C. KOHLER**, Associate Professor of Psychology, received her graduate training in the biological roots of Alzheimer's disease from Bowling Green State University. While maintaining her interest in memory disorders, she has become a psychology generalist due to her wide array of interests. Her past research focused on homing pigeons and the biochemical and neurological mechanisms of aging and Alzheimer's disease. Currently, her research efforts are centered on the scholarship of teaching and learning, specifically the use of manipulatives in teaching and the reading abilities of college-level students.

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