



Which Color do you want? Effect of Mood on Choice of Color

Shravani Priya¹, Gulgoona Jamal^{2*}

¹Research Scholar, Department of Psychology, Zakir Husain Delhi College (University of Delhi), J. N. Marg, New Delhi, India

²Co-author, Associate Professor, Department of Psychology, Zakir Husain Delhi College (University of Delhi), J. N. Marg, New Delhi, India

*Corresponding Author Email Id: gulgoona.jamal@zh.du.ac.in

ABSTRACT

Objective: To investigate the mood's influence on the choice of color and its components (lightness, chroma and hue) in young adults.

Method: Thirty young adults (males = 12, females = 18) with an age range (18-25 years) were taken as participants in a within-subjects design and four moods, namely fear, relaxed, sadness, and joy, were induced in them. Their responses were recorded with the help of the "Color Picker Test" and the "Geneva Emotion Wheel".

Results: A significant effect of mood on the choice of color and its components was found. Lighter and more chromatic colors were chosen in positive moods (relaxed and joyful) while darker and less chromatic colors were chosen in negative moods (fearful and sad). Different hues were chosen by the participants in different moods, such as shades of red were chosen in fearful mood. Additionally, different colors were chosen by the participants in different moods.

Conclusion: The present findings that moods influence the people's choice of color, and its components echo with the previous research studies. The present study has some applicable implications, such as in treatment of various clinical disorders, e.g., anxiety, depression etc., for fashion industry as well as for interior decoration.

Keywords: color theory, lightness, chroma, hue, mood.

INTRODUCTION

Nature has gifted human beings the color vision to appreciate its wide spectrum of colors spread throughout flora and fauna. We are surrounded by colors, natural as well as artificial from cradles to graves. With this abundance in our environment, it can be assumed that we associate different meanings with colors. Keeping this idea in mind, various people have elaborated that an individuals' personality, mood, or emotions can be inferred from his/her choice of colors. These claims have been made despite having a lack of substantial empirical evidence supporting them. Backing for these ideas can emerge from the field of color psychology.

Color psychology is a field of psychology that studies how various colors influence human behavior. It includes the study of how certain colors seem to arouse individuals to act while others calm them. Color psychology also includes the study of how emotions and moods are associated with colors, e.g., [1][2] [3][4][5] or how colors influence performance, for example, [5][6][7][8]). Before we study how colors are associated with moods and emotions, let us first understand about colors, emotions, moods, and core affect.

Color can be understood as the various pigments we see around us, it is the name we use when we see any hues. It has been conceptualized as having different components. According to the International Commission on Illumination (CIE) (1976) colors have three main components: (1) Lightness, (2) Chroma, and (3) Hue (LCh). In the CIE-LCh system, "lightness is a linear variable ranging from 0 to 100. The higher the value of this variable, the lighter the color selected". Simply put, lightness of a color means magnitude of lightness or darkness. "Chroma refers to the vividness or saturation of a color. It is another linear color parameter ranging from 0 to 140". The higher the value of this parameter, the more saturated is the

Sentiment Analysis of Popular Hindi Songs

Ravi Kumar, Meghna Jaiswal, Ganga Tiwari, Tanya Johari

ABSTRACT

Since the time immemorial music has served as a universal language around the world. Lyrics, the heart and soul of music have historically been an important part of music's effectiveness as a medium for connecting with the general population. Lyrics have a high associative quality that makes them capable of influencing a person's emotional states. However, the potential for research into how lyrics affect happiness and sadness is usually disregarded. This study uses sentiment analysis to characterise good and negative emotions based on well-known Hindi songs. The present study intended to explore what kind of emotions different genre of songs elicit and what are the psychological mechanism of it. Using a focused-group interview technique, data were collected with the help of 15 Hindi songs which were categorised into three categories; patriotic, sad and romantic songs. It was discovered that while melancholy music carried the listeners back in time and made them feel sad, let down, and furious, patriotic songs made the listeners feel happy and proud. While the love songs brought back romantic memories for them, the main feelings they experienced were joy, partner longing, connection, and affection. The study holds its significance in advancing the understanding of how music affects emotions and mood regulation.

Keywords: Music, emotion, music and mood.

Introduction

Formally, music is an arrangement of sounds with melody, rhythm, and typically harmony can be referred to as music. However, music is much more than just a formally organised system of tones and tempos to humanity. Music is an expression, according to writer Victor Hugo, that cannot be expressed in words and cannot be silenced. It has been shown to be among the most often used forms of expression and communication. Regardless of age, culture, or gender, it resides in the daily lives of individuals all around the world (Mehr et al., 2019). Since the beginning of

Ravi Kumar, * Student, Department of Psychology, University of Delhi (Corresponding Author: rk95348877@gmail.com)

Meghna Jaiswal, Student, Department of Applied Psychology, Sri Aurobindo College, University of Delhi

Ganga Tiwari, PhD research scholar, centre of behavioural and cognitive sciences, University of Allahabad

Tanya Johari, Research Scholar, Department of Psychology, Arts Faculty, North Campus, University of Delhi. (ujwaluk94@gmail.com)



International Peer Reviewed and Refereed Journal

ISSN: 0973-5755

Journal of Indian
Health Psychology

Vol. 14, No. 2, March, 2020

GLOBAL VISION PUBLISHING HOUSE, NEW DELHI

International Peer Reviewed & Refereed Journal

Journal of Indian
Health Psychology

VOL. 17, NO. 1, January, 2023

Editor

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Owned, Printed & Published by Dr. N.K. Singh, F-4, 'Hari Sadan', 20, Ansari Road, Daryaganj, New Delhi-110002

Printed at: R.K. Offset, Naveen Shahdara, Delhi-110032.

Note: *Now forthcoming issue of the **Journal of Indian Health Psychology** will be published in January and June of each calendar year.*

EFFECTS OF VISUAL ARTS VERSUS PERFORMING ARTS ON PSYCHOLOGICAL WELLBEING OF INDIAN YOUNG ADULT FEMALE AMATEUR ARTISTS DURING COVID-19

Gulgoona Jamal*

Abstract

The present study examines 1) the levels of anxiety, depression, and psychological well-being in young adult female amateur artists; 2) the difference between the effect of visual arts and performing arts on young adult female amateur artists' psychological well-being. The sample consisted of two groups of young adult female amateur artists based on the type of art in which they engaged, that is visual arts group, e.g., painting, sketching, sculpting (n = 45) and performing arts group, like singing, dancing, music (n = 34). Anxiety, depression, and Psychological Wellbeing (PWB) were measured by "Hospital Anxiety and Depression Scale" (Zigmond & Snaith, 1983) and Psychological Wellbeing Scale (Ryff, 1989), respectively. The young adult females in both visual and performing arts groups showed moderate anxiety and no depression. Further, neither of the two groups obtained low mean scores on overall PWB as well as several of its domains. Furthermore, in comparison to the visual arts group, the young adult female amateur artists in performing arts group obtained significantly greater mean scores on overall PWB, as well as on its several domains. Though, PWB was above average/ close to average among all the participants irrespective of the art type (visual or performing arts) in which they were engaged, however, participants engaged in performing arts showed significantly greater PWB than their counterparts engaged in visual arts. The present findings have not only corroborated the role of arts in reduction of anxiety and depression and enhancement of PWB but has also provided impetus for further research that can compare the role of visual and performing arts in elevation of PWB.

Keywords: Art Engagement, Visual Arts, Performing Arts, Psychological Well-Being

* Associate Professor, Department of Psychology, Zakir Husain Delhi College (University of Delhi), J. N. Marg, New Delhi, India. email id: gulgoona.jamal@zh.du.ac.in

International Peer Reviewed & Refereed Journal

Journal of Indian
Health Psychology

VOL. 17, NO. 2, July, 2023

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Printed at: Sagar Digital Offset, Daryaganj, Delhi-110002.

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DO OPPOSITES ATTRACT OR LIKE DISSOLVE LIKE? HETEROGENEITY OF FRIENDSHIP NETWORKS FOR INDIAN YOUNG ADULT MALES AND FEMALES

Gulgoona Jamal

Abstract

Objective. To examine and compare the heterogeneity of “friendship network” of Indian young adult males and females.

Method. The sample consisted of two groups of young adult males ($n = 35$) and females ($n = 35$) with age between 18 to 25 years. The measure comprised of items adapted from research done on friendship network by van der Horst and Coffe (2012), and included questions regarding ethnicity, mother tongue, sex, income level, educational level, and age of participants’ friends.

Results. Except for income level, where males showed significantly greater heterogeneity than females, the two groups did not exhibit significant differences on the heterogeneity of “friendship network”. Despite the insignificant differences, males showed greater heterogeneity and females showed greater homogeneity in their “friendship network”.

Conclusion. The present study has shown that Indian young adult males and females showed an amalgamation of heterogeneity and homogeneity in their “friendship network” with males showing a tilt towards heterogeneity and females towards homogeneity.

Keywords: Friendship network, assortative matching theory, aversion to heterogeneity, Social identity

Literature and folklore across eras and places are abound with stories of exemplary friendships that exude virtues like joy, togetherness, support, selfless love, care, and sacrifice. Friendship indeed is a quality that sets humans apart from the rest of the species on this earth. Such a precious quality must entail some scientific process in its acquisition and maintenance. How do people make

Associate Professor, Department of Psychology, Zakir Husain Delhi College (University of Delhi), J. N. Marg, New Delhi, India. email id: gulgoona.jamal@zh.du.ac.ingjapril23@gmail.com

friends and develop “friendship networks”? Can principles of physical sciences like “opposites attract” or “like dissolve like” explain this phenomenon? A common notion regarding choice of friends is that “opposites attract”, i.e., dissimilar individuals are more likely to become friends. However, research has found greater evidence for “like dissolve like” (a principle in the field of chemistry which implies that the elements with similar properties can act as solvents for each other). This principle can be used to explain the underlying reasons for people’s preferences when they form interpersonal relations, such as “friendship networks”. Several researchers, such as Kalmijn (1994), Domingue et al. (2014), Monaghan (2015) have suggested Becker’s (1973) “assortative matching theory” to answer the question as to why people prefer to befriend certain individuals over others. The “assortative matching theory” says that people prefer to strike friendship with those individuals who are homogeneous with themselves in various attributes like gender, age, ethnicity, mother tongue, religion, educational and socioeconomic status. Such a preference helps people to maximize the benefits of friendship networks. As Becker (1973) has talked about the “optimal matching” in matrimonial relationships where two people with highest “qualities” attract each other, thus resulting in a relationship that is based on homogeneous “qualities”. Taking the cue from Becker’s explanation, Churchill and Smyth (2020) have suggested that in the context of friendship networks, cultural resources can be viewed as the “qualities” which are shared by the individuals through ethnicity, religion, age, gender, mother tongue, etc. According to Kalmijn (1994), these qualities contribute to shape people’s cognitions and behaviours about arts, culture, politics, policies, and thereby influence their interpersonal relationships, social identity, social confirmation, etc. by forming a perception of sameness. This perception makes them view each other as sharing the same qualities which helps to form a “friendship network”. Hence, as suggested by Kandel (1978), through “assortative matching”, people purposefully select those individuals as friends with whom they share the same or similar qualities. Having people similar to oneself as friends has several benefits. For example, facilitation of communication, conflict reduction, validation of self-worth, increased mutual trust, strong social identity, and enhanced self-esteem (Newcomb, 1956; Laursen, Hartup, & Koplas, 1996; Becker, 2013; McPherson et al., 2001; Chen & Li, 2009).

Sharing similar background in terms of ethnicity, religion, gender, age, education, and socioeconomic status reduces communication gaps and facilitates communication which reduces the chances of conflict. Effective, amicable communication provides opportunities for social affirmation of one’s views and behaviours which verifies one’s self-worth. Interestingly, people not only select similar people as friends but also deselect dissimilar people to avoid tensions, conflicts, and divisions in their friendship networks. This selection-deselection process can be explained through assortative matching theory, where people tend