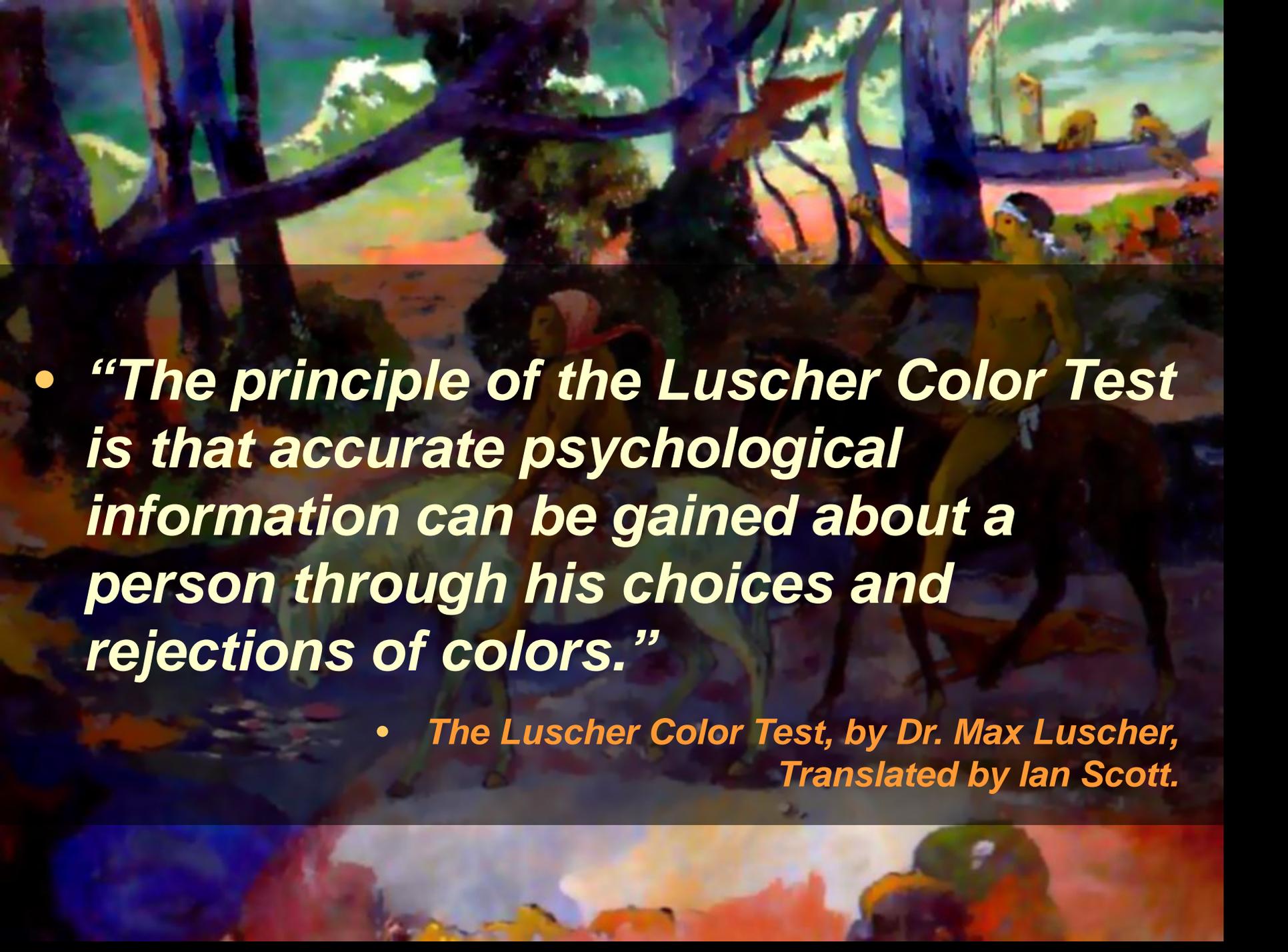


- Ch. 4
Psychological
Effects of Color

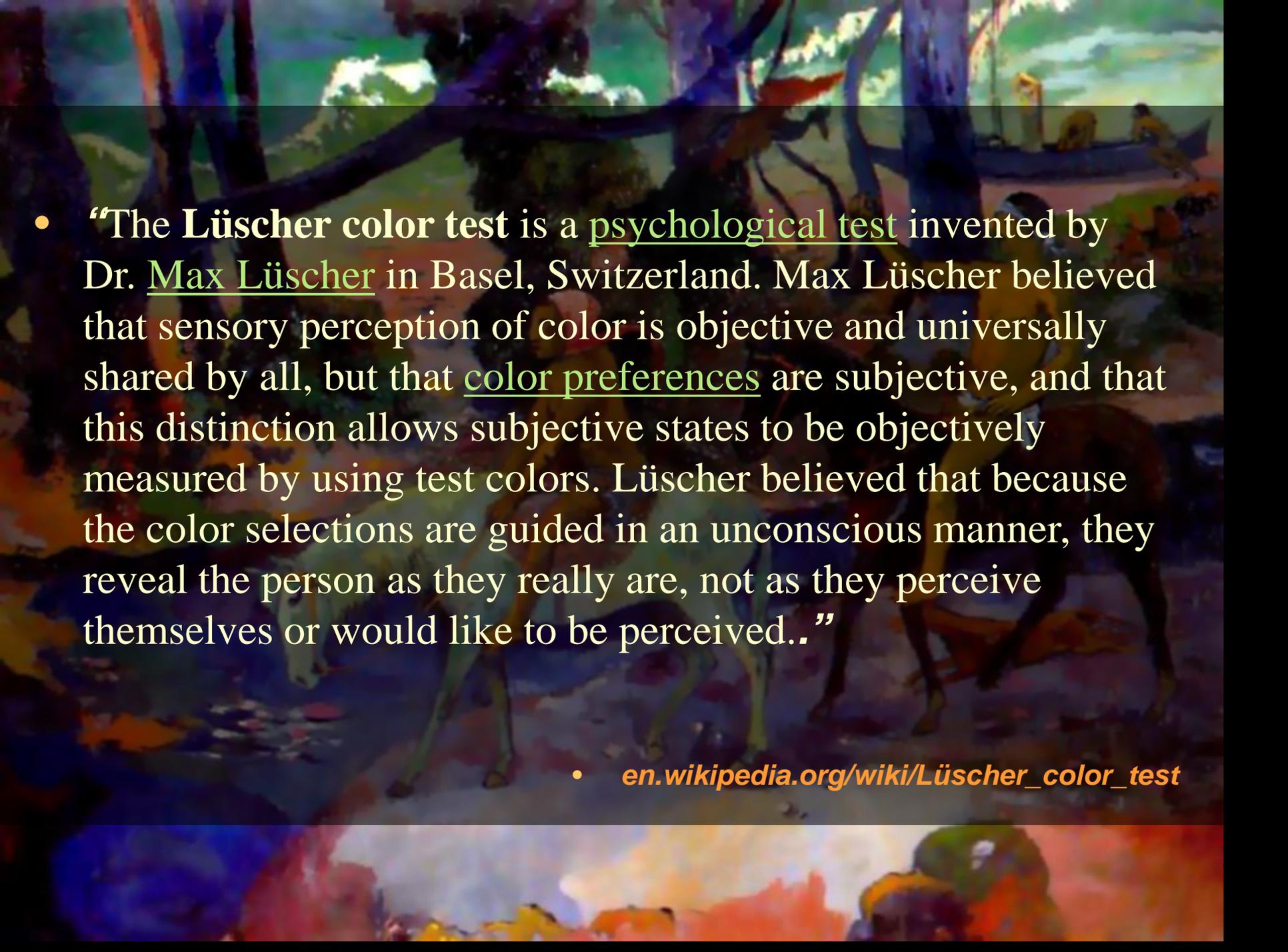
- **Luscher Color Test**

*Color
Psychology
Emotion
Personality
Preferences*



- 
- ***“The principle of the Luscher Color Test is that accurate psychological information can be gained about a person through his choices and rejections of colors.”***

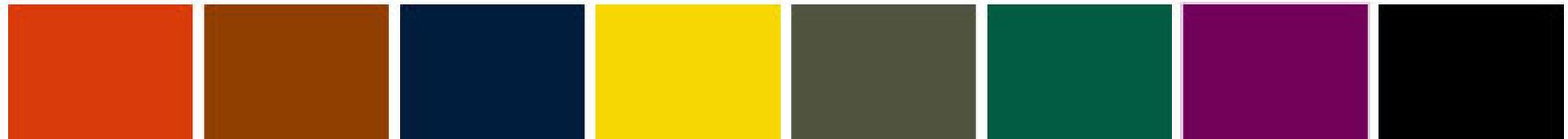
- *The Luscher Color Test, by Dr. Max Luscher, Translated by Ian Scott.*

- 
- “The **Lüscher color test** is a psychological test invented by Dr. Max Lüscher in Basel, Switzerland. Max Lüscher believed that sensory perception of color is objective and universally shared by all, but that color preferences are subjective, and that this distinction allows subjective states to be objectively measured by using test colors. Lüscher believed that because the color selections are guided in an unconscious manner, they reveal the person as they really are, not as they perceive themselves or would like to be perceived..”

- en.wikipedia.org/wiki/Lüscher_color_test

Color & Emotions

- *What do color preferences disclose about a person?*
- *Preferences vary over time...
with mood...
with age and situation.*



Personal Preferences

- *Describe a favorite color*
- *Do you have any idea why you like it?*

What does it remind you of?

When did you first discover that you liked it?

In what contexts do you select it?

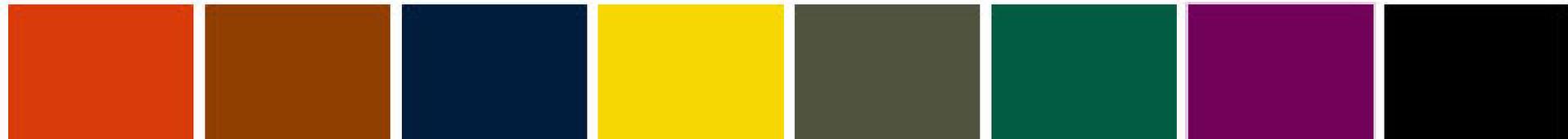
(clothing? Car? Phone? Home/room decorations?)

- *Are there contexts in which you don't like that color?*



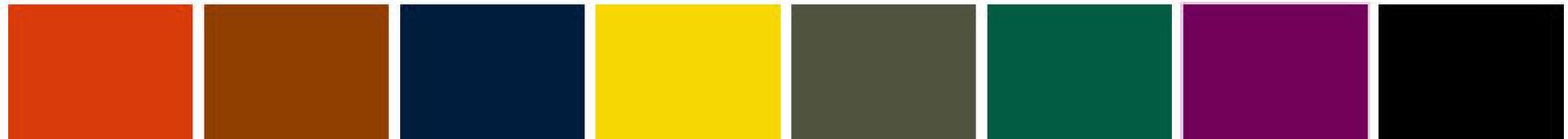
What about your Luscher results?

- Most Valid results?
- Which comments were eerily correct?
- Which surprised you, but seemed plausible?



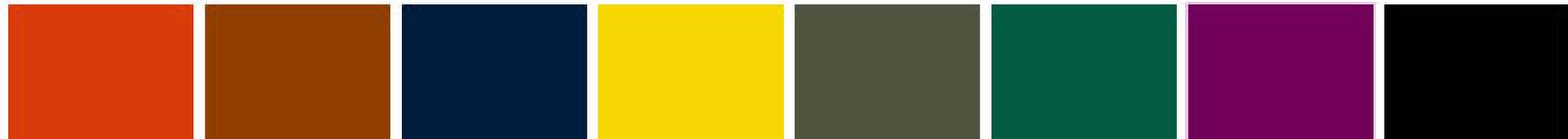
What about your Luscher results?

- Most doubtful...or wrong results?
- Which seemed too general...
...too “well of course”?



What about your Luscher results?

- What's your impression...
...can you color preferences “contain” information about your personality, your issues, your hopes and your fears?
- Why might that be?
(or why not?)



What about your Luscher results?

- Did some of your Luscher results seem “long term” — describing you over the long run?
- Any Luscher results that were about “right now” — about moods or attitudes that are right prevalent now?



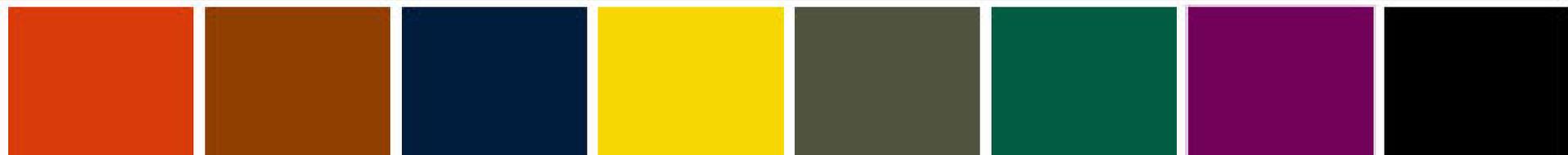
Color-to-Personality: rationale

- Color analysts make general observations about color and personality:
- “We are affected by the spectrum of colors that are the components of natural light.

We often express our emotions in terms of color - ‘feeling blue’ or ‘seeing red’...green with envy...in the pink.

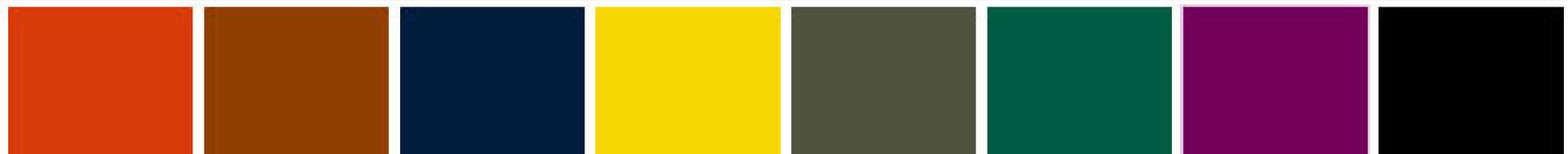
What is less well known is that careful analysis of our own preferences for individual colors can — or might — accurately reflect our unique personalities and state of physical well-being.”

- <http://www.paulgoldin.com/memoryframe.html>



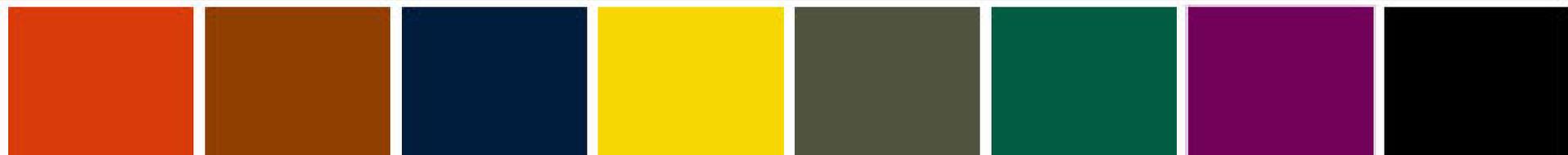
Color, Personality and Emotion

- In the early 20th century, renowned psychologists Dr. Max Luscher and Dr. Theo Gimbel developed Rudolph Steiner's basic principles.
- The premise:
Luscher and Gimbel suggested that ***people invariably chose colors for their direct association with their current physical state and psychological needs.***
- <http://www.paulgoldin.com/memoryframe.html>



Luscher Color Testing

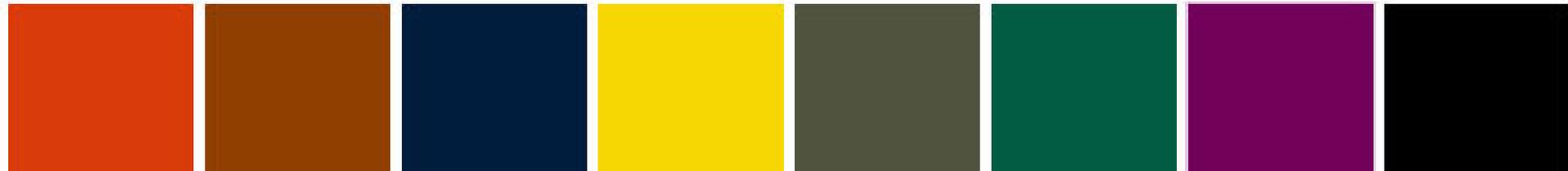
- “Your preferences for certain colors is a very personal one and psychologists — as well as marketing researchers — have studied the question of why certain colors appeal to certain people for years.
- “These answers may lie in our attitudes towards life, as well as our emotional states.”
- <http://www.viewzone.com/luscher.html>
- <http://www.colorquiz.com/>



Luscher Color Testing

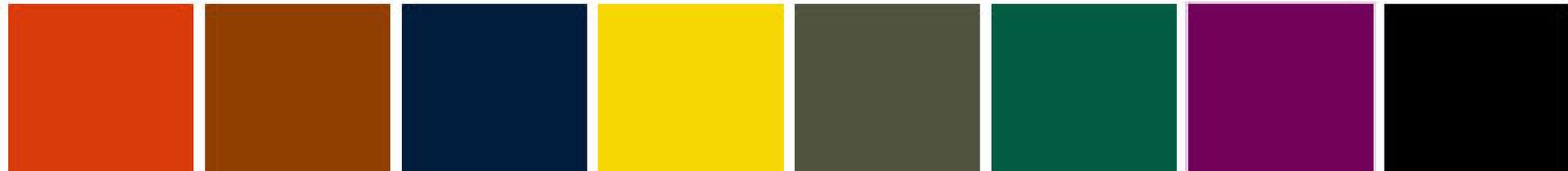
- The Luscher Color Test was devised by psychologist Max Luscher in 1969.
- It's effectiveness has been accepted* in advertising, automotive and the fashion industry for years.
- **to some degree*

• <http://www.viewzone.com/luscher.html>



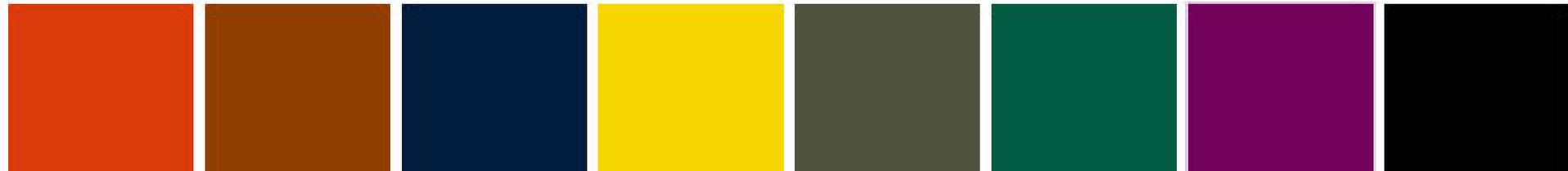
Luscher Color Test claims

- "The test is widely used in Europe and overseas. There are very few experts of Luscher's work in the United States, so for some of our American visitors the notions behind this test may seem rather strange...But give the test a try and you will be surprised!
- "Is the test reliable? We leave that to your opinion. We can only say that there are a number of corporations and colleges that use the Lûscher test as part of their hiring/admissions processes. It can be a useful tool for doctors and psychologists as well and is used to get a quick overview of potential issues patients may have in their lives."
- <http://www.colorquiz.com/>



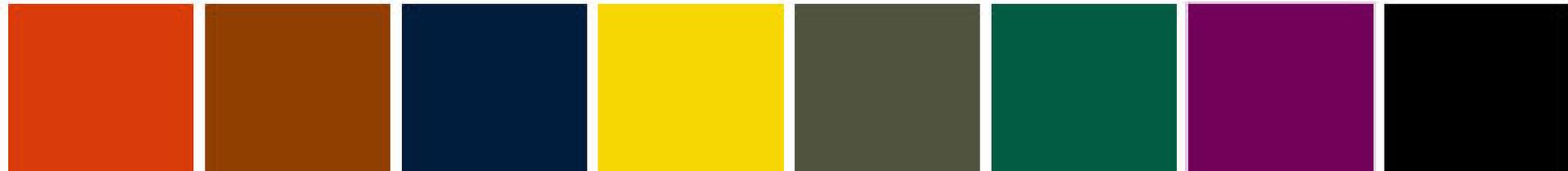
Luscher Color Test claims

- “It is important to understand that the results from tests like this can be **both short-term and long-term** in their meaning.
- “For example, if you are feeling depressed about something when you take the test you may see this reflected in your results. You may also notice deeper conflicts showing themselves consistently if you take the test time and time again.
- “This test can be taken quite often and still yield results that are accurate. The results will not be the same each time you take the test, for the most part, unless you are taking them without some time interval between them.”
- <http://www.colorquiz.com/>



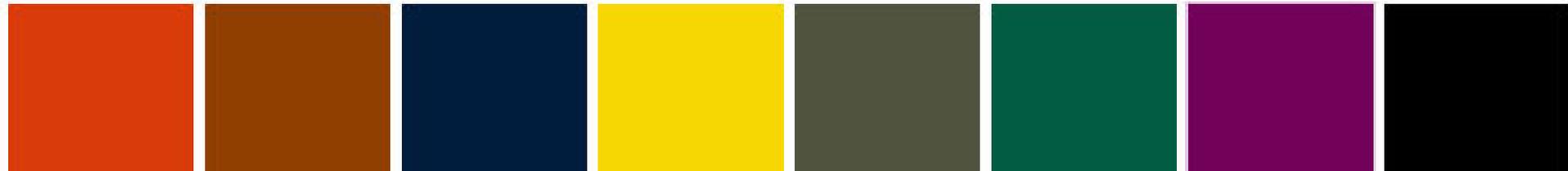
Color & Emotion Connections: Innate, or Learned?

- Several theories have been put forth to explain emotional and physical reactions to various colors.
- For example, "**seeing red**" is a common phrase meaning that someone has been highly excited. It is therefore believed that this color -- the same as blood -- causes us to be stimulated and ready to fight.
- **Some see it as a hard-wired trait that is inherent in being human.**
- **Others argue that it is a learned attitude** that begins right at birth with "pink for girls" and "blue for boys."



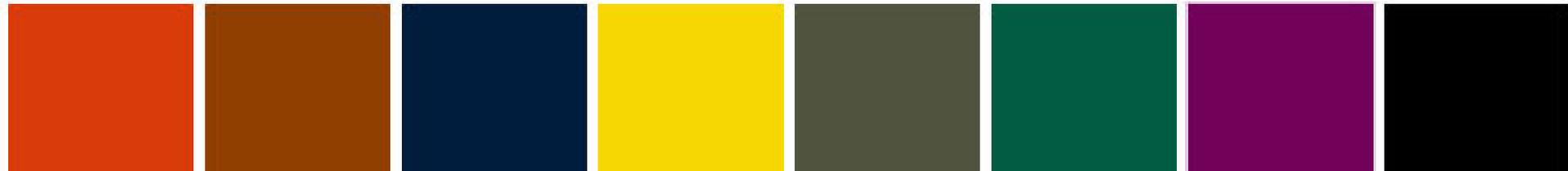
Luscher Color Testing

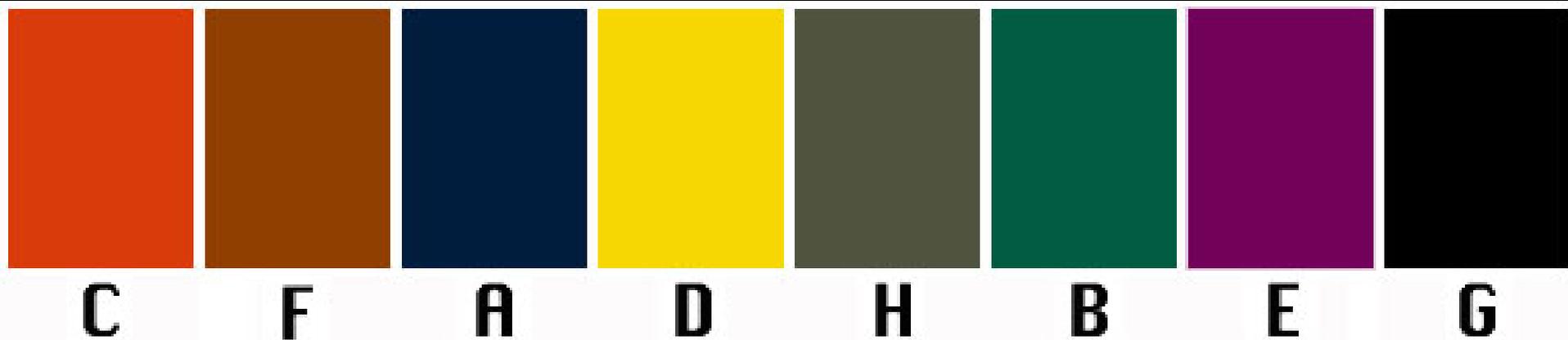
- Luscher recognized the **basic human origins** of such colors as black for death and fear, and red for blood and danger, brown for soil, ground and grounding (basic security).
- He also used **analogies for colors from linguistics**, such as "true blue," relating to sincerity.
(“Green with envy”, “feeling pink”, “red with rage”)
- *What other Language—Color—Emotion associations can you think of?*



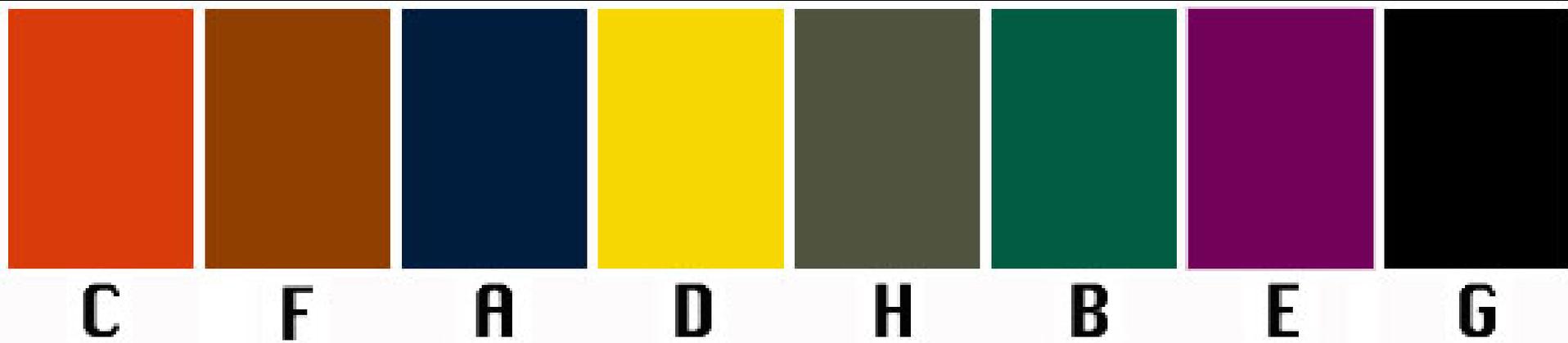
Luscher Color Testing

- “Regardless of the theories that attempt to explain color-emotion ties, the color preferences tested have been shown to be **fairly constant and reliable in their abilities to give insight and commentary on our inner life.**”

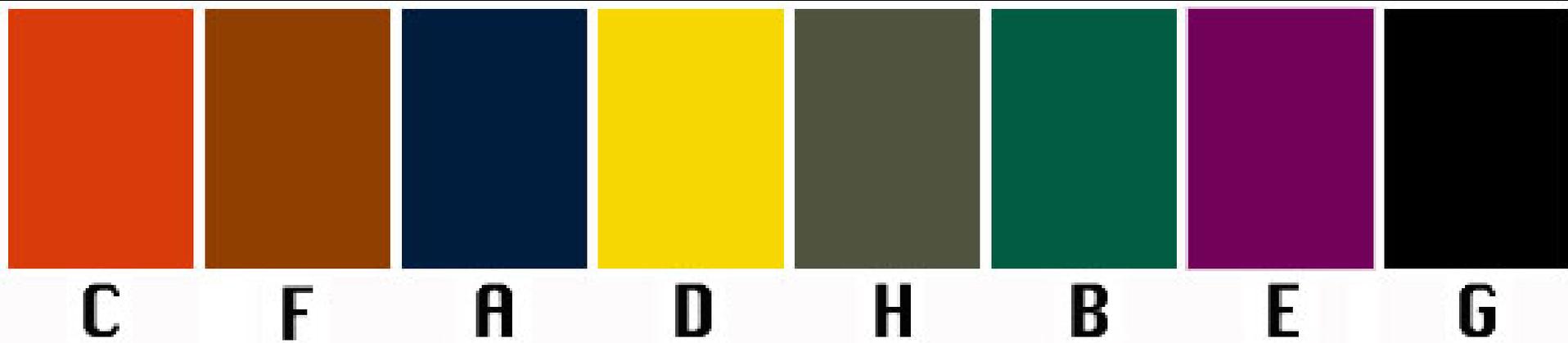




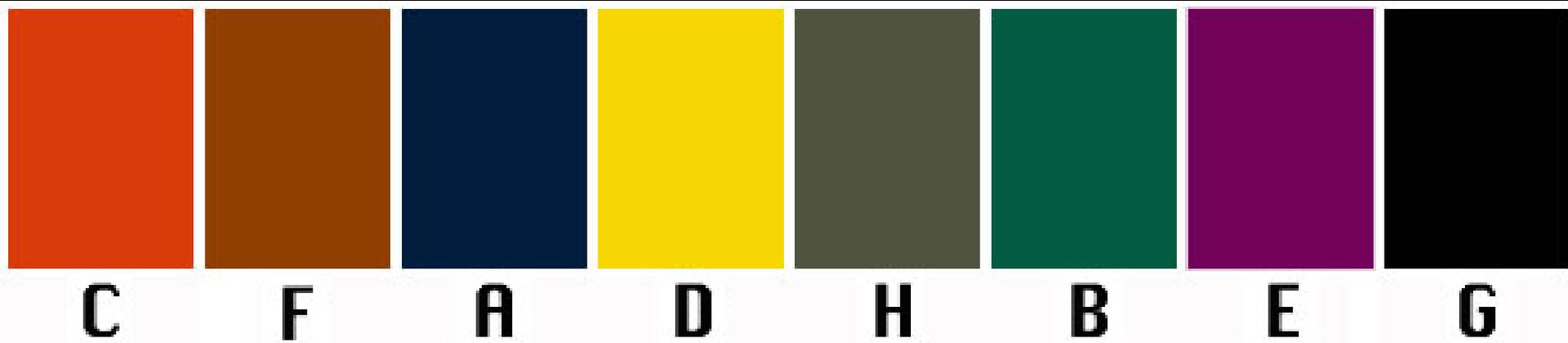
- The simplified Luscher test asks you to rank 8 colors from most appealing, to least appealing.
- Your most appealing color indicates your desires.
- Your least appealing color indicates what you are trying to avoid.
- Luscher theorized what he called "*The Actual Problem*" – or the current emotional status. It reveals what we are hoping to achieve, or have achieved, and the things in our life that we are trying to avoid or get resolved to reach that goal.



- The full Luscher test has 73 colors, 25 hues and shades, and 43 choices.



- The test involves selecting color preferences twice.
- Test interpretation involves *comparing the first set of selections to the second set of selections.*
- The pairs of “1st test” and “2nd test” colors are involved in detailed analysis.



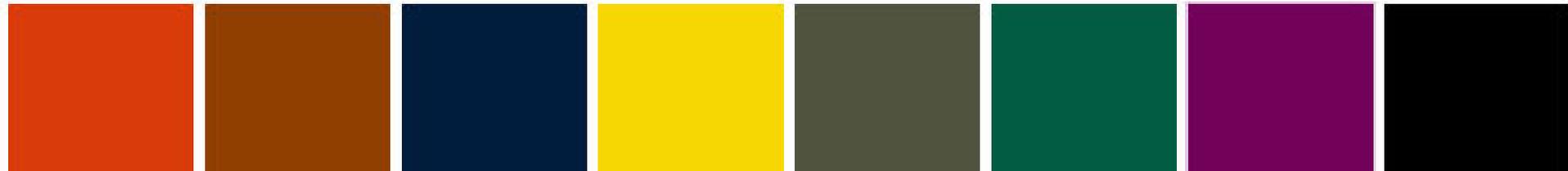
- The test's diagnoses are admittedly biased towards identifying sources of stress — that is, the test aims to point out negative issues that might be in need of attention. The diagnoses, then, are not aiming to offer a balanced view of psychic health.
(Luscher Color Test/Max Luscher, trans. Ian Scott p. 97)
- Thus the test results do NOT highlight what's going well, but emphasize what may need attention — things that should be talked about further.

Lüscher Color Testing

- **1st Position**

This is the most-liked color; it represents a "turning towards" and is shown by the plus sign.

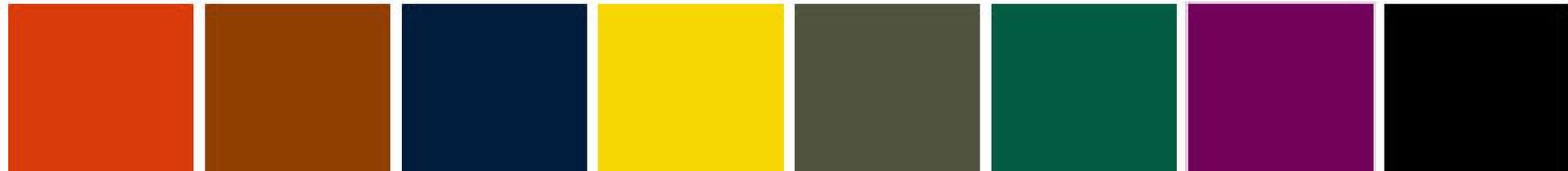
"It shows the essential method, the modus operandi, of the person choosing it, the means which he turns to or adopts to enable him to achieve his objective" (Lüscher 21).



Lüscher Color Testing

- **3rd and 4th Positions**

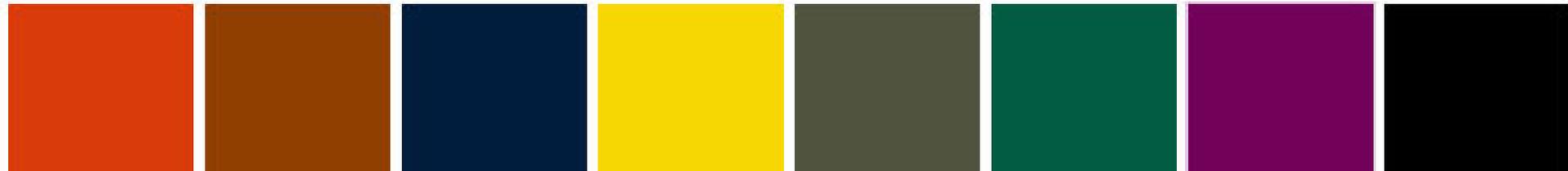
These two are usually marked by a multiplication sign and "show the 'actual state of affairs,' the situation in which he actually feels himself to be, or the manner in which his existing circumstances require him to act" (Lüscher 22).



Luscher Color Testing

- **5th and 6th Positions**

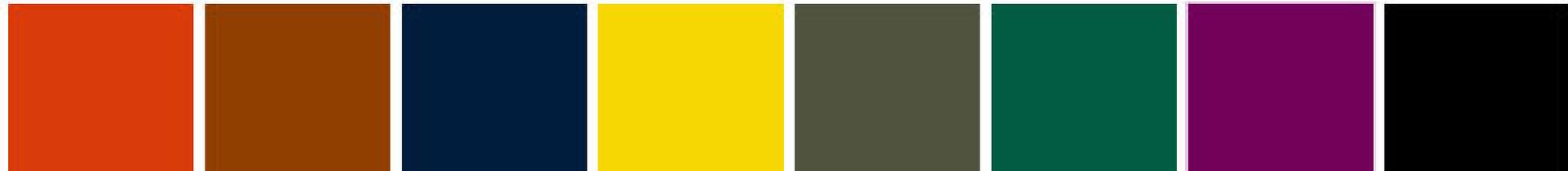
Being the 'indifference' color choices, these are indicated by the equals sign. Colors in this area show that **their characteristics are not being rejected, but simply set aside and not currently in use**; they could be brought into use at any time if need be.



Lüscher Color Testing

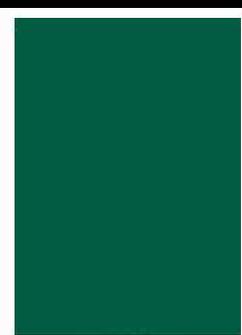
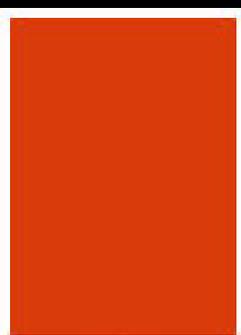
- **7th and 8th Positions**

These colors represent a 'turning away from' and are marked by a minus sign. These are the colors that are most disliked and "represent a need which is suppressed out of necessity" (Lüscher 22).



Luscher: The Interpretation of Specific Colors

- **There are four Primary Psychological Colors: Dark-Blue, Blue-Green, Orange-Red and Bright Yellow.**



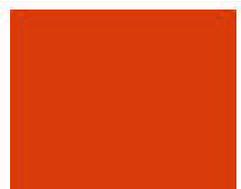
Luscher: The Interpretation of Specific Colors

- **Dark Blue** represents "Depth of Feeling" and it has emotional correspondence with tranquility, calmness, recharging, contentment, tenderness, unification, sensitivity, love and affection...quiet and passivity
- It denotes primary concern for self.



Luscher: *Blue*

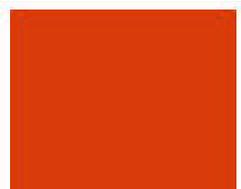
- “The person who chooses blue in the first position wants emotional peace, harmony, contentment, peace in his soul and an ethical attitude to life. He needs to feel confidence in people, who are close to him, and feel that they trust him. A person who chooses blue, want calmness and orderly surroundings. He may also choose blue in the first position from a physical need for rest and relaxation and the opportunity to regenerate.”



Luscher: Blue

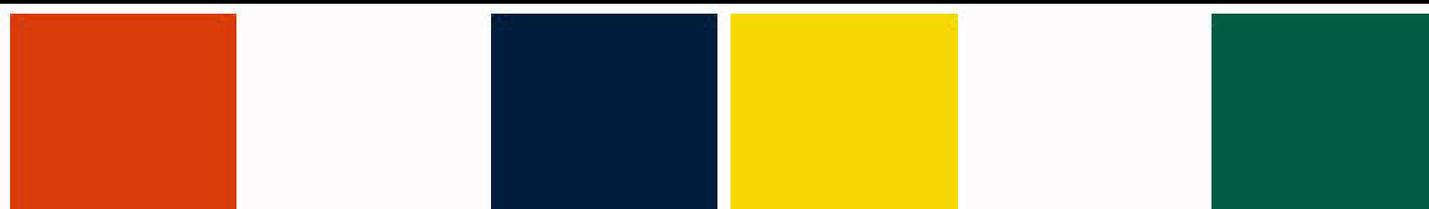
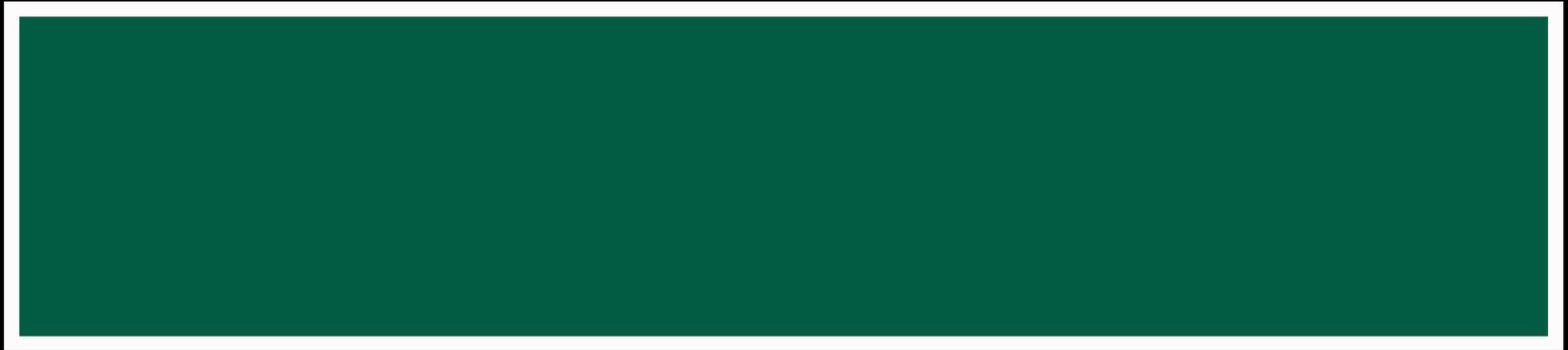
- “When blue is rejected, that is selected in the sixth, seventh or eighth position, it would indicate that the need for peace of mind and trust in close relations are not satisfied, which is cause of anxiety. Maybe the person rejects close relationships with colleagues and family because he finds them boring, restrictive, depressing and oppressive. He wants to escape. Perhaps he does it in real life, changes jobs or gets a divorce. However, if he can not escape physically, he can do it mentally by fleeing into one or another compensatory activity. Rejected blue means therefore a desire to "liberate one self from the shackles", which can result in restlessness and emotional turmoil.”

- <http://www.dandebate.dk/eng-person7.htm>



Luscher: Green

- **Blue-Green** represents "Elasticity of Will" and corresponds to persistence, resistance to change, self-assertion, obstinacy, possessiveness and positive self-esteem. "defense and self-preservation"
- It is also associated with concern for self.



Luscher: Orange

- **Orange-Red** represents "Force of Will" and corresponds to desire, excitability, domination, sexual interests, aggression, controlled passion and autonomy. "the actions of attack"
- It also denotes concern for others over self interests.



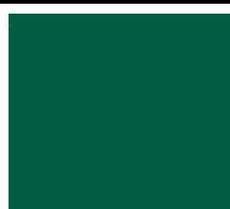
Luscher: Orange

- “The person, who chooses orange in the first position, wants intensity in experiences and wholeness in life. What forms these activities will take - cooperation, leadership, artistic and creative expression, eroticism or excessive activity is mainly determined by the color following the orange.”
 - <http://www.dandebate.dk/eng-person7.htm>



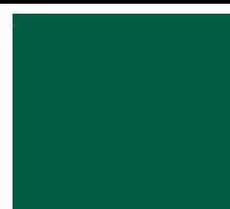
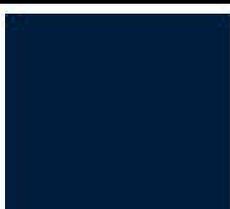
Luscher: Yellow

- **Bright Yellow** represents "Spontaneity" and corresponds to exhilaration, originality, expectancy and variability and the desire to expand and be active. The color of hope and activity. It also denotes concern for others over self interests.



Luscher: Yellow

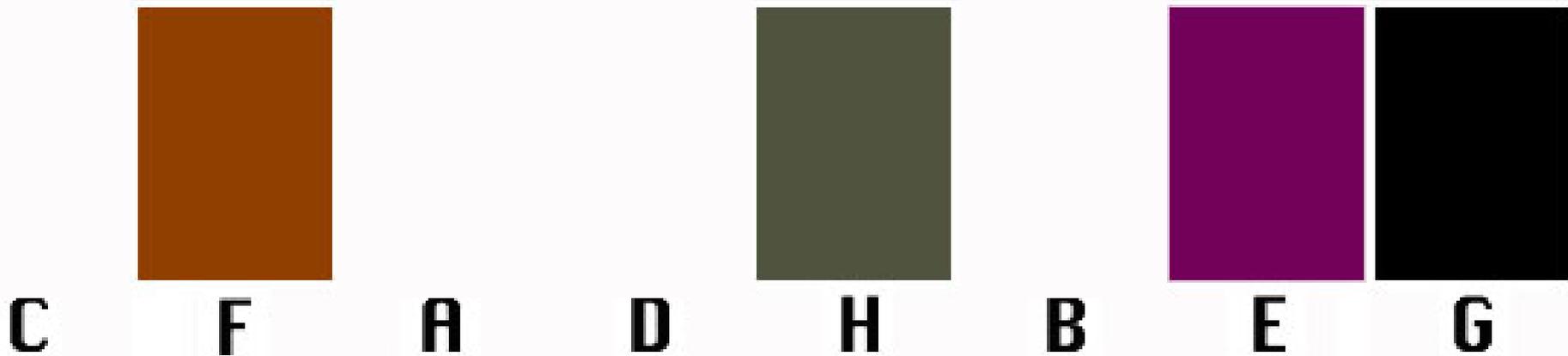
- “When yellow is chosen in the first position, it indicates a desire for relaxation and hope or expectation of greater happiness, and it suggests some conflicts that need to be resolved.
- This hope for happiness in all its numerous forms, ranging from sexual experiences to philosophies that offer information and perfection, is always directed toward the future.
- Yellow presses forward toward the new, modern and developing.”
 - <http://www.dandebat.dk/eng-person7.htm>



Luscher:

Interpretation of Auxiliary Colors

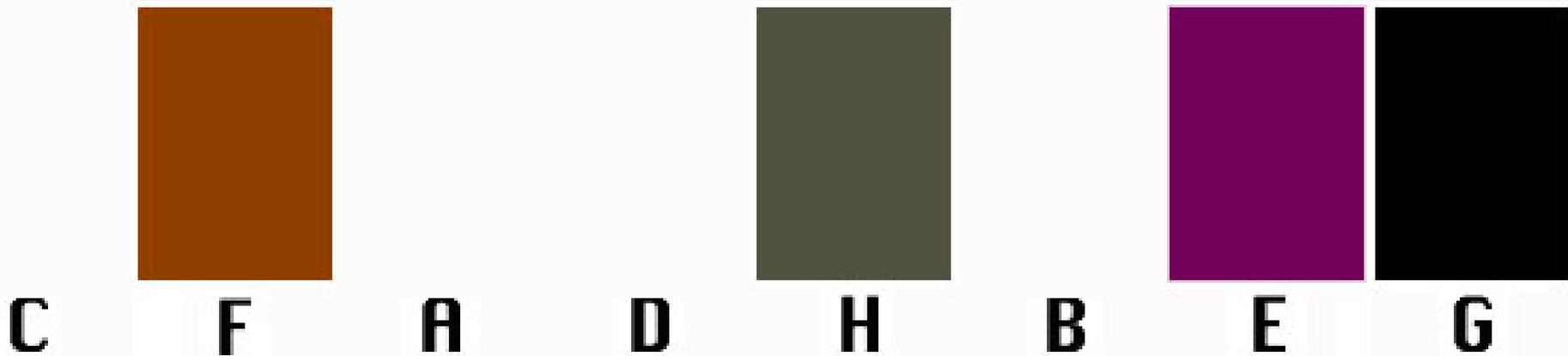
- There are four so-called Auxiliary Colors: Violet, Brown, Black and Grey.
-
- These colors require an explanation.
- Black and Grey are actually not colors at all but represent the negation of color.
- Violet is a mixture of Dark-Blue and Orange-Red.
- Brown is actually a mixture of Orange-Red and Black.



Luscher:

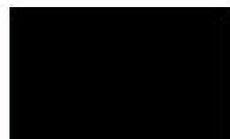
Interpretation of Auxiliary Colors

- **Grey.**
- “The grey of the test is neither colored, nor dark, nor light, and is entirely free from any stimulus or psychological tendency. It is neutral, neither subject nor object, neither inner nor outer, neither tension nor relaxation. Grey is not an occupied territory but a border; a border as a “no-man’s-land.””
- “Whoever chooses grey in the first position wants to wall everything off.”



Luscher: Violet

- **Violet** attempts to fully unify the impulsive conquest of red and the gentle surrender of blue.
- This is a mystical, magical color, that represents intuitive and sensitive understanding of the unreal.
- It is the preferred color of almost 75 percent of pre-adolescent children.
- Oddly, it is also preferred by pregnant women and people with hyper-thyroidism.
- In short, it can be considered to be a desire for mystic intimacy or understanding.



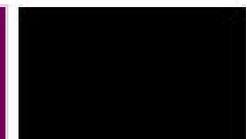
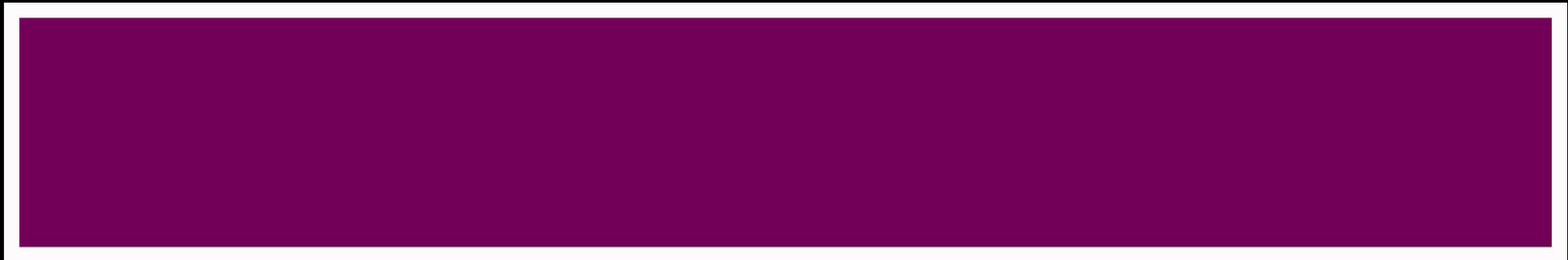
Luscher: Violet

- “Out of 1600 school children 75% preferred violet. That children choose violet shows that they think the world is a magical place, where everything is possible. Teen-agers prefer violet because of their emotional confusion and immaturity.

Surveys have shown that the hormonal activity during pregnancy often leads to a passion for violet.”

<http://www.dandebate.dk/eng-person7.htm>

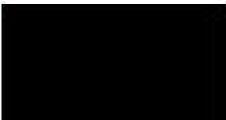
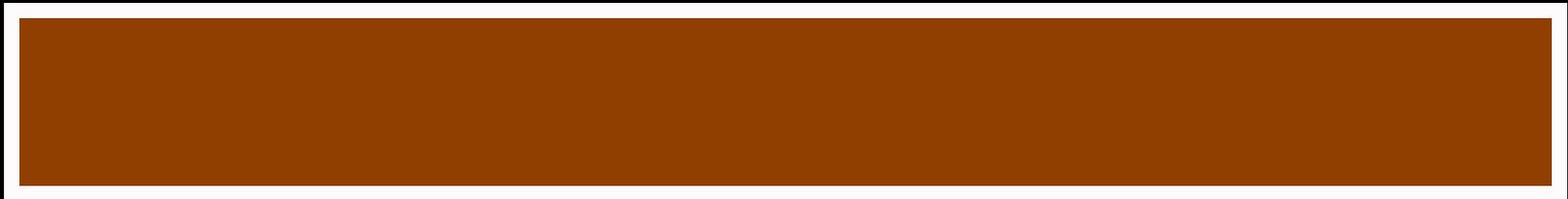
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Luscher:

Interpretation of Auxiliary Colors

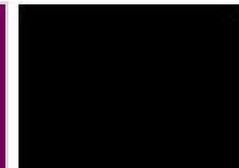
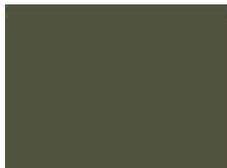
- **Brown** represents **sensation** as it applies to the **bodily senses**.
- It indicates either a **need for** or a **hopeless forfeit of body comfort**, depending on its position.
- This was the "most preferred" color in displaced persons after World War II.
- Its association with the earthen colors signifies the **need for roots or belonging**, insecurity or being in a situation in which an individual feels unable to cope.
- Usually found in the last positions ("least preferred"), brown is significant if it is nearer to the first position and usually indicates a strong need to overcome a bad situation which is causing extreme discomfort, both physical and emotional.



Luscher:

Interpretation of Auxiliary Colors

- **Black** represents the absolute boundary beyond which life ceases.
- Black as a "preferred color" means that the person choosing it is rejecting and renouncing everything out of stubborn protest against a situation in which he feels hopeless.
- It is seen as a rebellion against fate and a revolt against life as the only means for hope.
- When black occupies the "least preferred" place, it is a statement that one does not want to relinquish anything or give up any ground.
- This is statistically the most common color in the last position.



Luscher Color Testing

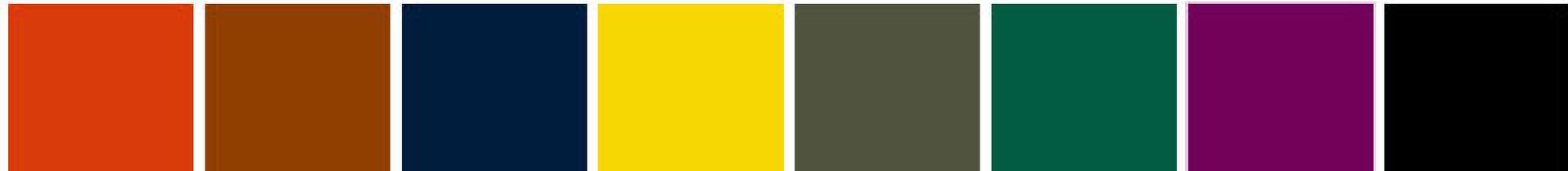
- “The basic colors are blue, green, red and yellow, while the auxiliary colors are grey, violet, brown and black.

If a test person does not have the four basic colors among his five first choices, it will indicate some psychological problems.

According to Lüscher, a person who is healthy, normal balanced and free of conflicts and repressions, necessarily must have the four basic colors among his first five choices.

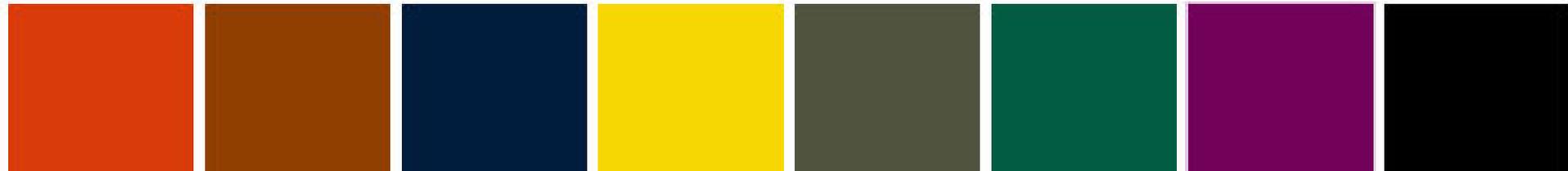
For example, if he does not have yellow among his top five colors, it will indicate that he is short of spontaneity or the possibility of spontaneity, may be he believes that spontaneity will not benefit him in his present situation.”

- <http://www.dandebat.dk/eng-person7.htm>



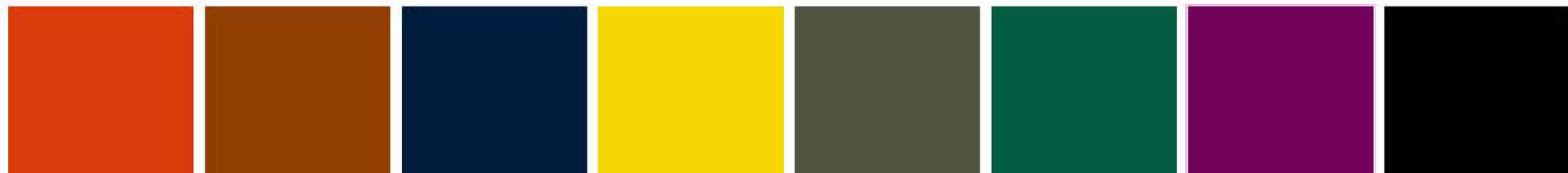
Luscher Color Testing

- “Preference for the so-called achromatic auxiliary colors, grey, brown or black, indicates a negative attitude toward life.
- If one of these colors appears as one of the first three choices, it will suggest a special form of anxiety compensating behavior that is not normal.”
 - <http://www.dandebat.dk/eng-person7.htm>



Work Group

- “Three of the four basic colors have connection with the ability to maintain optimal activity over a longer period. These are green (2), red (3) and yellow (4).
- Any combination of these three colors in succession is called a work group.
- If those 3 colors are chosen in succession and in the beginning of the sequence, it would indicate that this person will do his job properly and well integrated.”
 - <http://www.dandebat.dk/eng-person7.htm>



Motivations

- “The personal motivation, with which a person solves his tasks, can be seen by the color that he chooses first in the work group.
 - If green is chosen first, then the person wants to complete the task in order to increase his self-respect and his reputation among other.
 - If orange is selected first in the working group, the person wants to win the victory, it is to complete a task, he has set himself as a goal and experience the satisfaction, which it is to change something so that it better suits one self.
 - If yellow is selected first in this group the person wants to experience the spontaneous joy that it is to throw himself into something that interest him.

If a work group moves further to the right or become dissolved by the second choice, it would indicate that the person may not be very persistent in connection with work.”

- <http://www.dandebat.dk/eng-person7.htm>



Sceptics and Validity

- “The validity of the color test has been questioned. It may be an example of the Forer effect, where an ostensible personality analysis (actually consisting of vague generalities applicable to the majority of people) is reported to be accurate by subjects who had completed a personality test before reviewing their 'results'.
- A 1984 comparison of the Lüscher color test and the Minnesota Multiphasic Personality Inventory found little agreement between the two tests, prompting the authors to urge cautious use of the former.^[3] Today, the MMPI is being used as a more valid assessor of personality.”
 - en.wikipedia.org/wiki/Lüscher_color_test

Color Meanings

- <http://www.brandcurve.com/color-branding-and-marketing-a-review-of-color-preferences/>
- Discusses color meanings assumed by personality test interpreters, in contrast to color responses in marketing research.

Color associations (2)

Color associations (3)

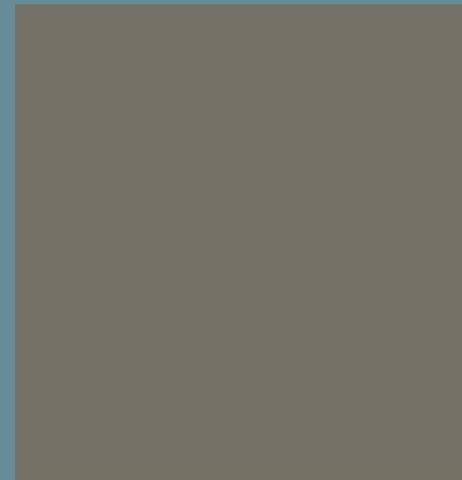
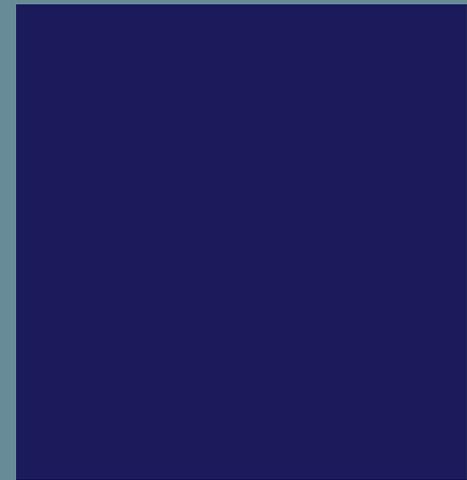
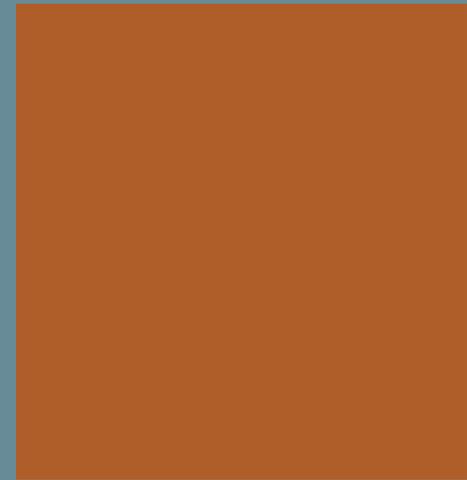
Color associations (4)

Color associations (5)

Color associations (1)

Color associations (6)

Color associations/LuscherSet



Personal Associations

- ***What do our associations have in common?***
- ***What personal memories established your color associations?***

Personal Preferences

- *Our preferences are often powerful...
...evoking memories and/or visceral reactions.*
- *But our preferences are generally influenced by personal experiences, and thus hard for others to anticipate.*