

# Exploring the Correlation between Emotional Color Perception and Myers-Briggs Personality Types: A Comparative Analysis

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## ABSTRACT

The influence of a color's emotional connotation is a ubiquitous presence, found woven through our known world and shaping our perspectives and interactions. A common debate is that which calls into question the varying ways in which humans emotionally perceive different colors. This study seeks to ascertain whether an individual's personality traits and behavioral patterns, as characterized by the Myers-Briggs Personality Indicator Test, play a characterizing role in this thought process. To decipher an individual's specific personality traits, 200 participants are subject to a Meyers-Briggs Personality Type Test. The Myers-Briggs Personality Test, developed by Isabel Myers and her mother Katherine Briggs is a self-report inventory designed to identify an individual's personality type, strengths, and preferences (Cherry, 2022). The questionnaire is comprised of eight different characteristics that are ultimately conjoined to create one unique personality description. Once an individual's personality type was deciphered, they were subject to a test in which they are to choose the positive, negative, or neutral emotional connotation of each of the 6 colors in the rainbow in a scenic image. The correlations between their MBTI personality type and emotional perceptions of color were then cross-analyzed to understand the existent relations. The results of this study depict that the initial hypothesis has been validated, demonstrating a significant correlation between emotional color perception and personality types as categorized by the Myers-Briggs personality model. Each pairing of the Myers-Briggs model exemplified a strong association to a specific color connotation.

## Introduction



**Figure 1.** Figure 1 shows an image from the Harvard Business Review demonstrating the “point of view paradox”. (Drew, 2015)

Examine the following images carefully (Figure 1), focusing initially on the one on the left, then gradually shifting to the one on the right. Can you see a young woman with a petite nose peeking over her shoulder? Or do you see an old lady with a large nose and a sad smile, looking down? (Harris, 2022) Most people will have differing opinions regarding their perception of these images. These illustrations were used in an experiment published by Stephen Covey in the book *The 7 Habits of Highly Effective People*, and first encountered at Harvard Business School. “The experiment is intended to demonstrate how two people can see the same thing, disagree—and yet *both* be right. Although not logical, it is psychological.” (Harris, 2011). This paradigm is recognized as the perspective paradox. This phenomenon is present in virtually all aspects of life when reaching agreements among people, and often opens up discussion for debate in the social psychology field. Following this same precedent, a common debate is that which calls into question the varying emotional connotations of color. Two people often find themselves feeling entirely different emotions from looking at the exact same color or in this instance, image. This idea has already been proven and explained through the perspective paradox. What has yet to be discovered is the exact psychological difference between these two individuals that would, for example, guide one to feel a sense of anger and another to feel empowered by an image of red scenery. This study seeks to ascertain whether an individual's personality traits and behavioral patterns play a characterizing role in this thought process.

To decipher an individual's specific personality traits, 200 participants are subject to a Meyers-Briggs Personality Type Test. The Myers-Briggs Personality Test, developed by Isabel Myers and her mother Katherine Briggs is a self-report inventory designed to identify an individual's personality type, strengths, and preferences (Cherry, 2022). The questionnaire is comprised of eight different characteristics that are ultimately conjoined to create one unique personality description: Extraversion (E) vs. Introversion (I), Sensing (S) vs. Intuition (N), Thinking (T) vs. Feeling (F), and Judging (J) vs. Perceiving (P). The extraversion-introversion dichotomy is used as a way to describe how people interact with the world around them. Extroverted individuals frequently rejoice in social interaction and tend to be “outward-turning” people, whereas introverts typically keep to themselves and are more thought-oriented. The sensing-intuition scale analyzes how individuals gather information from the world around them. “People who prefer sensing tend to pay a great deal of attention to reality, particularly to what they can learn from their own senses. Those who prefer intuition pay more attention to things like patterns and impressions.” (Cherry, 2022). The third scale of analysis pertains to the cognitive processes of thinking and feeling and focuses on how individuals leverage their sensing or intuition functions to make informed decisions based on past experiences. The final scale, judging vs. perceiving, examines how individuals interact with and respond to their environment. “Those who lean toward judging prefer structure and firm decisions. People who lean toward perceiving are more open, flexible, and adaptable.” (Cherry, 2022). Many of these tendencies described in the Myers-Briggs type test are intertwined and interact among the four scales. After each participant in the study has completed the test, he or she will be given his or her distinctive MBTI personality type in a four-letter code. Types include codes such as ISTJ (The Inspector) or ISPT (The Crafter). The MBTI aims to discern, from self-report of easily reported reactions, people's basic preferences in regard to perception and judgment, so that the effects of the preferences and their combinations may be established by research and put to practical use (Briggs, 1962).

The human brain is one of the most complex biological systems to be understood and analyzed by scientists. The processes that involve distinguishing information and developing emotion are extensive and vary dependent on the individual and their unique personality. When considering the emotional perception of color, it is important to acknowledge the infinite connotations that exist in the universe. Understanding that all people have different personality types and behavioral patterns, as explained in the Myers-Briggs model, perception of color, for example, is entirely subjective to the eye of the beholder. In this study, each participant of the control group will complete a multiple choice survey of 10 different images, consisting of various colors and/or scenery, and be asked to choose one of three options (positive connotation, negative connotation, or neutral) based on the question “Which of the following choices do you feel most strongly represents the image?” according to a model referencing the two most common connotations of each color. The colors used are orange, yellow, green, purple, blue, and red. The image of red scenery, for example, includes the options of the negative connotation, aggression, and the positive connotation, warmth. When a participant fails to attribute either a positive or negative emotional connotation to a given color, they may opt for the “neutral” option. This selection indicates a lack of emotional association with the color, and thus their response is deemed inconclusive for the particular question at hand. Each question precedes

the previous one with different multiple-choice options. Once each participant of the study completes both the Myers-Briggs Type Indicator Test along with a survey of the standardized emotional perceptions, the results will be analyzed to decipher whether a correlation exists between an individual's personality type and the neurological processes that work to perceive positive/negative connotation of color. The results of this study work together to solve the unanswered questions that may arise from the perspective paradox and find similarities among the psychological processes of distinct individuals.

### Literature Review

The psychological links between personality type and emotional perceptions of color are made possible by existent bodies of knowledge that are precedent to this unique research. Before understanding the correlations between these two studies (Myers-Briggs Type Indicator and the known standardized emotional perceptions of color), it is vital to delve into the initial neurological processes that access color in all individuals. In a study published by the National Library of Medicine, researchers used functional magnetic resonance imaging (fMRI) to clarify whether the neural pathways that process color are the same for natural and artifact objects using the factors color vs. black and white. The results indicate that in color perception, certain parts of the brain such as the superior parietal lobule and precuneus along with the right hippocampus and the right fusiform gyrus are activated. These activations suggest that colored objects engage brain regions related to information retrieval and visuospatial processing (Bramao et al., 2010). Generally, this study suggests that color information improves object recognition, which ultimately affects behavioral results. Perception of scenery varies among different people depending on their unique take on color information as processed in these specific parts of the brain. Color is an essential part of our everyday lives and permeates throughout all that we see. Correspondingly, the perception of color hues is a vital part of our neurological processes and is often understood differently among groups of people. In a study done at the University of Mannheim in Germany, four experiments were utilized to describe an individual's emotional response to color and analyze the association between color and emotional dimensions. Due to a growing interest in the subject, this study was brought about in order to decipher whether color may or may not communicate intended emotions based on the specific person. These tests were carried out according to hues, lightness, and chroma. The emotional responses received were assessed in terms of valence, arousal, and dominance of dimensions. Film clips, photos, and advertisements were presented to the test subjects to study emotional responses. From the study group, it was decided that chroma, specifically, or the pure intensity of a color, collected the strongest emotional arousal (Suk et al., 2011).

In a college student journal, 90 individuals were surveyed to find the most common emotional perceptions of color as they understand it. Every person in the study was asked to indicate their emotional responses to each of the five principal hues: red, yellow, green, blue, and purple. The color red has been associated with excitement, orange has been perceived as distressing and upsetting, purple as dignified and stately, yellow as cheerful, and blue has been associated with comfort and security (Ballast, 2002; Wexner, 1982). These are the average responses found by the participants of the study. Moreover, the results of this study find that some colors may be associated with several different emotions, and some emotions are associated with more than one color (Linton, 1999, Saito, 1996). For example, although red was associated highly with excitement, passion, and warmth, it may also be viewed as aggressive, bloody, and intense. Similarly, with the color green, it too has both positive and negative impressions such as refreshment, quietness, naturalness, and conversely tiredness and guilt. (Kaya, 2004).

A study published at Penn State analyzes the associations between color and emotion. Although the neurological processes of color activation in the brain are relatively identical among all individuals, most individuals conversely harbor varying emotional perceptions of each color on the spectrum. "A study from the University of Rochester in New York led by Christopher Thornstenson appears to show that feeling sad can inhibit our ability to perceive the color blue" (Kaplan, 2015). "Conversely, researchers from North Dakota State University report that individuals with hostile personalities show a preference for the color red over blue" (Dobson, 2014). The participants in the North Dakota study were given a personality test to be ranked in terms of hostility. They were then given a test similar to Thornstenson's where they needed to identify colors on washed-out swatches or images that were neither fully blue nor red. Those with hostile personalities were much more likely to see the color red, and those who saw red were more likely to inflict harm on others when

presented with imaginary situations (Dobson, 2014). Both investigations come to the same conclusion: our emotions and moods can genuinely "color" how we perceive the world around us.

Preexisting bodies of knowledge have been known to use personality tests to determine behavioral patterns, which in turn, affect our natural color perceptions. One of the most widely used and effectively composed personality tests today is referred to as the Myers-Briggs type indicator. The Myers-Briggs type indicator was developed by Isabel Myers and her mother Katherine Briggs based on their work with Carl Jung's theory of personality types. The idea of the theory is that "much random variation in human behavior is actually quite orderly and consistent, due to certain basic differences in which people perceive and judge." (Briggs, 1962). Perception is understood to include the processes of becoming aware. Judgment includes the process of coming to conclusions about what has been perceived. These two factors are largely taken into account in the Myers-Briggs test to show corresponding differences in reactions, interests, needs, motivations, etc. This indicator aims to take the results of your specific personality type and apply them to practical use. According to this model, there are 16 possible 4 letter arrangements of personality types, with eight main categories. These include socio-types labeled ESTJ, ENTJ, ESFJ, and more. Myers-Briggs classifies people as sanguine, choleric, phlegmatic, and melancholic individuals.

It has been previously identified that varying emotional perceptions of color exist among test subjects. Moreover, specific characteristics of an individual's personality may lead them to perceive color in a distinct manner. Building on the conclusions from the referenced studies, this study seeks to discern whether a correlation exists between one's unique personality type (as categorized by Myers-Briggs) and their negative or positive perception of specific colors.

## Hypothesis

Prior to conducting this study, it was hypothesized that the responses of participants with similar personality types will yield related emotional perceptions of color. It is acknowledged in an article published in the Oxford Academic that studies have shown personality biases in the way emotional information is processed. Individuals who are emotionally labile—neurotic and anxious—are believed to be more sensitive to unpleasant sensory information. For example, emotionally labile people are more sensitive and reactive to loud noise, unpleasant visual stimuli, bitter taste, and pain than stable and calm people (Chen et al., 2005). Considering that neuroticism has an effect on emotional perception, it can be inferred that other aspects of personality may affect emotional perception. I can theorize that individuals with opposing components of the Myers-Briggs personality types (extroversion vs. introversion, thinking vs. feeling, etc.) will perceive each color in corresponding opposite emotions, and those with comparable personality types will perceive color in parallel manners, yielding similar results on the survey.

## Methodology

### Studied Participants

All members of the study group were high school students ranging from ages 14-18 at Dr. Michael Krop Senior High. 230 individuals were studied for this experiment, however, only 160 surveys were considered for data analysis. With 8 components of the Myers-Briggs model (Extraversion/Introversion, Sensing/Intuition, Thinking/Feeling, and Judging/Perceiving), there exist 16 possible arrangements of personality codes. 10 participants were carefully chosen from each arrangement of the Myers-Briggs Type Indicator, leaving 160 responses to be analyzed. I then eliminated the remaining 70 responses from the study. This step minimized any inaccurate data errors in statistical analysis when considering further variables.

## Surveys

This research process required two methods of surveying to be completed by each participant of the study. An individual participating in the study would first complete the Myers-Briggs Type Indicator questionnaire. This survey consists of 93 questions designed to identify one's personality type based on Carl Jung's theory of psychological types. The questionnaire is intended to measure psychological preferences in how people perceive the world and make decisions. Upon completion, each participant will be given a personality type composed of a four-letter arrangement of letters: E, I, N, S, T, F, J, P.



**Figure 2.** Figure 2 shows the chart of the 8 components of the Myers-Briggs Type Indicator Test. (Hossein Amirhosseini, 2020)

To collect further data, I created a Google survey consisting of 6 questions. Participants would begin by stating their Myers-Briggs indicated personality code. To follow, are six questions presented with an image in colors: red, orange, yellow, green, blue, and purple. Each question in the survey is labeled with the question “Which of the following choices do you feel most strongly represents the image?” Below each image are three multiple-choice options, including a negative emotion, positive emotion, and neutral. Suppose the participant associates the color with neither its positive nor its negative connotation. In that case, they may choose “neither”, thereby deeming this specific color inconclusive to the data for this participant. The positive and negative connotations of each color included in the survey were determined according to a mass collection of data from several qualitative investigations written in scholarly journals such as the Chang Gung Journal of Humanities and Social Sciences and Color Research and Application. The positive and negative emotional connotations of each color chosen for the survey are as follows:

### *Emotional Connotations of Color (Positive v. Negative)*

- Red: Aggression or warmth
- Orange: Security or deprivation
- Yellow: Strength or fear
- Green: Harmony or disgust
- Blue: Serenity or coldness
- Purple: Luxury or Inferiority

Once all the surveys had been completed, collected data was analyzed to observe whether a correlation exists between the components of a participant’s Myers-Briggs results and their inclination to perceive color in a positive or negative emotional manner. To accomplish this, the number of total responses (160) was first recorded for positive, negative, and neutral answers in a table for the six colors in the survey. There are 8 components of the MBTI with 4 opposing categories (Extraversion vs. Introversion, Sensing vs. Intuition, Thinking vs. Feeling, Perceiving vs. Judging). In the table, each of the six colors has three categorical responses for participants to choose from: positive, negative, or neutral. Additionally for each of the colors, there are 160 responses to be distributed across these three categories. First, I calculated the total number of responses for the colors red through purple in each positive, negative, and neutral category. Then, I gathered the number of respondents within each of the three categories whose MBTI type has one of the 8 components alike. These results would represent the number of respondents of each category (positive, negative, and neutral) who possess the same personality traits, as characterized by the MBTI. For each component of the MBTI, I finally took the sum of the numbers of respondents from all colors across the survey in each category. To collect general statistical data, the average percentages of each category were calculated in all six of the colors for the 8 components of the Myers-Briggs model. This way comparable percentages of an individual’s personality type would establish data representative of a certain percentage of individuals who similarly perceive positive, negative, or neutral emotional connotations of color.

To ensure that the percentages are an accurate representation of the responses for all of the colors in the survey, the standard deviation was calculated for the average percentages. Standard deviation is a statistic that measures the dispersion of a data set relative to its mean.

## Results

160 participants were included in this survey, with 16 groupings of 10 people all possessing the same Myers-Briggs personality code. Every variation (16) of Myers-Briggs personality types was included in the study.

For the color red, 74 participants selected the answer choice “warmth” (positive emotion) and 59 chose “aggression” (negative). 27 participants did not agree with either and chose to remain neutral in the study of this color. Orange: 78 participants selected “security” (positive), 63 selected “deprivation” (negative), and 19 participants remained neutral among both options. Yellow: 63 participants perceived “strength” (positive), 87 perceived “fear” (negative), and 10 remained neutral. Green: 68 participants chose “harmony” (positive), 67 chose “disgust” (negative), and 25 were neutral. Blue: 67 selected “serenity” (positive), 70 selected “coldness” (negative), and 23 remained neutral. Purple: 77 perceived “luxury” (positive) from the image, 69 saw “inferiority”, and 14 individuals were neutral.

**Table 1.** Table 1 shows the data collected of the total number of respondents for each answer choice in the Google survey.

|        | Positive | Negative | Neutral |
|--------|----------|----------|---------|
| Red    | 74       | 59       | 27      |
| Orange | 78       | 63       | 19      |
| Yellow | 63       | 87       | 10      |
| Green  | 68       | 67       | 25      |
| Blue   | 67       | 70       | 23      |
| Purple | 77       | 69       | 14      |



The following data trends exemplify the average percentage of all colors' positive, negative, and neutral emotional connotations within the realm of the 8 components of Myers-Briggs personality types. For colors red through purple, the percentage of respondents for each answer choice was calculated for those who share kindred personality traits: extroversion, introversion, sensing, intuition, thinking, feeling, judging, and perceiving. The averages of the personality pairs are as follows.

**Table 2.** Table 2 shows the data table for average percentages recorded of each component of Myers-Briggs accounting for positive, negative, and neutral emotional connotations of all 6 colors in the survey.

| MBTI         | Positive % | Negative % | Neutral % |
|--------------|------------|------------|-----------|
| Extroversion | 50         | 33         | 17        |
| Introversion | 20         | 48         | 32        |
| Sensing      | 32         | 58         | 16        |
| Intuition    | 67         | 28         | 5         |
| Feeling      | 10         | 30         | 60        |
| Thinking     | 70         | 21         | 9         |
| Judging      | 30         | 56         | 14        |
| Perceiving   | 83         | 15         | 2         |

*Extroverts (E) vs. Introverts (I)*

Individuals who tested as extroverts (E) accounted for 50% of the positive emotional connotations of the colors, 33% of the negative emotions, and 17% of the neutral options. Conversely, introverts (I) answered for 20% of all positive emotional connotations, 48% of the negative emotions, and 32% of the neutral choices.

*Sensing (S) vs. Intuition (N)*

Participants obtaining the sensing (S) traits selected 32% of all positive emotional choices, 58% of the negative emotions, and 16% of the neutral options. Reciprocally, individuals with the intuition (N) trait accounted for 67% of all positive choices, 28% of the negative choices, and 5% of the neutral ones.

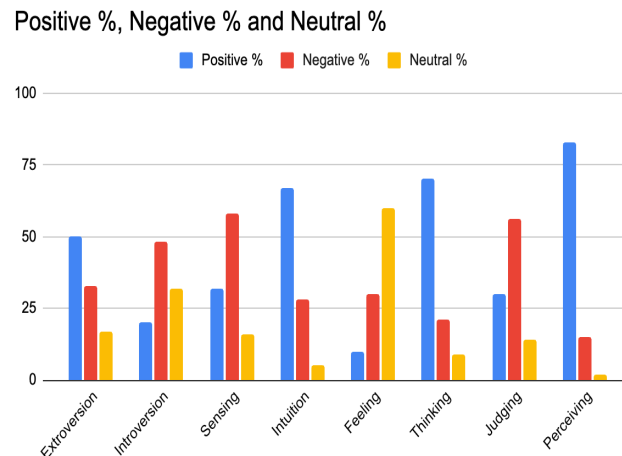
*Feeling (F) vs. Thinking (T)*

The responses of participants who possess the feeling (F) trait make up 10% of the positive emotional answer choices, 30% of the negative choices, and 60% of the neutral party.

Individuals carrying the thinking (T) trait, on the other hand, account for 70% of all positive emotional connotation choices, 21% of negative choices, and 9% of the neutral ones

*Judging (J) vs. Perceiving (P)*

Respondents with the judging (J) trait account for 30% of all positive emotional perceptions, 56% of negative perceptions, and 14% of the neutral group. On the contrary, respondents with the perceiving (P) trait account for 83% of all positive perceptions, 15% of negative perceptions, and 2% of the neutral group.



**Figure 3.** Figure 3 shows a vertical bar graph depicting the comparisons of percentages in positive, negative, and neutral responses among the 8 components of the Myers-Briggs scale

### Standard Deviation

The data set listed in the table above is a calculated average of six individual percentages that describe the presence of Myers-Briggs components within each of the three categories: positive, negative, and neutral emotional connotations. To ensure that each percentage is an accurate depiction of collected data on each color included in the survey, I calculated the standard deviation (SD) of the percentages for each of the 8 components of Myers-Briggs. The results are listed below:

#### *Extroversion Standard Deviation*

- Positive (50%): SD of 5.5
- Negative (33%): SD of 3.7
- Neutral (17%): SD of 2.2

#### *Introversion Standard Deviation*

- Positive (20%): SD of 2.6
- Negative (48%): SD of 4.1
- Neutral (32%): SD of 3.9

#### *Sensing Standard Deviation*

- Positive (32%): SD of 1.1
- Negative (58%): SD of 2.5
- Neutral (16%): SD of 2.3

#### *Intuition Standard Deviation*

- Positive (67%): SD of 3.3
- Negative (28%): SD of 3.0
- Neutral (5%): SD of 2.6

#### *Feeling Standard Deviation*

- Positive (10%): SD of 2.8
- Negative (30%): SD of 3.6



- Neutral (60%): SD of 2.1

#### *Thinking Standard Deviation*

- Positive (70%): SD of 3.6
- Negative (21%): SD of 3.1
- Neutral (9%): SD of 4.3

#### *Judging Standard Deviation*

- Positive (30%): SD of 4.2
- Negative (56%): SD of 3.0
- Neutral (14%): SD of 3.2

#### *Perceiving Standard Deviation*

- Positive (83%): SD of 2.2
- Negative (15%): SD of 4.0
- Neutral (2%): SD of 2.9

## Discussion

### Implication

This study contributes substantially to the sphere of social psychology. Although not commonly scientifically backed, personality tests speak appreciably to the psychological makeup of one's thought processing. Establishing a connection between one's personality by nurture and the brain processes guiding the perception of color opens up a world of research on similar patterns among individuals. A common application of color psychology is within the realm of marketing strategies. Identifying groups of people who perceive color schemes in a certain way may aid companies in building a targeted image. Using the findings of this study (Table 1), it can be concluded that most people tend to perceive the color green in a positive light. In a medical setting, hospitals often find trouble decorating their doctors' offices, in a way that instills a calming feeling among the patients in their waiting rooms. By identifying the positive connotation of green for all MBTI personality types, doctors and other medical officials may decide to paint their walls and other decorations with this color. Delving even further into these results, colors may be marketed to specific groups of people. In the advertising of makeup or feminine products, a company's target audience may be strong, extroverted women. Using the results of this study, it can be recognized that it is typical of extroverts to perceive the colors of the rainbow in a more positive manner than introverted groups. Therefore, the company would decorate its advertisements using a bright variety of colors to catch the attention of its projected audience. Referencing the converse, oftentimes, anti-vaping campaigns utilize specific colors when putting together social media advertisements warning about the dangers of smoking nicotine. In 2019, the American Heart Association launched a popular campaign #QuitLying, aimed to get big tobacco companies to tell the truth about the effects of vaping on teens (CBS, 2019). #QuitLying advertisements aimed to reduce the numbers by scaring adolescents away from smoking. The typical target audience of this movement would be composed of young, easily influenced individuals with addictive personalities. Identifying colors that viewers would associate with a negative emotional connotation may leave them with a distinct memory of #QuitLying's advertisement's message the next time they choose to consider nicotine. Researchers have identified impulsive personalities as a significant predictor of addictive behavior (Ph.D. Heshmat, 2018). This behavior translates to MBTI types in individuals with introverted, sensing, and judging personalities, who typically are inclined to perceive color with a negative connotation. The color red, for instance, is commonly acknowledged by these groups in the same negative nature. Utilizing the results of this study in such anti-addiction campaigns, for marketing and color design may be the missing puzzle piece to catching the viewers' eye.



**Figure 4.** Figure 4 shows the AHA #QuitLying anti-vaping social media advertisement designed in the color red. (CBS, 2019)

## Limitations

Applications of this study are limited with respect to age groups. Participants of this study range from ages 14 to 18 and are high school students. Mental perceptions vary considerably with age and sufficient evidence lacks to exist proving that an individual's Myers-Briggs type should remain the same throughout the entirety of their lifespan. Therefore, it cannot be accurately determined whether the results of this study would similarly apply to people of a different age scope. Furthermore, the study group of participants in this research includes only 160 individuals and is representative of a sample population. With a limited number of participants, it cannot be inferred that the results of this study reflecting on these 160 individuals can be extrapolated to the perceptions of the general population. Additional limiting factors to consider among the general population include individuals with color/total blindness who cannot participate in this study along with the possible influence of cultural and geographic factors that may single out a specific group of participants. Discrepancies in the personality types and overall accuracy of the Myers-Briggs Type Indicator Test may yield different data than what was collected if applied to other populations.

Lastly, a limiting factor to be discussed is the accuracy of comparing data among the components of the Myers-Briggs Personality Type Indicator test. In 7 of the 8 components, it was established that the individuals possessing those traits were naturally inclined to perceive either the positive or negative emotional connotation of the six most commonly recognized colors. However, individuals possessing the feeling (F) trait accounted for the greatest percentage of chosen responses for the neutral group. More than half of the participants (60%) with this trait did not associate either the negative or positive emotional connotation provided with the majority of the colors presented in the survey. Thus, results for this specific component of Myers-Briggs are deemed inconclusive regarding its relation to the emotional perception of color.

## Conclusion and Further Studies

As exemplified in the results of this study, there is an existent correlation between the personality type of an individual, as calculated by the Myers-Briggs Type Indicator test, and the emotionally perceived connotation of color. 4 opposing characteristic pairs of personality were tested by an inclination to perceive color in a negative or positive manner. In the first pair tested, which was extroversion vs. introversion, it is evident that participants possessing an extroverted personality trait are predominantly inclined to perceive the six hues in a more positive light, whereas those carrying introverted personalities are predisposed to regard color in a more negative emotional manner. In the second pair, sensing vs. intuition, the majority of participants with the sensing trait selected the negative emotional perceptions of color, and conversely, those who tested for the intuition trait would inherently choose positive perceptions. Individuals possessing the feeling trait were shown to

perceive color in neither a positive nor negative manner. The majority of participants carrying this trait chose to remain neutral in the perception of the colors included in the study. Therefore, this trait has been deemed to be inconclusive in the study of Myers-Briggs traits. On the contrary, it is evident that individuals with the thinking trait will innately perceive color in a positive emotional regard. As for the last trait pair tested, judging vs. perceiving, individuals carrying the judging trait were chiefly inclined to perceive color in a negative manner, as opposed to those carrying the perceiving trait, who have been shown to perceive positive emotional connotations of color.

For the purpose of future studies built upon this research, I would recommend sampling a much larger population in order to account for any discrepancies among any of the 8 traits of Myers-Briggs. Conclusions have not been made regarding the feeling (F) trait, as there was not sufficient evidence to infer in what manner these participants would perceive the six colors included in the survey. Sampling a larger population would increase the statistical accuracy and yield more reliable applications to real-world scenarios where perceptions of color are being employed to influence individuals with certain MBTI personality types.

In summation, the initial hypothesis has been validated, demonstrating a significant correlation between emotional color perception and personality types as categorized by the Myers-Briggs personality model. This notion works to reconcile previous questions raised by the perspective paradox and substantiates the existence of psychological variations among individuals with distinct perceptions in this sector of inquiry.

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