

Name: _____

Date: _____

Example Research Paper Scaffold

Research Question

How does color affect one's mood?

Hook

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

I found (how many) 3 main idea/s about (name your topic) color psychology :

List main idea/s 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

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)

Original Research

How would you test the idea you think makes the most sense?

In order to test the ideas about (your topic) color psychology this researcher will
(describe a suitable way to test your ideas: survey, experiment, model, interview, etc.) _____
test sixty middle school students (30 girls and 30 boys) on how the colors green, blue,
black, yellow, red, pink, and brown make them feel. On the survey form provided by this
researcher, students will mark the feeling that each color makes them feel.

Results: (What happened?)

List your results. You can attach a table, chart, or list of findings. Most female middle school
students thought that blue made them feel calm, brown bored, and yellow happy/cheery. Most
male middle school students thought that blue made them feel relaxed, brown bored, and
yellow/cheery. (see chart in the Example Research Paper)

(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

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