The Effect of Color Preference on Quick Problem-Solving in Young Students

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The purpose of this research was to discover if color preference has a direct impact on the ability of rapid math recall. 140 students took 6 tests on different colors of paper, with one of the colored papers being the students' color preference. The students were asked to answer as many math problems - addition and subtraction of the numbers 1 through 10 with answers between 0 and 20 - as possible in one minute. The tests were corrected to find how many total problems were answered, and the accuracy of the answers. The average for total questions answered and accuracy was found for every color of each grade and overall. The difference between each color and white paper for the number of questions answered and the accuracy was found and graphed, with white being set as 0.0000. The results showed that using their favorite color paper helped students have a faster pace for answering questions. Overall, 5 out of the 7 colors tested, along with the favorite color, showed an increase in speed over those who tested on white paper. Accuracy suffered when students used colored paper, with two colors having a higher accuracy over white paper. Blue showed an increase in both speed and accuracy over white overall. Blue was the color preference of the majority of participants as well. 4th grade also showed an increase in speed and accuracy over white paper. This may indicate that color preference has a greater impact on older students than younger.