



Identification of Personality type and Color shade Preferences among UG students

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Abstract

The main objective of the study is to identify the personality types and their color preferences. The study was conducted on 104 UG (B.ED) students of Aurangabad city. Descriptive survey method was adopted for the study and the sample of 100 students was selected using random sampling technique. Standardized personality test was used to assess the personality type and traits among the students. The findings revealed that majority of students preferred dark colors. Among the dark color preferred students most of the students are having melancholic personality type. The study also revealed that the obtained mean lie score is also less which shows that all the students are probably being totally honest in their responses.

Key Words: personality Type, Colour shade

Introduction

The word personality has been derived by the Latin word persona which means mask. One's personality is based on his behavior patterns, emotions, perceptions, emotions and acquired values as well as experiences. The term has been defined by different psychologists.

According to Morton Prince personality is "Sum total of all, the biological innate dispositions, impulses, tendencies, appetites and instincts of the individual and the acquired disposition and tendencies."

"Personality is the more or less stable and enduring organization of a person's character temperament, interact and physique which determines his unique adjustment to the environment, as defined by Eysenck.

Colour and Colour Preferences: According to The Oxford Dictionary colour is the property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light. It is a sensation of sight caused by electromagnetic waves hitting the retina.

Colour and Personality: The colour is an important aspect that builds an ambient environment for us and determines how we react and respond to the various components in our environment. According to Luscher, who advocates the thesis that the subjects with similar colour preference may have similar personality traits and the subjects' psychological reactions/attitudes to the primary colours (blue, red, yellow and green) reflect their basic psychological needs. The previous research on the dependency of personality and colour has been partially reviewed by Schaie, who suggested that the colour shades in the spectrum order from red to violet

represent a series of emotions, from excitement, unrestraint, direct and prolonged impulsive discharge (red), over calmness (green), to anxiety and concern (violet). Birren has reported an association between the warm colours corresponding to energetic and excited moods and between the cool colours corresponding to passive and calm moods.

Divya Ghorawat, Ravina Madan conducted a study to find out whether the colour shade preferences of individuals grouped according to their personality types are alike or not. The researchers concluded that there was no significant correlation found between the personality types and colour shade preferences of the subjects except in the case of extroverted males.

Objectives of the study:

1. To study the personality type of UG students.
2. To study the color preferences of UG students.
3. To study the color preferences of different personality types.

Methodology:

Descriptive survey method was adopted for the study as the study deals with assessing only the present conditions.

Sample:

A sample of 104 students was selected using simple random technique from B.Ed. Colleges of Aurangabad city.

Tools and scales used:

Standardized inventory entitled Eysenck's Personality Inventory (EPI) (Extroversion/Introversion) was used to identify the personality type of UG students. The Eysenck Personality Inventory (EPI) measures two pervasive, independent dimensions of personality, Extraversion-Introversion and Neuroticism-Stability, which account for most of the variance in the personality domain. Each form contains 57 "Yes-No" items with no repetition of items. The inclusion of a falsification scale provides for the detection of response distortion. The traits measured are Extraversion-Introversion and Neuroticism. When you fill out Eysenck's Personality Inventory (EPI) you get three scores.

- The 'lie score' is out of 9. It measures how socially desirable you are trying to be in your answers. Those who score 5 or more on this scale are probably trying to make themselves look good and are not being totally honest in their responses.
- The 'E score' is out of 24 and measures how much of an extrovert you are.
- The 'N score' is out of 24 and measures how neurotic you are.

Statistical Techniques used:

Mean, Percentage were used for the identification and grouping of personality types in the present research study.

Analysis of the Data:

Table no. 1 showing the color preferences of total students:

Sr.no.	Number of students	Students preferring dark colors	Students preferring light colors
Number of Students	104	75	29
Percentage of students	100%	72%	18%

Table no. 2 showing Percentage of students preferring different Dark Colors:

Colors preferred	Total no of students preferring dark colors	% of colors preferred
Black	35	47%
Green	5	6%
Brown	2	3%
Dark blue	13	17%
Red	2	3%
Orange	2	3%
Purple	14	18%
Grey	2	3%
Total: 75	Total colors : 8	Total 100%

Table no. 3 showing Percentage of students preferring different Light Colors:

Colors preferred	Total no of students preferring Light colors	% of colors preferred
White	17	58%
Pink	7	23%
Yellow	3	10%
Sky blue	2	9%
Total colors : 4	Total: 29	Total 100%

Table no. 4 showing personality type of students and their color preferences:

Sr.no	Personality type	Percentage of the personality type	Color preferred
1.	Melancholic	32%	Dark colors: Black Green Brown Dark blue Red Orange Purple Grey
2.	Choleric	28%	
3.	Phlegmatic	20%	
4.	Sanguine	20%	

Table no. 5 showing personality type of students and their color preferences:

Sr.no	Personality type	Percentage of the personality type	Color preferred
1.	Melancholic	28%	Light colors : White Pink Yellow Sky blue
2.	Choleric	17%	
3.	Phlegmatic	34%	
4.	Sanguine	21%	

Table no.6 showing the standard interpretation table for lie-score:

Sr.no	Range	Interpretation
1.	Below 5	Probably being totally honest in their responses.
2.	Above 5	Probably trying to make themselves look good and are not being totally honest in their responses.

Table no.7 showing the interpretation of the obtained lie-score:

Sr.no	Aspect	Obtained lie score	Range	Interpretation
1.	Students preferring dark colors	4.01	Less than 5	Probably being totally honest in their responses.
2.	Students preferring light colors	3.68	Less than 5	Probably being totally honest in their responses.

From Table No.1and 2. we can observe that out of 104 UG students majority of the students have preferred dark colors like Black, Green, Brown, Dark blue, Red, Orange, Purple and Grey. And most of them like black color (Table no. 2.) i.e. 47% of the total students.

From Table no.3 we can observe that out of 104 students 18 students have preferred light colors like White, Pink, Yellow and Sky blue. And most of the light color preferred students have white color as their favorite color.

From Table no. 4 we can interpret that out of the total students 32% of students have preferred dark colors and are identified with melancholic personality which means they are quite moody, unsociable, reserved and quiet. 28% of students are found with choleric personality which means they are optimistic, aggressive, restless and impulsive. 20% of students are found with phlegmatic personality type which means they have traits like calm even tempered, reliable, controlled and peaceful. 20% of students are found with sanguine personality type which means they have traits like talkativeness, sociable, carefree, easy going etc.

From Table no. 5 we can interpret that out of the total students 28% of students preferring light colors have melancholic personality followed by phlegmatic(34%) , then sanguine(21%) and choleric(17%), personality type.

Table no.6 shows the standard range and interpretation of lie score as given by Eysenck's Personality Inventory (EPI) •which states that the 'lie score' is out of 9. It measures how socially desirable you are trying to be in your answers. Those who score 5 or more on this scale are probably trying to make themselves look good and are not being totally honest in their responses.

Table no. 7 shows that the lie score of students preferring dark colors is 4.01 which shows that students are probably being totally honest in their responses.it also shows that the obtained score of students preferring light colors is 3.68 which again shows that students are probably being totally honest in their responses

Conclusion

The present research study was only related to the identification of personality types and their color preferences with respect to light and dark shades. Does a specific color preference relates to a particular personality type is again a matter of research. Color preferences and senses of color often differ across ages, genders, and cultures highlight the need for explorations of the relationship between color preference and personality with people from diverse countries and regions.

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