



Press Release

Poster Accepted for International Conference

Lübeck, 12 April 2006. ISNM is proud to announce that the poster proposal titled "Color, Cognition and Emotion" by Joachim Hasebrook, a Professor for E-Learning & Work Design and Executive Director at ISNM and Nicole Kohlrausch, ISNM graduate of the Class of 2003, has been accepted for presentation at the DCC06 in Eindhoven. At the conference there will be a session where poster authors can make a short visual presentation of their work before the other participants and the visitors go to view the posters.

Prof. Hasebrook and Nicole Kohlrausch investigated the impact of color combinations in web page design on emotional responses and recall rates of web users. Twelve different designs were created systematically varying main color (blue, red, and yellow), color scheme (monochromatic and complementary), and extension of color (spare vs. extensive).

The research conducted by Prof. Hasebrook and Nicole is a very important and original one because there are hardly any other studies that link design, emotion, and cognition. Therefore, the study presented by Prof Hasebrook and Nicole Kohlrausch combined emotional self assessment and a cued recall test in an experimental within-subject design investigating the most relevant factors of the use of color in web design.

The results of their study indicate that all main factors – color, color scheme, and color extension – influence emotional response and recall. All subjects rated designs with monochromatic and spare extension of color with a higher positive valence, less dominance and less arousal. However, a mild arousal and some dominance combined with a neutral valence proved to be the optimal design for (cued) recall in a memory test. Furthermore, there are significant differences between female and male subjects. The results showed that men and women prefer different color sets and color schemes.

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