



EFFECTIVENESS OF COLOR ON MOTIVATION TOWARDS ON MEMORY & LEARNING PERFORMANCE

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Abstract

In everyday life motivation and learning are connected like music and dancing, many educators realize this and work hard to improve their student's motivation. A motivated student may repeat and self rehearse the content of a chapter more often. Which leads to better learning. However, from a cognitive psychology point of view, it is still uncertain if motivation without differences in repetition or attention, affects episodic memory performance. That is, would a motivated student perform better compared to a less motivated peer if they both have some level of previous knowledge attention and rehearsal? The number of studies in this field is score, and scone studies are limited by methodological issues, and others indicate that motivation does not affect episodic memory performance. The overall aim of this thesis was to develop a motivational instruction that facilities or affects memory performance & to understanding the role of color in motivating children towards learning.

Keywords: *Color, Motivation, Learning, Monday.*

Introduction

Memory refers to the mental process of encoding, retaining and retrieving information (1) How the human cognitive system deals with the memorization process remains the centre of research among cognitive psychologists. One of the most interesting and challenging questions in contemporary memory research is on ways to enhance human memory performance. Many variables have been proposed to contribute to the retrieval operations and one of the variables is color, which will be discussed thoroughly in the present paper.

Color is used almost universally in the production of instructional materials, such as slides filmstrips, motion pictures, video programmes. It functions as a powerful information. Channel to the human cognitive system and has been found to play a significant role in enhancing memory performance color can be very effective in learning and educational setting, marketing, communication or even sport. Most advertisements use color as one of the important element in influencing people's attention, attitude towards the product and pressuring decision making. Colored advertisements can attract people to read the advertisement can attract people to read the advertisement. This shows the importance of color in making the information or message more attractive to the public.

In the educational setting, higher demand is put on excellent academic achievement. The extent to which students utilize their cognitive abilities is also important and may contribute to better academic achievement.

Learning is a compiles mental activity that involves cognitive processes therefore piaget's theory of cognition was used in this research to select the sample age on the grounds of their intellectual powers. Children falling in concrete operational stage were selected age group (7 to 11 years) as they have mastered most of their cognitive development except for the abstract thinking process which are initiated and mastered in the last stage of the theory that is formal operational stage (Elliot and Maier 2007) it has been established by research that colors have a motivational impact on people. They are known to provide energy and Vigor. Colors also participate in Physiological process of human body. They have the ability to faster or lower the heart beat, respiration and can cause fluctuations in blood pressure. A variety of colors schemes are established in which the interior designers and architects work. This research is focused on the significance of the ability of colors to motivate students towards learning.

Relation between Motivation and Memory

The relation between motivation and memory performance from a more empirical approach presented in the motivation section. Due to inconsistent results in the field, some of these ideas are mutually exclusive, whereas others are perfectly applicable together. The section is divided into three subsections that each account for a particular pattern of result, namely, (a) changes in activation level in mental representation (b) mediation through strategies and (c) internal conflict. These three motions are first summarized in this section.

Motivational theories are almost exclusively concerned with behavioral changes and not motivational affects on cognition. Therefore, the usefulness from part motivational theories are limited in the present context and mainly answers the first question on how to make people more motivated to perform a certain task. However the distinction between behavior and



cognition is a difficult one, as cognitive psychologists often measure cognition in terms of behaviors which they believe are intimately linked to cognitive abilities, such as response latencies, recall performance etc. Motivational psychologists, in contrast, tend to measure the affects of a motivator in ways that are less controlled but more ecologically valid for educational situations.

Factors that Influence the effectiveness of Color on Memory Performance

The effectiveness of color on memory performance is based on a few factors. First is the consistency of the colors used during encoding and retrieved phases. This means the color used or presented during encoding and retrieval phases. This means the color used or presented during the time when participants are asked to memorize should be the same with the color shown the them at the time of retrieval. This rule is in line with the encoding specificity principle that highlights the close connection between these two memory process, encoding and retrieval in determining the memory performance.

Another fact or that needs to be taken into account is when few colors or combination of colors are involved (as in background and foreground conditions). The right combination of colors is important because it can produce higher level of contrast and this can influence memory retention. Higher level of contrast may refer to the color here and the him of the colors.

Study Hypothesis

- Attendance of students was significantly better after applying colored intervention in classrooms.
- Term scores of students were significantly better after applying colored intervention in classrooms.

Delimitations

To observe the affect of color on children's motivation toward learning and to maximize control. No changes were made in furniture, arrangement of classroom, curriculum, timings of class, temperature of classroom, lighting, teachers, Pedagogy or no heating cooling devices were introduced both in prior post stage. Only impact of color was evaluated.

Objectives

Most importantly, these are very few empirically grounded ideas on how motivation would improve or deteriorate episodic memory performance. These problems are probably a practical consequence of a poor conceptual structure in. Motivational psychology. Even if two different ideas on motivation had clearly different conceptual bases, then the operationalization of motivation from different theories could be similar, or even indistinguishable in certain experiment settings. Thus the problem discussed throughout the empirical studies are more focused on motivation these on basic memory functions.

Method

Non – probability purposive sampling strategy was used in this study together data. A sample of (N=120) students were selected. The research design of this study was experimental in which the attendance and term results of the students were selected. The research design of this study was experimental in which the attendance and term results of the students were analyzed before and after the intervention.

Discussion

This research tests the hypothesis that color has a significant positive impact on child's motivation towards learning. Learning stems from cognitive processes. Jean Piaget presented his theory of cognition which tells how a human child's cognitive processes develop sequentially. He divided a child's cognition development into four stages. The researcher selected the children falling into the concrete operational stage as the child becomes capable of understanding the concept being taught but this child's is still not able to handle the abstract concepts and reasoning and hence effect of color in enhancing motivation toward learning is more easy to establish in this stage owing to the absence of the abstract reasoning powers. Color in this research was used by the researcher to provide physical stimulations which helped to reinforce the concept being taught in the class. Color helped children in learning better by becoming a positive stimulus and the colorful decorations done in the class related to the curriculum has a lasting impact on memory of children helping them in learning effectively. 57% of the respondents reported that they understand their lessons better as supported by Mone (2002) that colored images has lasting impression on human minds as compared to black and white.

Color is an eminent part of a classroom's physical environment. As discussed in methodology of this research colors were used to help children of concrete operational stage learn better by reinforcing the concepts being taught in curriculum. This study analyzed that a significant positive relationship exists between color a component of classrooms physical environment



and child's motivation towards learning as by (Suleman and Hussian 2014), that physical environment effect academic scores.

Conclusion

An important aspect in successful and efficient cognitive functioning is the abilities to utilize the system to the fullest. Research on memory has provided as vast strategy that can be used to ensure successful retrieval there appears to be a basis for associating color and its significant effect on memory abilities. In other words, color has the potential to increase chances of environmental stimuli to be encoded, stored and retrieved successfully the choice of colors and the manipulative aspects can, however, influence the extent aspects to which colors can however, influence the extent can influence human memory performance.

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