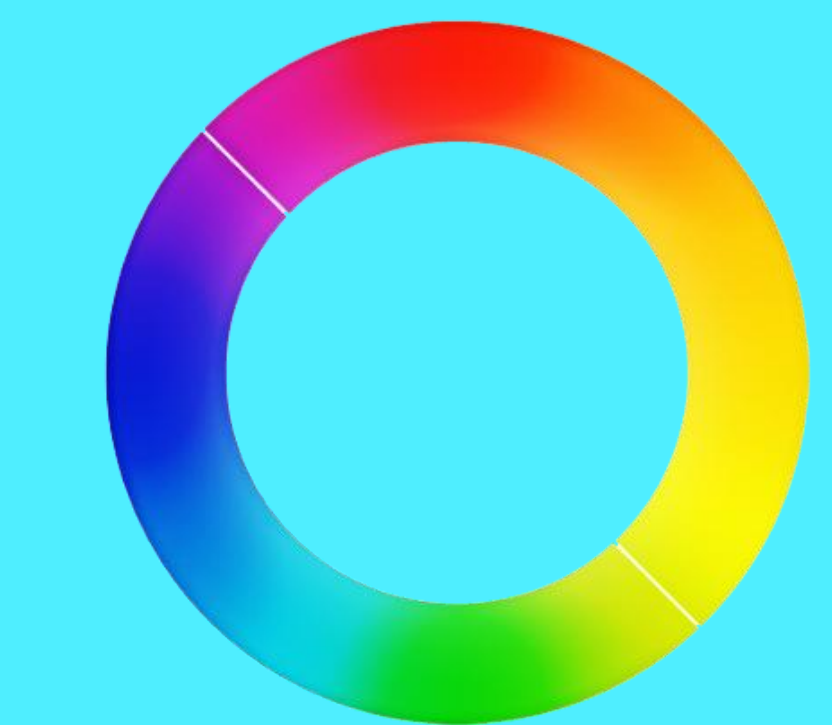


Personality Type and Color Preference



Abstract

Personality and preference towards color are present in every individual. Placebo Analgesia is the relationship between the body and the mind in order to achieve wellness through the use of an inert substance, also known as a placebo. When personality type, expressed through the Briggs-Myers Index (which allows for reliable categorization of participants), is revealed, a specific color can be correlated with that individual personality type. This color can be prescribed as the color of the medical capsule, resulting in a trigger in Placebo Analgesia, and aforementioned reduced runtime of illness. Data was collected from a sample of high school students, ages fourteen to eighteen, and results were it was concluded that in relation to past studies, most extroverts would recover from illness more rapidly if their prescribed medication was near light blue on the color spectrum, and the same for introverts with light green₁₊₄. Recovery time from common illnesses has potential to be amplified further with the use of placebos in modern medicine to three to four days₁.

Introduction

The Placebo Effect, color, and personality type are all aspects that have been studied individually, but never in correlation to one another. The Placebo Effect and color have been studied individually by multiple psychological fields for centuries, and the B-M Index was developed by two female psychologists in 1956 in order to reliably categorize patients by personality type.

Objectives

- Achieve a correlation between the Briggs-Myers Personality Index and individual patient color preference
- Apply said correlation found to modern pharmaceuticals in order to reduce runtime of common illnesses₁

Hypothesis

Among the students given the survey, a dominant color would be expressed for each of the sixteen personality types and unique only to that individual sequence with minimal overlap.

Methods

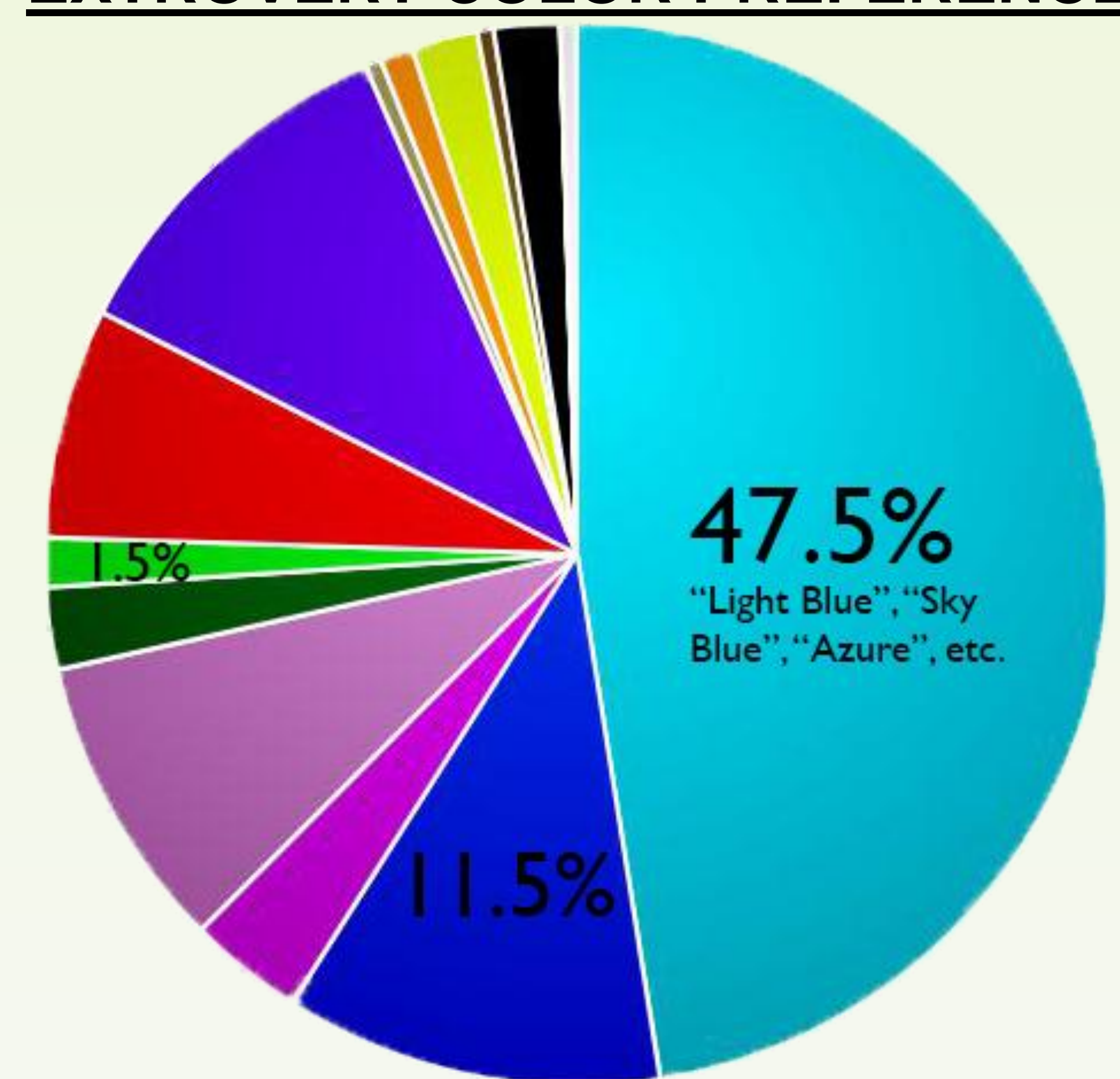
- Data collected through an online-administered survey to high school students age 16±2 in Southern California, Nevada and Texas.
- This overall study focused primarily on Introversion versus Extroversion.
- Data collected regarded individual personality type based on the Briggs-Myers Personality Index, as well as individual color preference expressed through a simple adjective followed by the color ("Light Blue", "Forest Green", etc.).
- In the questions given, Option A represents an extrovert-based answer, while Option B represents an introvert-based answer
- An odd number of questions were given, forcing participants to express either a 2/3 response towards option A or B, allowing for easier categorization.
- The following questions were given:
 - Which of the following words would best describe you?
 - A) Outgoing, talkative
 - B) Private, Reserved
 - When given a project, which way do you prefer to execute it?
 - A) With a group of colleagues
 - B) Alone or with a close friend
 - If you were presented with an opportunity to be the center of attention, how would you react?
 - A) Embrace the idea with excitement
 - B) Feel nervous and deny the opportunity

Discussion

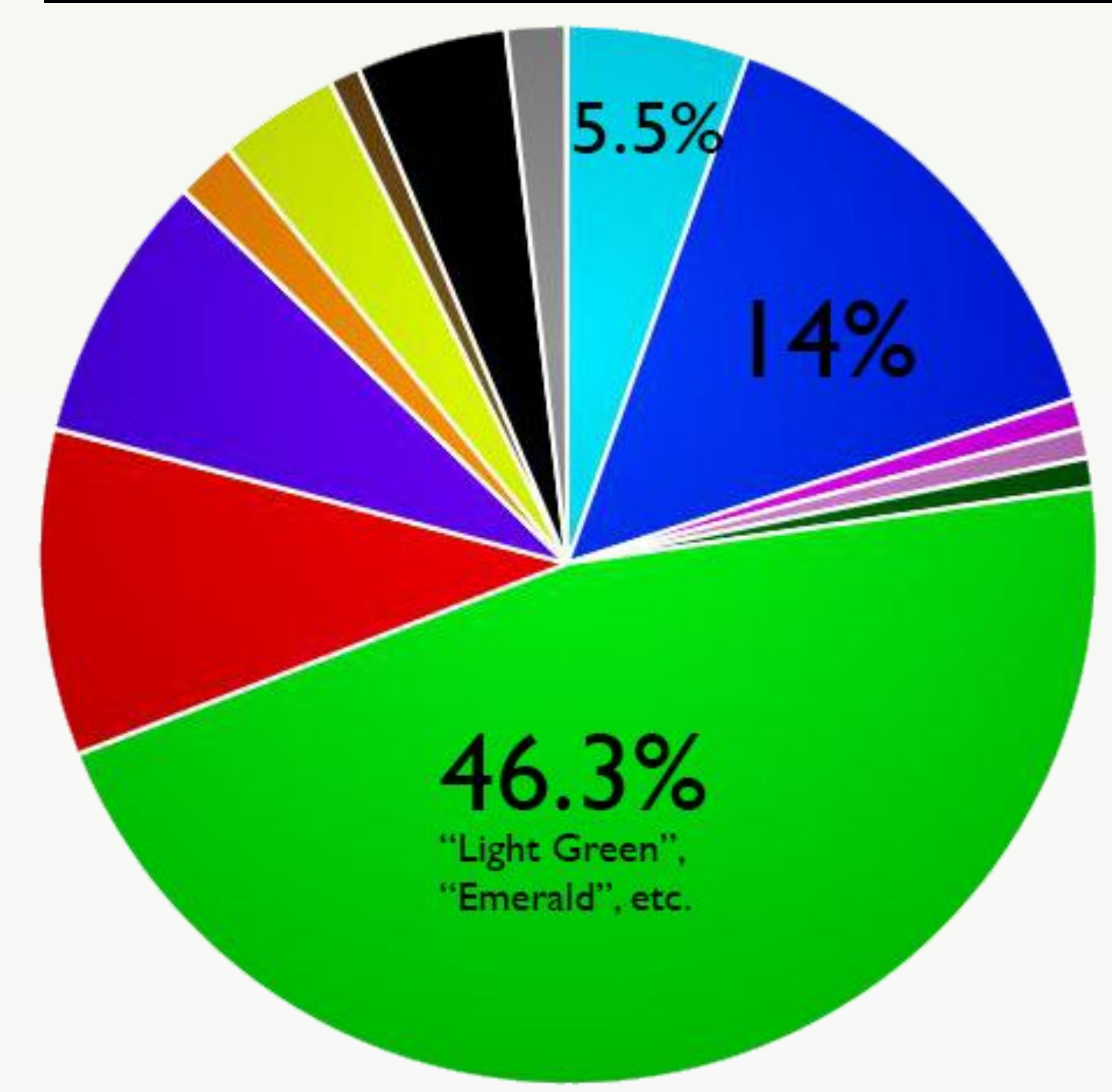
Practical application of this correlation includes pharmaceuticals. Individual color-coordination of prescribed medicine based upon the individual's personality type and their standard preferred color (shown below) has potential to further activate a Placebo Analgesia response. Administration of placebos is currently illegal in the US, however specific aspects of the entity itself can be ethically applied, such as the given color of the capsule/medication.

Results

EXTROVERT COLOR PREFERENCE



INTROVERT COLOR PREFERENCE



Conclusion

In regards to grouping human personality, the Briggs-Myers Personality Index allows for categorization of individuals into sixteen categories. Once categorized, it is concluded that in the first section of the index (Introversion vs. Extroversion), Introverts preferred colors closest to Light Green, while Extroverts preferred colors closest to Light Blue₄. This correlation opens possibilities for use in pharmaceuticals, mainly due to the ideal of Placebo Analgesia. When using this correlation based upon the patient's individual personality type and color preference, Placebo Analgesia can be used to shorten the runtime of common illness symptoms by three to four days₁. A Polish research team₁ proved that healing times in the common cold have been shown to reduce when a colored stimulus is administered. Therefore, when a doctor or pharmacist knows the patient's personality type, the color they prefer can be inferred₄, and in turn their medicine can be color-customized, allowing for ethical application of the Placebo Effect, and in turn more rapid healing time in the patient's symptoms₂.

References

¹Swider, K., & Babel, P. (2016, June 30). The Effect of the Type and Colour of Placebo Stimuli on Placebo Effects Induced by Observational Learning. Retrieved August 30, 2016

²Barrett, B., MD, PhD, Brown, R. (2011, July/August). Placebo Effects and the Common Cold: A Randomized Controlled Trial. Retrieved October 03, 2016

³Wright, A. (2016). Psychological Properties Of Colours. Retrieved October 03, 2016, from <http://www.colour-affects.co.uk/psychological-properties-of-colours>

⁴Experimental data

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