A Cross Cultural Study on Effects of Creative Education on Bedroom Color Preference

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1. Background and Purpose of Research

In a previous research¹, a cross-cultural study was conducted and it was concluded that art education has a positive correlation with color preference in comparison with residential and regional backgrounds. In this research, we will clearly identify the effect of creative education on bedroom color preference.

2. Method of Research

This was done in University of Tsukuba, Japan, among 124 Japanese students and 136 foreign students (Table 1). The reason the subjects were divided into groups of Japanese and Foreigners is because in a previous research², a cross-cultural study was done and it was concluded that there is not much color variety when Japanese people are choosing color for their bedroom walls and they are all focused on white more so than others.

<table>
<thead>
<tr>
<th></th>
<th>Foreigners</th>
<th>Japanese</th>
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<tbody>
<tr>
<td>Group I</td>
<td>74</td>
<td>67</td>
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<tr>
<td>Group II</td>
<td>62</td>
<td>57</td>
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The experiment was consisted of (1) bedroom drawing (Fig. 1) – 24 color pencils were provided (2) subjects were shown 56 bedroom samples (colorful samples to Foreigners I, Japanese I, and black and white samples to Foreigners II and Japanese II) (3) same bedroom drawing (Fig. 1) and (4) a questionnaire regarding the environment they have lived and the education they received in elementary and junior high school.

3. Data Analysis and Results

The data was analyzed by comparing before and after drawings done in (1) and (3) in the experiment, and comparing the questionnaire with the number of color varieties and colors used in the first drawing.

3-1. The Influence of Samples on Number of Color Varieties

Colorful bedroom samples were shown to Group I, while black and white bedroom samples were shown to Group II. It was concluded that the Japanese and foreign subjects who saw colorful samples used more colors in the second drawing (Fig. 2). On the contrary, the subjects who saw black and white samples used less number of color varieties in their second drawing (Fig. 3). The black bar in the graphs indicates the number of color varieties before seeing the samples, while the violet/lighter color bar stands for “after” seeing the samples. Furthermore, by looking at Fig. 2 and Fig. 3, it is observed that foreign respondents used more number of color varieties rather than Japanese.

![Fig. 2. The influence of Colorful Samples](image-url)
3-2. Freedom of Drawing/Painting Freely

The subjects were asked if they could draw/paint freely during their childhood. It was concluded that the subjects whom were able to draw/paint freely had used more number of color varieties in their (first) drawing (Fig. 4).

3-3. Seeing Samples during Childhood

The respondents were asked if they had seen art samples like fashion, products, architecture and others during their childhood. From Fig. 5, it was observed that respondents whom had seen art samples weekly or monthly had used more number of color varieties rather than those whom did not see any samples or only saw them yearly.

Fig. 3. The influence of Black and White Samples

Fig. 4. Drawing freely during childhood & no. of color varieties

Fig. 5. Seeing samples during childhood

4. Discussion and Conclusions

Previously, it was concluded that Japanese people don’t have much varieties when choosing colors for their bedroom walls. In another research, we concluded that arts education has a positive correlation with color preference. De Backer et al. stated that from an educational point of view, the arts education can stimulate several development areas of pupils. Therefore, in this research we identified the relation between arts education and color preference and the influence of colorful and black-and-white samples on Japanese and foreign subjects. Subjects whom were able to paint freely during childhood had used more colors in their drawing. Furthermore, subjects who had seen different art samples had used more varieties. Foreigners had used more number of color varieties rather than Japanese. However both Japanese and foreigners used more colors after seeing colorful samples.

References

2) Mahshid Baniani and Hiroya Igarashi: How Different People with Different Life-Styles Think towards Interior Design, In AIC Color 2009, Sydney, pp. 124-125