

The Influence of Emotional Schema and Color Congruency on the Trustworthiness of News

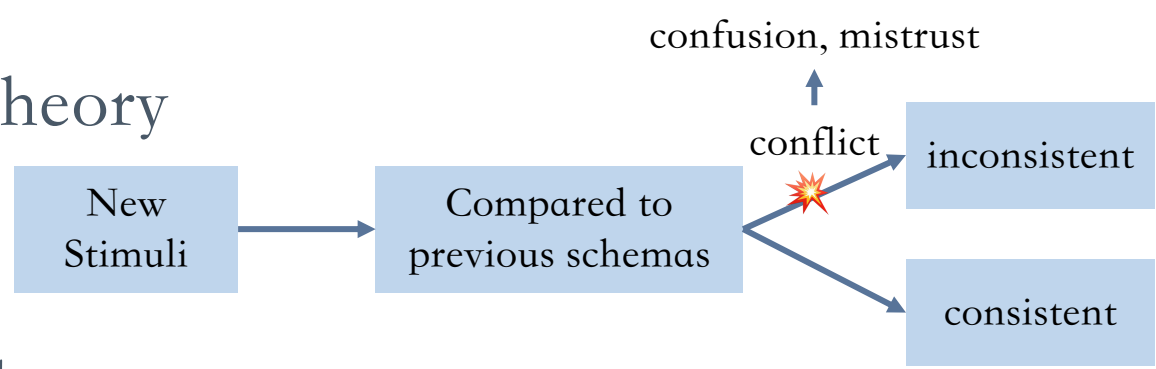
111-1 CAPSTONE COURSE

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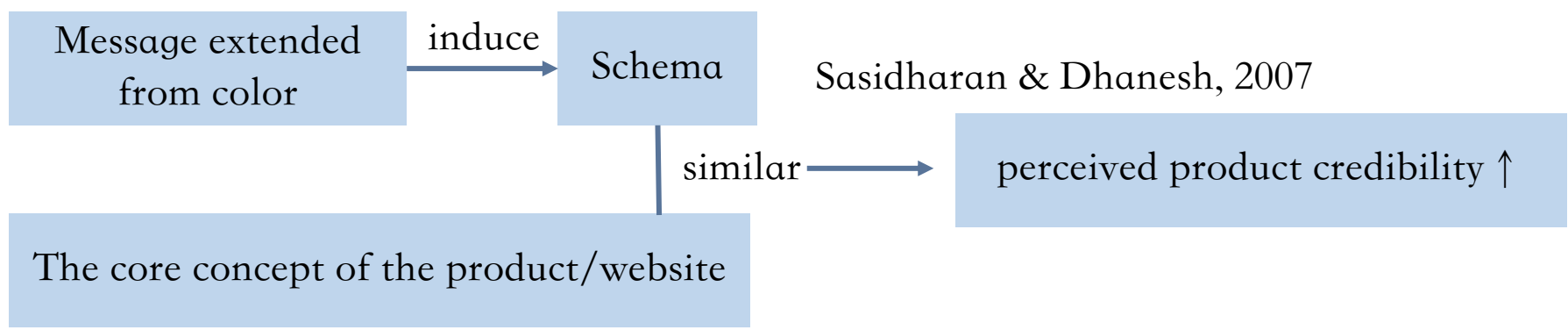
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Introduction

• Schema Congruity Theory



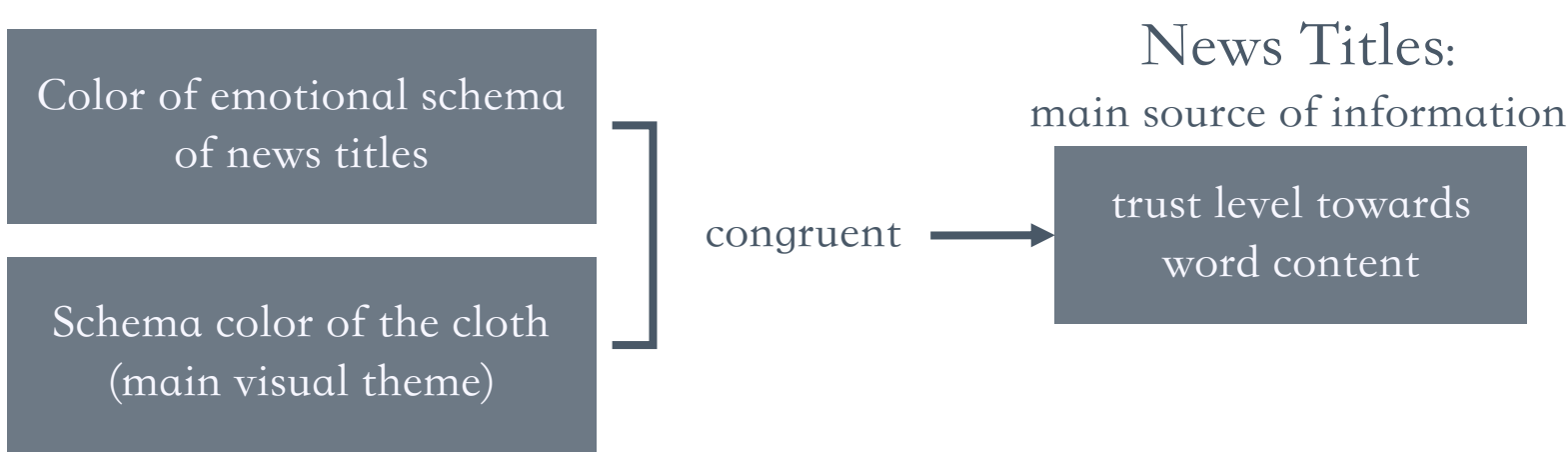
• Color Schema and Trust



• Emotional Valence and Color on Trustworthiness

- Emotion Valence on Trustworthiness:
Positive emotion > Negative emotion (Dunn et al., 2005)
- Association between color and trust: Blue > red (Su et al., 2019)

Research Purposes & Hypotheses



- H1 Cloth color has a main effect 🏰 Blue cloth
- H2 Congruency has a main effect 🏰 Congruent
- H3 Emotional Valence has a main effect 🏰 Positive affect

Methods

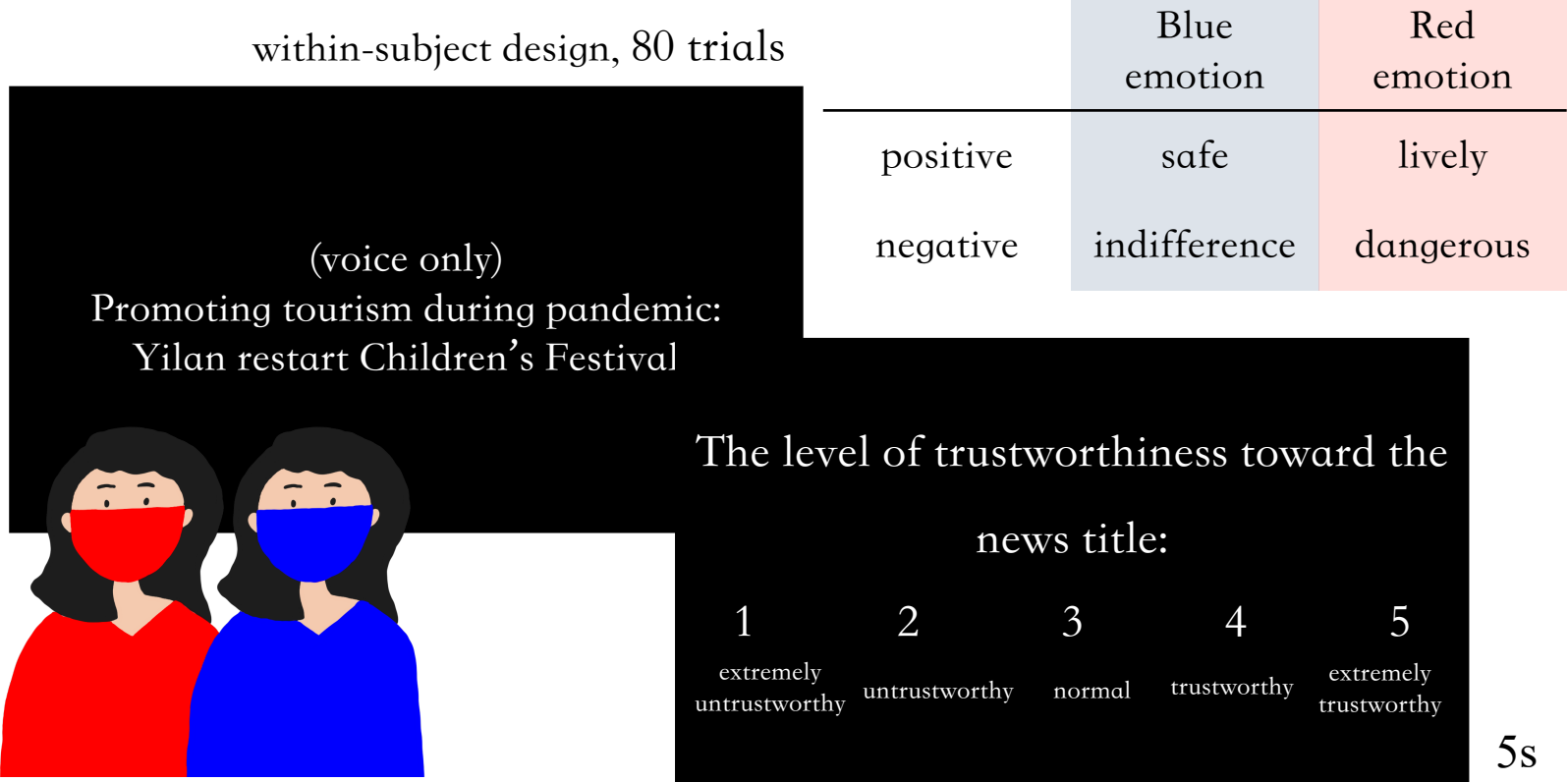
Participants

	Number			Age			
	Total	Male	Female	Mean	SD	Media	Range
Pre-test	32	10	22	21.9	1.48	22	20-25
Formal experiment	70	13	57	21.23	1.4	21	20-27

Experimental Design

Pre-test	Formal experiment
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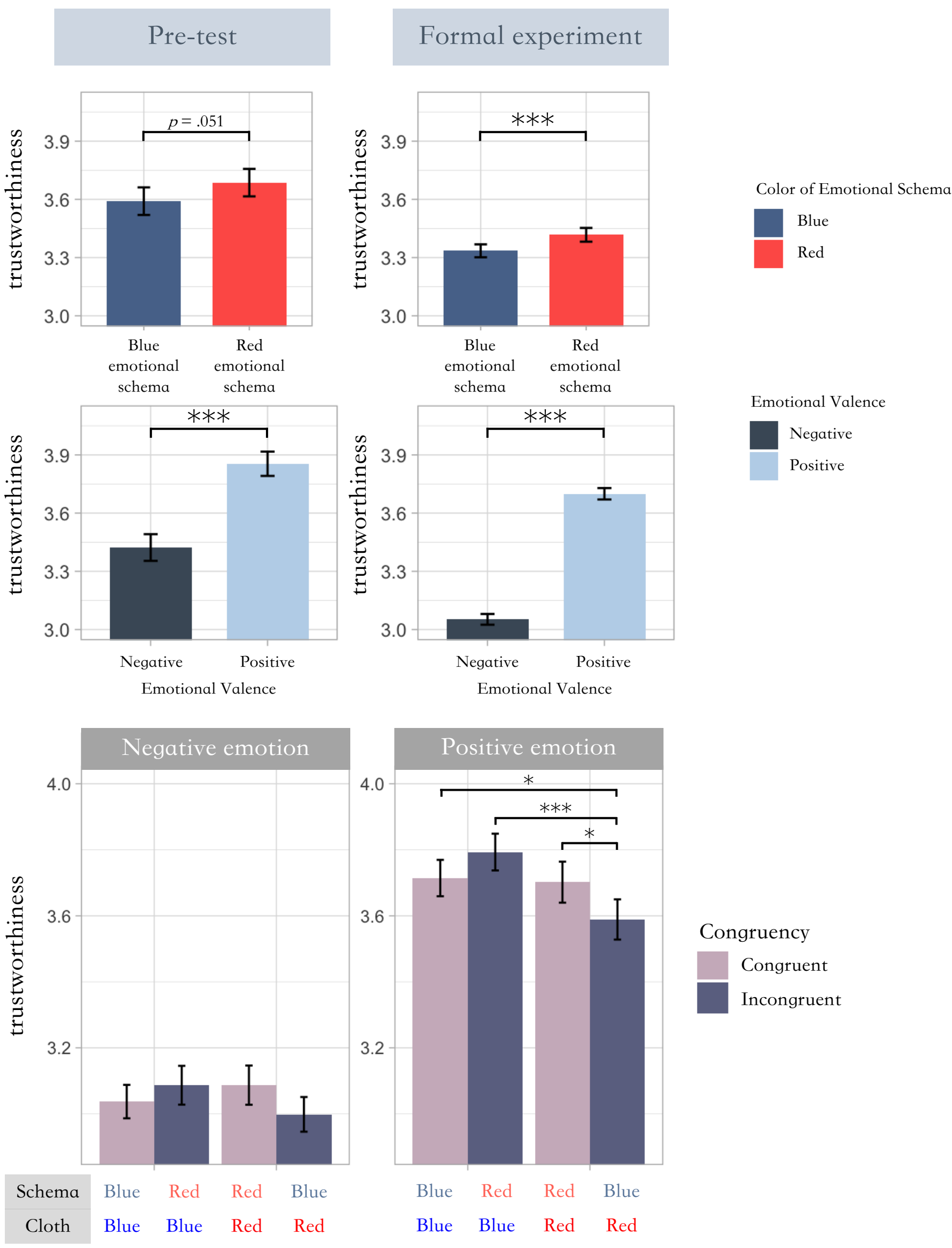
- Independent Variable
 - Color of Emotional Schema of News Titles: Red/Blue
 - Emotional Valence: positive/negative
 - Dependent Variable
 - categorize emotions
 - level of understanding
 - level of trustworthiness
- 160 news titles
↓
40 news titles
- Independent Variable
 - Cloth Color of the Anchor: Red/Blue
 - Color of Emotional Schema of News Titles: Red/Blue
 - Emotional Valence: positive/negative
 - Dependent Variable
 - level of trustworthiness



5s

Results

* $p < .05$, ** $p < .01$, *** $p < .001$



Variance Source	SS	df	MS	F	p
Between subject	63.39	69			
Within subject	122.726	490			
Cloth Color	0.57	1	0.57	4.685	.034 *
Residuals	8.395	69	0.122		
Congruency	0.047	1	0.047	0.9	.346
Residuals	3.609	69	0.052		
Emotional Valence	58.66	1	58.66	146.5	< .001 ***
Residuals	27.64	69	0.4		
Cloth Color × Congruency	0.952	1	0.952	6.66	.012 *
Residuals	9.863	69	0.143		
Cloth Color × Emotional Valence	0.279	1	0.279	4.8	.032 *
Residuals	4.004	69	0.058		
Congruency × Emotional Valence	0.0002	1	0.0002	0.007	.934
Residuals	1.97	69	0.029		
Cloth Color × Congruency × Emotional Valence	0.025	1	0.025	0.259	.613
Residuals	6.716	69	0.097		
Total	186.116	559			

Conclusions

- Cloth color has a main effect (H1):
blue cloth trustworthiness > red cloth trustworthiness
- Emotional Valence has a main effect (H3):
positive affect > negative affect
- The effect of congruency (H2) exists in positive emotion with red cloth.
 - trustworthiness: congruent > incongruent
 - In negative emotions: floor effect, hence schema congruency or cloth color (environmental) cues cannot influence participants' distrust towards negative news titles.
 - Blue cloth has a soothing effect (Lubos, 2008), reducing the distrust caused by incongruent conflict.

References

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- Lubos, L. C. (2008). The role of colors in stress reduction. *Liceo Journal of Higher Education Research*, 5(2), 1-1. <http://dx.doi.org/10.7828/ljher.v5i2.39>
- Sasidharan, S., & Dhanesh, G. (2007). The Role of Color in Influencing Trust in E-Commerce Web Sites. *MWAIS 2007 Proceedings*. 16. <https://aisel.aisnet.org/mwais2007/16>
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