מקיף ה' אשדוד
בי"ס על-יסודי ומכללה לטכנאים ולהנדסאים

Module E- Practice (10-a)-70pts

COLOR MATTERS

Whenever you open a book or work on your computer, almost everything appears on a white background. But what if it were a different color? In a recently published study, a group of Canadian researchers tried to answer this question. Their conclusion: changing the background color actually affects the way your brain works.

In the experiment, 600 students were asked to do two sets of tasks, one demanding intense concentration and the other requiring creativity. Half the students worked on a red computer screen and half on a blue one. It was found that the color of the screen dramatically affected performance. When asked to remember a list of words or find spelling mistakes, those working on a red screen were considerably more successful than the "blue" group. On the other hand, those working on a blue screen were much better at tasks such as suggesting new uses for familiar objects.

"We think these differences are caused by the fact that we learn to associate certain experiences with particular colors," said Professor Jane Bennett, who led the research team. "Red is used for warning signs and emergency vehicles, so seeing this color makes us more alert, and therefore better at performing tasks that demand careful attention to detail. Blue is associated with sea and sky, resulting in a general feeling of calmness. And when we're relaxed, we can be more creative."

Prof. Bennett claims that understanding how color affects us has a variety of practical applications. She suggests, for example, that companies might choose the color of their office walls according to the type of work their employees do. Many researchers, however, believe the picture is far more complex. Not only is there still a vast number of different colors to investigate, but people's individual responses to a color might also be influenced by personality and culture. So it seems that a lot more research needs to be done before we can blame our spelling mistakes on the color of the walls or the computer screen.

(Adapted from "Color counts, study says," *The New York Times*, February 6, 2009)

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Answer the questions 1-8 in English, according to the article. In questions 1,2,4 and 5 choose the correct anser. In the other, questions, follow the instructions.

1. From lines 1-4 we learn about _____. (8pts)
   a. people's reaction to the study
   b. the subject of the study
   c. the reason backgrounds are usually white
   d. the most effective background color

2. In lines 5-7, we are told _____ the experiment was done. (8pts)
   a. why
   b. where
   c. when
   d. how

3. What information does the writer provide about the experiment in lines 7-11? (8pts)

   COMPLETE THE SENTENCE.

   He gives _____

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4. The words "these differences" (line 12) refer to the differences in _____. (8pts)

   a. tasks

   b. performance

   c. color

   d. experience

5. In lines 8-11, the writer provides some information.

   In lines 12-17, Prof. Bennett ____. (8pts)

   a. gives an explanation of this information.

   b. describes a problem with this information

   c. describes how she got this information

   d. explains the importance of this information

6. Prof. Bennett mentions "tasks that demand careful attention to detail" (lines 15-16). (8pts)

   Give ONE such task from <u>another</u> paragraph.

   Answer:

   _____

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7. What do we learn from lines 12-17 about the color blue? Give ONE answer.

   COMPLETE THE SENTENCE. (7pts)

   We learn why it_____ .

8. According to lines 18-25, more research is needed because _____.

   (2x8pts=16pts)

   CHOOSE **TWO** CORRECT ANSWERS.

   a. Studies of color have only been done on computer.

   b. Prof. Bennett's study only focused on red and blue

   c. Prof. Bennett did not test office employees.

   d. Prof. Bennett's study does not have enough practical applications

   e. Companies are asking for more information on the effects of color

   f. Different people may react differently to the same color