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關鍵字(英)	Color Association Perceptual Color Association Metaphorical Color Association Symbolic Color Association Cognitive Development Socioculture
摘要(中)	本研究主要是探討兒童、青少年和青年（十到二十二歲）色彩聯想之發展情況，進而揭示認知發展（cognitive development）和社會文化（socioculture）對色彩聯想發展之重要性和影響性。本研究欲探討三種色彩聯想：知覺性色彩聯想（perceptual color association）、隱喻性色彩聯想（metaphorical color association）和象徵性色彩聯想（symbolic color

	<p>association)。此三種色彩聯想皆與認知發展和社會文化有密切關係。我們將在不同的年齡層看到色彩聯想的發展。本研究設計有兩個測試。第一個測試檢驗色彩聯想發展階段的轉換，九十位受試者的年齡範圍是十到十五歲。第二個測試檢驗象徵性色彩聯想的形成，另外九十位受試者的年齡範圍是十三到二十二歲。共有一百八十位學生接受本研究的測試。使用色紙做為工具，經由色彩聯想測驗與個別訪談兩種方式收集語料，以卡方檢定 (Chi-square) 的統計法來分析色彩聯想的發展。研究結果顯現：1.色彩聯想有兩個發展階段：知覺性階段 (perceptual stage) 和隱喻性階段 (metaphorical stage)。此兩個發展階段的轉換 (transition from perceptual to metaphorical color association) 出現在十二歲的青少年。2.在青少年時期，大量隱喻性色彩聯想出現，造成象徵性色彩聯想的逐漸形成。3.知覺性色彩聯想的產生與皮亞傑認知發展中具體運思期 (concrete operations) 的特徵有相當的關係。隱喻性色彩聯想和象徵性色彩聯想的產生則與形式運思期 (formal thought) 的特徵有相當的關係。4.社會化的現象 (socialization) 造成象徵性色彩聯想的形成。5.兒童、青少年和青年的次級文化 (subcultures) 對色彩聯想之影響反映在聯想的詞義上。經由本研究的結果，我們對於兒童、青少年和青年色彩聯想之發展有更進一步的了解。藉由本研究，我們指出認知發展和社會文化對色彩聯想發展之重要影響。</p>
<p>摘要 (英)</p>	<p>The purpose of this study is to investigate what children, adolescents, and young adults associate with colors, with an aim at revealing the inseparable relation of the development of color association to the cognitive development and socialization in current socioculture. Three color associations are examined: perceptual, metaphorical, and symbolic color associations. These three color associations are all related to the cognitive and sociocultural developments. We will see how the color association is different in terms of different ages. I designed two studies in this research. 90 subjects of the first study of the transition from perceptual to metaphorical color association ranged from age 10 to age 15. 90 subjects of the second study of the formation of symbolic color association from metaphorical color association ranged from age 13 to age 22. I used construction papers as the materials, and two methods, Color Association Test and Interview, to collect data. Chi-square test was applied to test the color association. The results are summarized as follows: 1. There are perceptual and metaphorical stages of color association. The transition from perceptual to metaphorical color association occurs in 12-year-old preadolescents. 2. The symbolic color association is gradually formed after the metaphorical color association is largely activated in adolescents. 3. The perceptual color association corresponds to the characteristics of concrete operations of Piaget's cognitive development. The metaphorical and symbolic color associations correspond to the characteristics of formal thought. 4. Socioculture affects the formation of symbolic color association by socialization. 5. The effect of children's, adolescents', and young adults' subcultures on the color association is reflected in the color associative meanings. The results of the study enable us to have a better understanding about what color associations children, adolescents, and young adults activate. Meanwhile, they show how the cognitive</p>

	development and socioculture decide the development of color association.
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