

Abstract

SEEING COLOR: A FUNCTION OF PERSONALITY AND RACIAL ATTITUDES

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Colorblindness has been defined as “the belief that race should not and does not matter” (Neville et al., 2000). The proponents of this concept suggest that while the first part is admirable, the second part is problematic as “the continuance of racism makes it impossible to ignore the importance of race.” Declaring that you are “colorblind” may be a defense tactic people use in order to avoid talking about race. Personality traits have been linked to colorblindness (Gallego & Pardos-Prado, 2013). Research suggests that openness to experience, agreeableness, and neuroticism partially predict colorblindness. The current study sought to replicate these findings. We also explored the role that gender plays in colorblindness. Preliminary pilot data included 70 undergraduate students from a college in the Northeastern United States. Students were offered extra credit for their participation in the anonymous study and data was gathered online using Qualtrix. The variables were assessed using the Big Five Inventory (BFI) assessing openness to experience, conscientiousness, neuroticism, extraversion, and agreeableness and the Color-Blind Racial Attitudes Scale (COBRAS) scale. The hypotheses were partially supported showing a relationship between personality traits and colorblindness. The implications of these findings are discussed and suggestions for future research are offered.