Chapter III

Problem and Hypotheses

In last two chapters two separate points that have mainly been highlighted are (1) colour alters the level of arousal and (2) the stress changes the values of CFF (Grandjean, et al. 1979). Most interesting point that caught the attention of experimenter was that Grandjean (1979) has given an explanation for changes in CFF that is similar to arousal hypothesis. On these basis experimenter postulated that if stress causes the changes in level of CFF due to changes in arousal level, then the CFF changes similar to stress should also occur as a result of various changes in arousal due to perception of color.

Since colour is a very important variable in industrial set up, it would carry an immense practical utility to investigate the relationship between the two, i.e. colour and the flicker fusion keeping this in view experimenter formulated the following problem.

Problem:

To study the effect of various hues upon critical flicker fusion.
Hypotheses:

(I) Very bright hues would lead to a higher level of arousal, and towards a lowering of CFF.

(II) The dull hues would result in a low level of arousal and a lowered level of CFF.

(III) Subjects shown moderate hues would show a moderate level of arousal and an increased score on CFF.