



## Introduction

One of the strongest claims of grounded cognition is that the structure of our mental representation of abstract thoughts and concepts is based on our perceptual and motor experience.

Adams and Osgood (1973) found that observers from 20 countries tended to view light colors as good and dark colors as bad.

Two experiments were conducted to test whether simple colour perception would modify processing of positive and negative meanings of adjectives.

## Method

### Participants

80 students volunteered  
 18-23 years old

### Stimuli and Design

14 adjectives (7 positive & 7 negative)

For example: добрый (kind), весёлый (funny); жестокий (cruel), злой (angry).

2 (valence: positive vs. negative) x 2 (color: black vs. white) repeated measures design

### Procedure

The procedure was the same in both experiments except the task: In Experiment 1, the task was to determine the word color (white vs black) and press a corresponding button. In Experiment 2, the task was to categorize meaning of the adjectives (positive vs. negative, pressing a corresponding button) while ignoring the colours.

## Procedure



## Results and Discussion

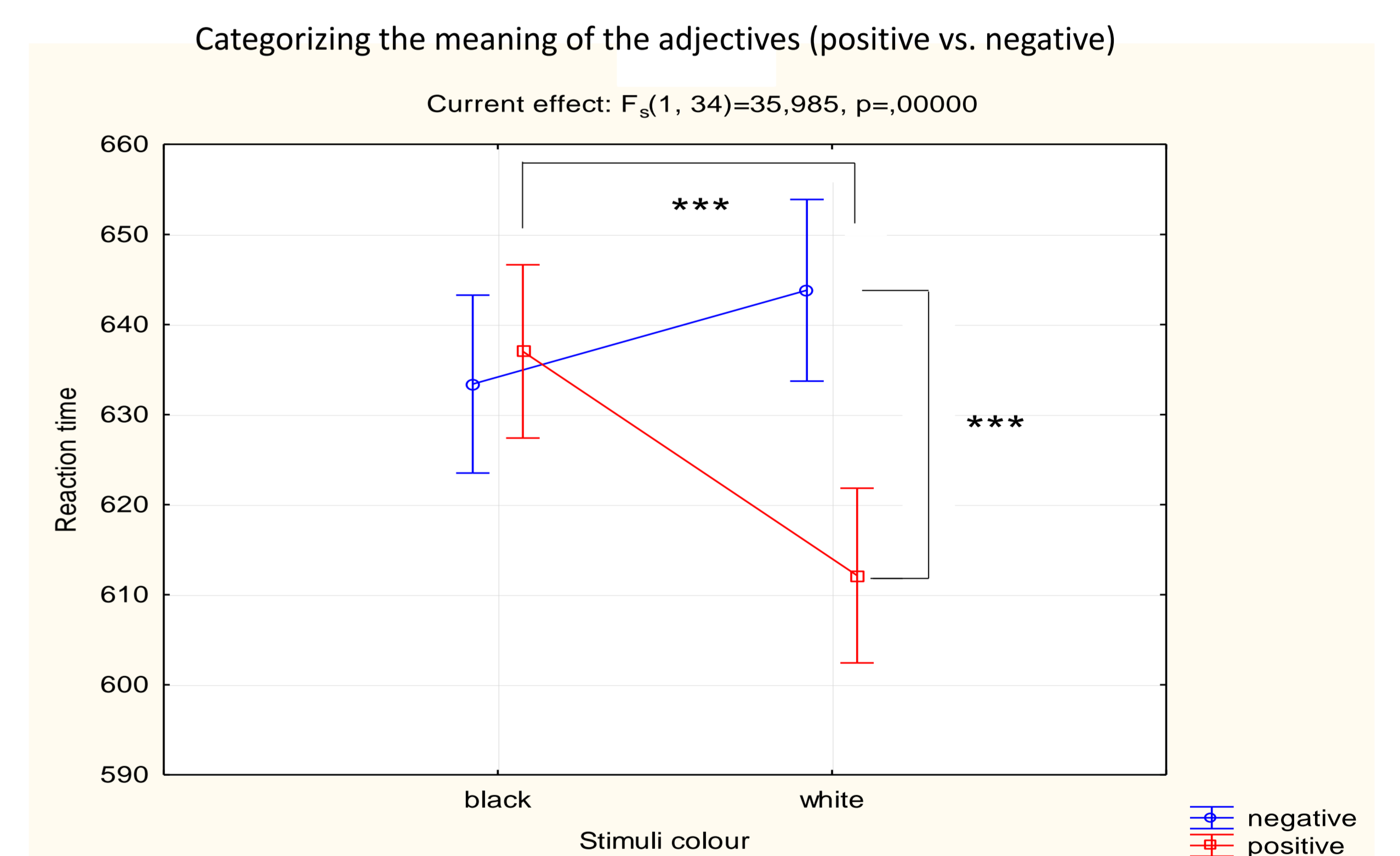
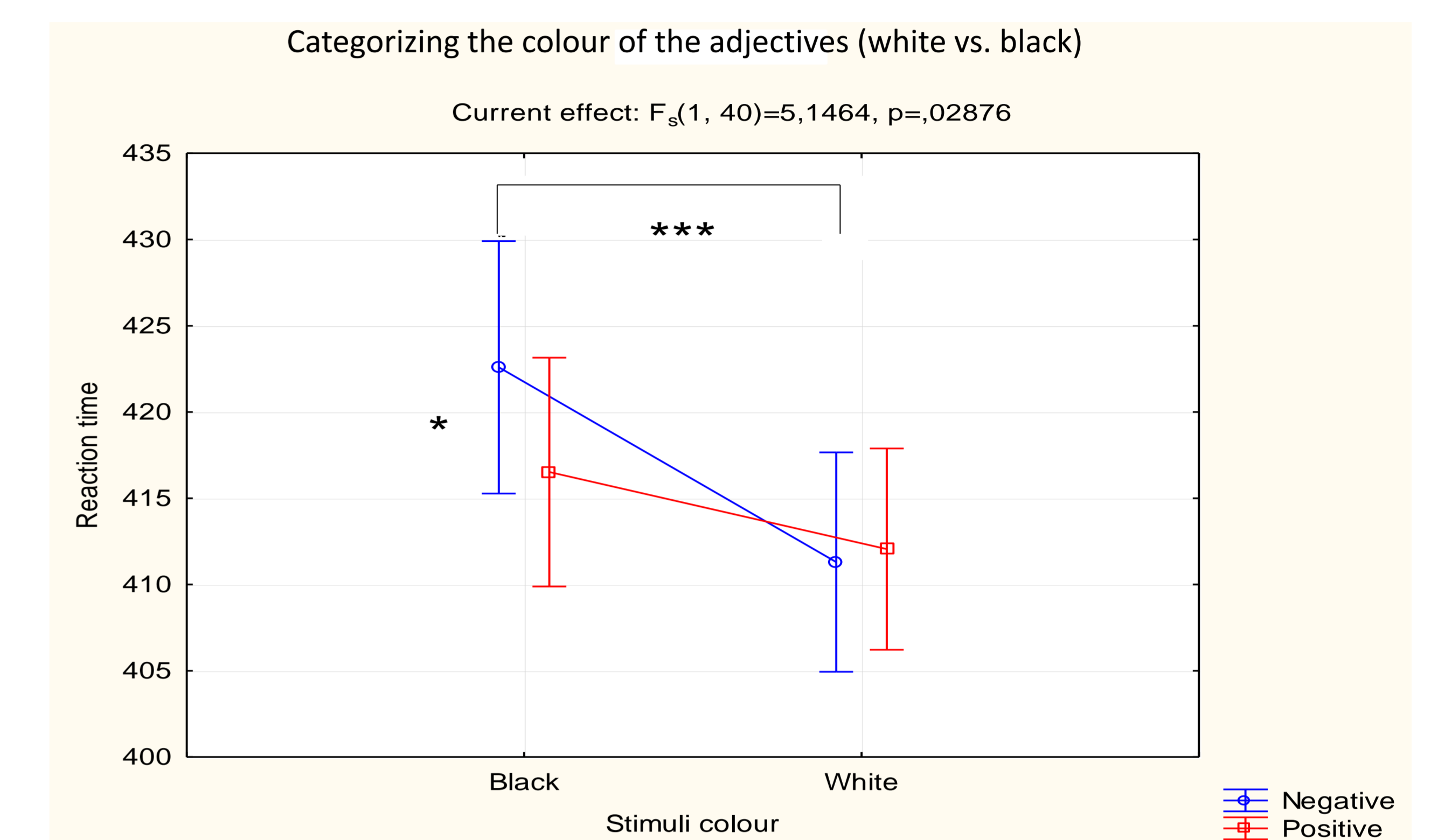
Significant interactions obtained in both experiments on RT suggest that, first, the structure of abstract domains such as *good* and *bad* does depend on our perceptual experience and second, that the facet of this manifestation may depend on the task focus and task demands.

Overall, the results are in support of a view that conceptual metaphors such as *Light is Good* and *Dark is Bad* are indeed closely connected to perceptual processing.

Therefore the claim of Lakoff and Johnson was partially confirmed.

Our two next experiments are sought to explore a possible interaction between a spatial metaphor (*Good is Up* and *Bad is Down*) and the metaphor *Light is Good* and *Dark is Bad*.

## Results



## References

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