

# Seeing Red?

If your red pen makes your students squirm, they may no longer have reason to fear. Although red has been the preferred shade for corrections since the 1700s, when clerks and accountants dipped quills into red ink to fix ledgers, the trend in correction color may be changing: Purple may be the new red. Sharon Carlson, a health and education teacher in Northampton, Massachusetts, switched a few years ago. "Purple stands out, but it's not as scary as red," she explains. Pen manufacturers have taken the hint and increased distribution of the friendlier purple pens. This year, Paper Mate raised production of purple pens by an estimated 10 percent.

According to color psychologists, purple mixes the authority of red with the serenity of blue, making it a better color for constructive corrections. students may view purple advice more positively.

Says Carlson, "Red is danger; purple is gentler."

—SARAH RABOVSKY

