

# Self-knowledge is power

What's your favourite colour? Hang on, let me guess. Is it blue?

It's a trick borrowed from Lauren Labrecque, an associate professor at the University of Rhode Island. Lauren would ask the same question to her students, already having a slide prepared with her prediction: 80% of the responses would be blue.

It's a safe bet. Worldwide studies and surveys have found again and again that blue is the most common 'favourite colour' among adults. Scientists don't really know why this is the case, but if you're worried this means we're all the same, you shouldn't be. Colours are subjective; not only do we each see them slightly differently, but we also project onto them our individual experiences, emotions, culture, and associations. The result is a personal palette that tells the story of our lives, and which could never be replicated or even, currently, completely understood.

Though, if you've ever taken a 'What does your favourite colour say about you?' quiz, you'll know there's something about being told that liking the colour green means you're dependable that really hits the spot, even if the science is dubious.

It's an interesting insight into the ways that our preferences feed into our sense of self, and vice versa. When it comes to our wellbeing, feeling as though we understand and can express ourselves is key. If you always



make decisions in-line with your honest desires, needs, and values, those choices become that much easier. So how do we get there?

On p38, we explore 'dopamine dressing' and meet the colourful people who will challenge you to think differently about fashion and self-expression. And our exclusive journaling pages on p83 are a space to explore a limitless version of you.

But you've also got to face the hard stuff. We're unpacking the concept of 'pleasanteeism' in the workplace on p14, and flick to p25 and you'll find a reflection on what would happen if, in a world that wants you to hide your struggles, you practised radical self-acceptance?

What does an honest, open, self-celebrating you look like? Join us, as we get to the core of what makes us who we are.

KATHRYN WHEELER | GUEST EDITOR



At Happiful, inclusivity, representation, and creating a happier, healthier society are at the forefront of our mission. To find out more about our social and environmental pledges, visit [happiful.com/pledges](https://happiful.com/pledges)

W | [happiful.com](https://happiful.com)

F | [happifulhq](https://happifulhq)

T | [@happifulhq](https://@happifulhq)

I | [@happiful\\_magazine](https://@happiful_magazine)