New methods in sports psychology assessment: The color association method

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In classical psychological assessment sport, athletes may provide rationally corrected and socially desirable responses under the influence of various types of expectations and personal aspirations. Some research in neuroscience, indicate that cognitive self-control is overrated and that sportsperson might overestimate conscious capacity to control behavior in sports setting (Damasio, 2010; Damasio & Carvalho, 2013). On the other hand, "uncensored", authentic associations provide a very different, deeper and more comprehensive view. The color association method, based on Lüscher's color test (Lüscher, 1971), deals with measuring and evaluating these "authentic uncensored associations" (www.camethod.com).

Association between certain word related to sport setting and color, might provide insight non-conscious subjective psychological state. During the three decades of implementation, researchers composed a major database which represent the basis of the standardization and interpretation of individual results (Mladenovic, 2016).

This is example of one of best individual results (a top athlete, World Champions and Olympic medal winner).

Considering individual mental resilience in competition, CAM claims to explore mental resilience by measuring subjective sense of pain, effort, fear, injury, readiness for competition and training, ability to take a risk during the match, relying on habits in sports context (Mladenovic & Trunic, 2015).