The purpose of this research is to determine if the ink color has an impact on cognitive performance, as measured with a general knowledge test created for the purpose of this study. When the participants take a general knowledge test. There will be three separate groups of participants. Participants will be given the general knowledge test printed in black, blue, or red ink. It is predicted that ink color will impact participants performance on the test. The importance of this study is to determine factors that can impact students’ cognitive performance beyond academic ability.