



ABSTRACT BOOK

19th Prof. Vladas Gronskas International Scientific Conference

29th of November 2024

Kaunas, Lithuania



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POSTERS

DOES A DOG'S COLOR AFFECT YOUR DECISION?

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This study explores whether a dog's color influences the duration of its stay in an animal shelter. An analysis was performed on data collected from a local shelter, focusing on the association rules to identify interdependencies between dog coat colors and the average length of stay. The findings indicate that certain colors, such as grey and black, are associated with significantly longer shelter stays, with average durations of 150–185 days, while others, like white and tan, tend to have much shorter stays, averaging around 90–120 days. In fact, white dogs have an average stay that is almost half of that of black and grey dogs. These differences may be due to subconscious biases or societal preferences that affect potential adopters' decisions. The results suggest that public perception of dog coat color plays a crucial role in adoption rates, potentially disadvantaging dogs with less popular colors. Addressing this bias through education and targeted adoption campaigns could help improve outcomes and reduce the length of stay for all dogs, regardless of their coat color.

Key words: *dog color, shelter stay, adoption rates, animal behavior, association rules*

POSTERS

Kaunas Faculty of
Vilnius University

Does a Dog's Color Affect Your Decision?

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INTERNATIONAL SCIENTIFIC CONFERENCE



DIKIS

Tasks

- 🐾 Analyze the shelter's data and identify the differences in dogs' stay duration based on their color.
- 🐾 Distinguish the colors that lead to faster or slower adoption, and identify associated stereotypes.
- 🐾 Develop strategies to promote the adoption of dogs with less popular colors.

RESEARCH OVERVIEW AND OBJECTIVE

Problem

The data from the "Penka koja" shelter reveals that black dogs tend to stay longer in the shelter due to stereotypes and their "invisibility."

Relevance

Insufficient adoption of certain color dogs not only increases shelter overcrowding but also prolongs the waiting time for these animals.

Novelty

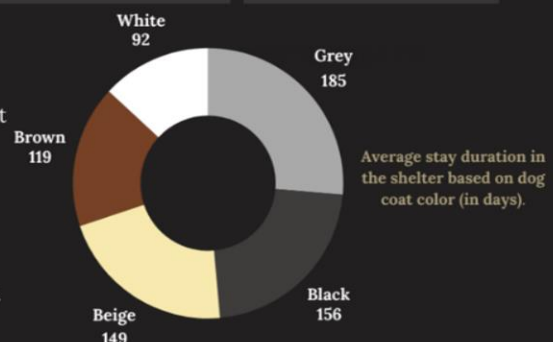
This study utilizes unique data from the "Penka koja" shelter, allowing for the first time a comprehensive analysis of this issue and the application of the findings in practice.

Objective

To examine how dog color affects their adoption chances and to develop strategies to promote the adoption of less popular color dogs.

RESULTS AND RECOMMENDATIONS

- In fact, white dogs have an average stay that is almost half of that of black and grey dogs.
- Create video profiles showcasing their personalities to challenge stereotypes and engage potential adopters emotionally.
- Utilize bright, contrasting backgrounds in photos of grey and black dogs to make their features stand out.



SOURCES

Data from the "Penka koja" shelter.



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