

ABSTRACT

The present invention provides a liquid crystal display device capable of suppressing a decrease in display quality when pause drive is performed in an alternating-voltage drive mode, as well as a method for driving the same.

In a first drive frame, overshoot drive is performed using correction values provided by an LUT to apply overshoot voltages whose absolute values are higher than absolute values of signal voltages to data signal lines. Subsequently, in a second drive frame, normal drive is performed to write signal voltages of the same polarity as the overshoot drive voltages to the data signal lines. Thereafter, a pause period in which an image written by normal drive is displayed continues until the start of a drive period in the next pause drive period. As a result, a decrease in luminance immediately after the signal voltages are written during the second drive period is suppressed significantly, so that the viewer barely recognizes flicker.