

## 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.

Grayscale values for previous and current frames are different, and therefore, an overshoot voltage, which has a higher absolute value than a signal voltage, are applied to a data signal line. Next, in a second drive frame, normal drive is performed, so that a signal voltage of the same polarity as the overshoot voltage is written to the data signal line. Moreover, in a first drive frame of a third pause drive period, the grayscale values for the previous and current frames are equal, and also greater than or equal to a boundary value, and therefore, undershoot drive is performed. An undershoot voltage, which has a lower absolute value than a signal voltage, is applied to the data signal line. Next, in a second drive frame, normal drive is performed, so that a signal voltage of the same polarity as the undershoot voltage is written to the data signal line.