



Colors, Colors?

The famous "Stroop Effect," named after J. Ridley Stroop in the 1930s. Here is your job...name the colors of these words. I do NOT want to know what the words say...rather, say the color of the words. For example, for the word **BLUE**, you should say "RED." Say the colors as fast as you can. It is not as easy as it seems.

You might find the lesson for this activity useful - it contains some background and a data sheet to keep track of your errors.

Blue



Green



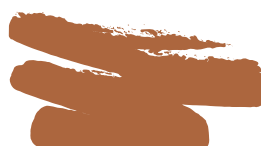
White



Red



Yellow



Brown



Pink



Black



Orange



The words themselves have a strong influence over the color.

The original reference to the Stroop paper is: Stroop, J.R. Studies of interference in serial verbal reactions. J. Exp. Psychol., 18:643-662, 1935.

Colors, Colors? Lesson

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Do the Stroop Test!

If you have a color printer, you can print out a colored "Stroop Effect Tester" below (figure 1).

If you do not have a color printer, you can make your own "Stroop Effect" tester by coloring in the words using the diagram below (figure 2.) Otherwise, refer to "Stroop Effect Tester" below (figure 1)

Questions:

How do words influence what we see?

How does the brain handle "mixed messages"?

Estimated Time: 30 minutes

Procedure and Materials

- First, choose one of the above questions to address and make a prediction/hypothesis based on what you currently know about "mixed messages".
- Second, Print out a copy of this lesson including the data chart (just click on the "print" button of your browser. You may want to change the margins in the "print setup"). Using the data chart, keep track where you mix up the words and colors or have trouble reading the colors.
- Next, analyze your data by answering the following questions or make up one to four of your own questions. Which words tend to trip you up? Was it the same word every time? Did the color of the word make a difference? Did it get easier or harder each time?
- Finally, write a statement of conclusion that is based on the analysis of your data. This is where you will attempt to answer the original question and discuss your prediction.

Stroop Effect Tester

Figure 1

Blue **Green** **Yellow**

Pink **Red** **Orange**

Grey **Black** **Purple**

Tan **White** **Brown**

Stroop Effect Tester

Figure 2

Blue Green Yellow

Pink Red Orange

Grey Black Purple

Tan White Brown

Prediction

Data Table

Write in 4 questions or observations you will be looking for during the activity.

Trial #	Question 1	Question 2	Question 3	Question 4
1	Observation 1:	Observation 2:	Observation 3:	Observation 4:
2	Observation 1:	Observation 2:	Observation 3:	Observation 4:

3	Observation 1:	Observation 2:	Observation 3:	Observation 4:
4	Observation 1:	Observation 2:	Observation 3:	Observation 4:
5	Observation 1:	Observation 2:	Observation 3:	Observation 4:

Analysis

Statement of Conclusion
