

Instructions for *The Stroop Effect Color Test*.

(Verbiage taken directly from McDougal Littell Biology textbook page 884)

The Stroop Effect: Psychologist John Stroop studied the processing of words and how these thought processes affected other mental tasks. He found that the brain must override an automatic response when it receives conflicting information, or interference. This is now called The Stroop Effect. In this lab, you will complete a task that demonstrates The Stroop Effect.

Problem: How does interference affect the completion of a task?

Procedure:

1. Complete with a partner. Have your partner time and record how long it takes for you to say aloud the color of ink in which each word in Column 1 is printed (say the **color**, not the word itself) Give your response as quickly as possible. Also record the number of incorrect responses.
2. Have your partner time and record how long it takes for you to say aloud the color of ink in which each word in Column 2 is printed (say the **color**, not the word itself). Give your responses as quickly as possible. Also record the number of incorrect responses.
3. Switch roles and repeat steps 1 and 2.

Analyze and Conclude:

1. **Analyze:** Compare the times for naming the ink colors on both columns 1 and column 2. Was there a difference between the two times? Explain why this difference exists.
2. **Infer:** How many incorrect responses did you get for column 1? For column 2? Explain why incorrect responses might have occurred.
3. **Experimental Design:** Design your own Stroop test. For example, You could draw outlines of animals and write the name of different animal in the drawing and test if interference occurs.

