



Stroop Effect

Did You Know?

The famous "Stroop Effect" is named after J. Ridley Stroop who discovered this strange phenomenon in the 1930s.

What Do I Do

Say the colour of each word! How fast can you say it?

Do NOT read the words... just say the colour of each word. For example, if the word "BLUE" is printed in a red colour, you should say "RED". Say the colours as fast as you can. It is not as easy as you might think!

Black Yellow Green Purple
Blue Red Pink
Green White Yellow
Orange Purple
Black Yellow Blue

Why is this happening?

Our brains process words and colours at a different speed. You need to pay less attention to read, and more attention to identify a colour!