

THE STROOP EFFECT

Say aloud the **color** of each word as fast as you can.

red	green	blue	purple	orange
blue	red	purple	orange	green
orange	blue	red	green	purple
purple	green	blue	orange	red
blue	red	purple	green	orange
orange	purple	green	blue	red
red	orange	purple	green	blue
purple	blue	red	orange	green
green	purple	orange	blue	red
orange	blue	purple	red	green

When you try to say the colors aloud, it is very hard to avoid reading the word. If the two bits of information conflict, your brain struggles to work out what the correct answer is, and it takes longer. Your ability to say the colors is very sensitive to subtle changes in brain function. Lack of sleep, fatigue, minor brain injury and high altitudes will all increase the time it takes to do this test, which has been used on Mount Everest expeditions to see how altitudes are affecting different people. 'The Stroop effect' was discovered in 1935 by John Ridley Stroop.