

THE STROOP EFFECT

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

dur	neger	uble	lupper	ginfry
fave	nep	rettor	quelby	jifty
reton	blik	rab	pinard	ligger
drinal	ronner	fline	riptin	hing
clomb	len	olin	alinx	fribe
streng	fortin	wheck	nowd	gib
moy	briting	stribley	illint	brone
chown	naffy	mub	trast	roulax
osed	lupper	folipse	clise	doss
vention	gorne	cantize	leck	nissy

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.