

Stroop Effect

All answers should be clearly identified (i.e. which question you are responding to) and must be typed. If you choose to do this lab, please hand in a paper copy on the day of the first exam, along with your other chosen lab assignment.

Section One

Please answer all of the following questions

1. Identify the independent and dependent variables in the demonstration.
2. Do you think that it might be possible to reduce the strength of the Stroop effect with some sort of practice? If “yes”, what sort?
3. Use group mean reaction time for identifying font color when the word and the color match (congruent mean = 965.22ms) and group mean reaction time for identifying font color when the word and the color do not match (incongruent mean=1000.01ms) to decide if the Stroop effect was confirmed in this demonstration.
4. Imagine setting up a larger demonstration that uses all four of the following conditions for naming colors: color patches, color words printed in conflicting ink colors, color words printed in non-conflicting ink colors, and non-words printed in ink colors. Order the four conditions, starting with the easiest condition and progressing to the most difficult condition. “Easiest” means the reaction time should be the smallest/shortest and “difficult” means the reaction time would be the largest/long. Try to explain why you decided on this ordering.

Section Two

Please choose two of the three questions to answer.

1. Use what you know about automatic processing to explain the Stroop effect.
2. Suggest a variation on the Stroop effect using digits and asking participants to count them.
3. This demonstration measured reaction time. What other measures might be used to assess the Stroop effect?