

HUMAN FACTORS & APPLIED PSYCHOLOGY

WHAT IT IS AND WHY WE DO IT

STROOP COLOR TASK

Name the ink colors in each box.

...which is easiest? ...which is most difficult?

Red	Yellow	Blue	Yellow
Black	Green	Black	Red
Blue	Blue	Yellow	Green
Yellow	Black	Red	Blue
Green	Red	Green	Black

Red	Yellow	Blue	Yellow
Black	Green	Black	Red
Blue	Blue	Yellow	Green
Yellow	Black	Red	Blue
Green	Red	Green	Black

WHY?

Most people find it much harder to read the color of the words in the second box. This happens because our brain automatically reads and comprehends text that we see, even if we don't want it to. This automatic process interferes with our ability to name the color of a word causing us difficulty.