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Joondalup

Stroop Experiment Report

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Research Methods 1

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**A Stroop Colour-Word Experiment**

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Abstract

Investigations into the differential time to read words and to recognise objects and colours associated with the words, known generally now as Stroop Effect experiments have held the interest of the research community from the mid 1800s until the present. In 1935 J R Stroop published the now classic paper describing three experiments investigating the attention interference effect that now carries his name. This paper reports an experiment that is similar to Stroop's second experiment. Twenty six ECU students, mean age 31.3 years, range 17 to 70 years participated in the counter-balanced within subjects experiment. Some limitations have been noted in the experimental procedure however the results support the Stroop Effect hypothesis that it takes longer to accurately read the colours of a list of conflicting colour words than the colours of a list of nonsense words.