

Test a Perceptual Phenomenon

March 21, 2018

0.0.1 Analyzing the Stroop Effect

Perform the analysis in the space below. Remember to follow [the instructions](#) and review the [project rubric](#) before submitting. Once you've completed the analysis and write up, download this file as a PDF or HTML file and submit in the final section of this lesson.

- (1) What is the independent variable? What is the dependent variable?

In the Stroop Effect, the independent variable is whether the pairs are congruent or incongruent. The dependent variable is the time taken to name the colors.

- (2) What is an appropriate set of hypotheses for this task? Specify your null and alternative hypotheses, and clearly define any notation used. Justify your choices.

In performing this experiment, we test whether there's a significant difference in completion time between congruent and incongruent sets of colors. Our Null Hypothesis (H_0) is there isn't any significant difference between the congruent completion time and the incongruent completion time. Our Alternative Hypothesis (H_a) is there is a significant difference between the congruent completion time and incongruent completion time. To test this hypothesis, a paired T-test will be used to test whether there is a statistically significant difference between the mean completion times of the congruent and incongruent data sets.

- (3) Report some descriptive statistics regarding this dataset. Include at least one measure of central tendency and at least one measure of variability. The name of the data file is 'stroopdata.csv'.

```
In [1]: # Import packages
import pandas as pd
import scipy.stats as stats
import numpy as np
%matplotlib inline

In [2]: # load dataframe
data = pd.read_csv('stroopdata.csv')
#check mean
data.mean()

Out[2]: Congruent      14.051125
Incongruent    22.015917
dtype: float64
```

```
In [8]: data['Congruent'].values.std()
```

```
Out[8]: 3.4844157127666331
```

```
In [7]: data['Incongruent'].values.std()
```

```
Out[7]: 4.6960551345133172
```

There seems to be a notable difference between the mean of the congruent and incongruent times. Additionally, the incongruent times have a greater variance, while the congruent times trend towards the mean.

- (4) Provide one or two visualizations that show the distribution of the sample data. Write one or two sentences noting what you observe about the plot or plots.

```
In [9]: # Set columns to lists to use in ttest function
```

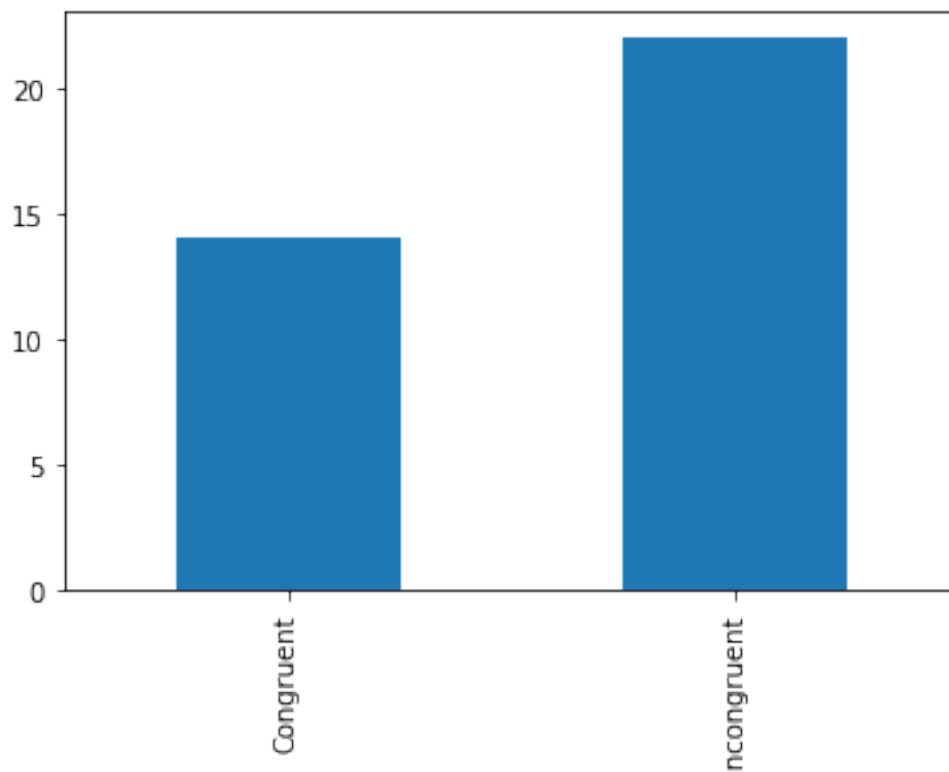
```
cong = data['Congruent'].values.tolist()
```

```
inco = data['Incongruent'].values.tolist()
```

```
# Plot the means
```

```
data.mean().plot('bar')
```

```
Out[9]: <matplotlib.axes._subplots.AxesSubplot at 0x7f292a8b16d8>
```



There is a noticeable difference between the Congruent time lapse and the Incongruent time lapse. A Paired T-test will determine whether this difference is statistically significant or not.

- (5) Now, perform the statistical test and report your results. What is your confidence level or Type I error associated with your test? What is your conclusion regarding the hypotheses you set up? Did the results match up with your expectations? **Hint:** Think about what is being measured on each individual, and what statistic best captures how an individual reacts in each environment.

```
In [10]: # Perform ttest
        stats.ttest_rel(cong, inco)
```

```
Out[10]: Ttest_relResult(statistic=-8.020706944109957, pvalue=4.1030005857111781e-08)
```

The T-test returns a pvalue $< .01$, which means we reject H_0 . This means there is a significant difference in time between identifying congruent and incongruent tests. While 95% is a common confidence level, the pvalue is so low we can assert this with 99% confidence level.

- (6) Optional: What do you think is responsible for the effects observed? Can you think of an alternative or similar task that would result in a similar effect? Some research about the problem will be helpful for thinking about these two questions!

I suspect this difference is caused by the speed the brain identifies words as opposed to colors. I think a similar test would be if you used directions, say UP DOWN LEFT RIGHT, and had them flash onto the screen congruently and incongruently.

Sources: <https://stackoverflow.com/questions/25140998/pandas-compute-mean-or-standard-deviation-over-entire-dataframe>

<http://www.scipy-lectures.org/packages/statistics/index.html>

https://docs.scipy.org/doc/scipy/reference/generated/scipy.stats.ttest_rel.html

https://en.wikipedia.org/wiki/Stroop_effect#Theories