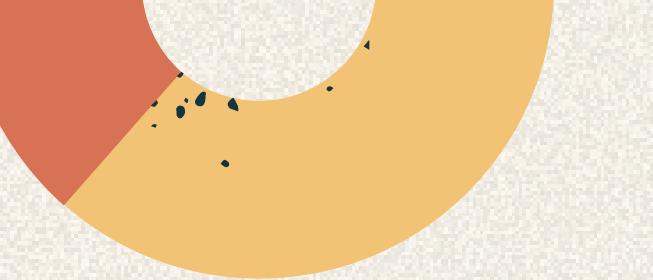
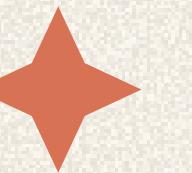
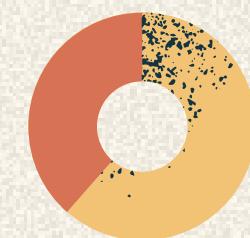
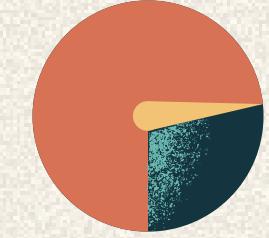
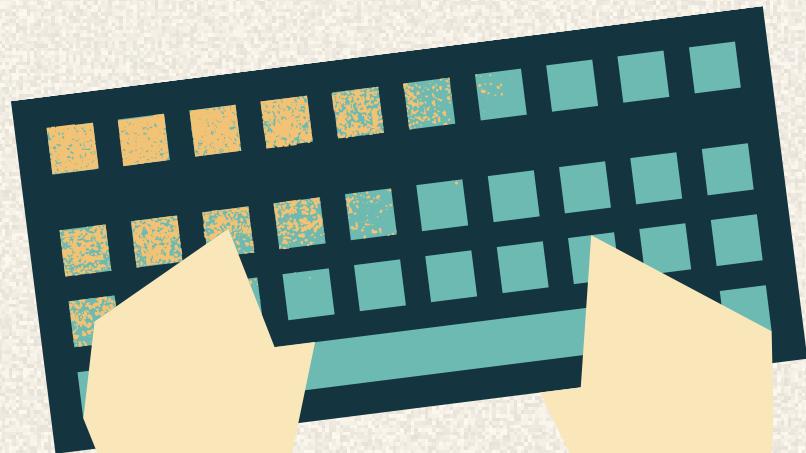


# *Psycho*



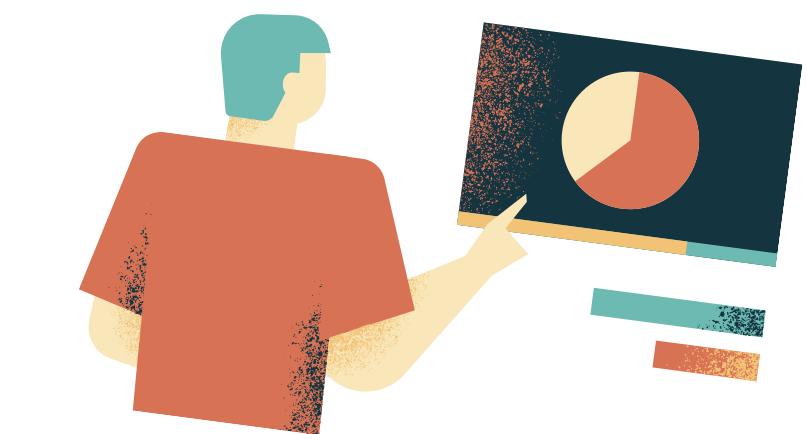
# Team Members



Soham Vaishnav



Meet Gera



Abhinav Raundhal

# STROOP EFFECT

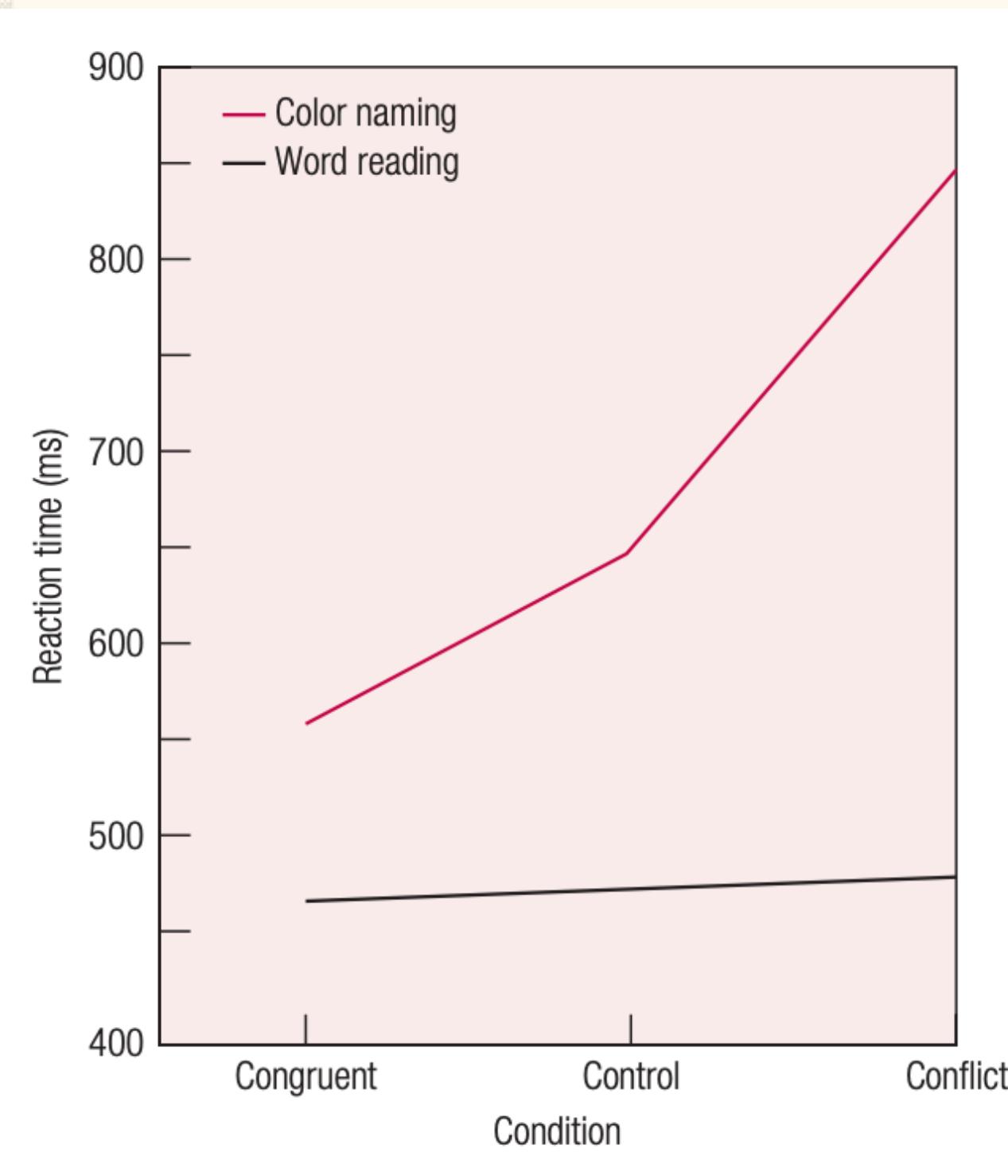
The Stroop Effect shows how conflicting information affects reaction time.

- Selective Attention: Focusing on one task while ignoring distractions.
- Interference: Reading (automatic) competes with color recognition (controlled).
- Automaticity: Reading is a fast, automatic process that causes conflict.

House	Green	Red
Cat	Red	Yellow
Ball	Blue	Green
Table	Yellow	Red
Rock	Red	Blue
Tree	Green	Yellow
Book	Yellow	Blue
Rope	Red	Yellow
Fish	Blue	Green
Water	Green	Red
Spoon	Red	Blue
Gun	Yellow	Red
Foot	Blue	Green
Dog	Green	Blue
Baby	Blue	Yellow

# STROOP EFFECT

Participants respond faster and make fewer errors in the congruent condition (word and ink colour match). In contrast, they show slower responses and more errors in the conflict case (word and ink colour differ), demonstrating cognitive interference.

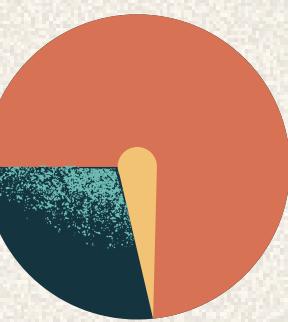


# HYPOTHESES

The stroop effect can demonstrate the hierarchy of automaticity across different stimuli.



# RANDOM VARIABLES AND THEIR MEASUREMENT

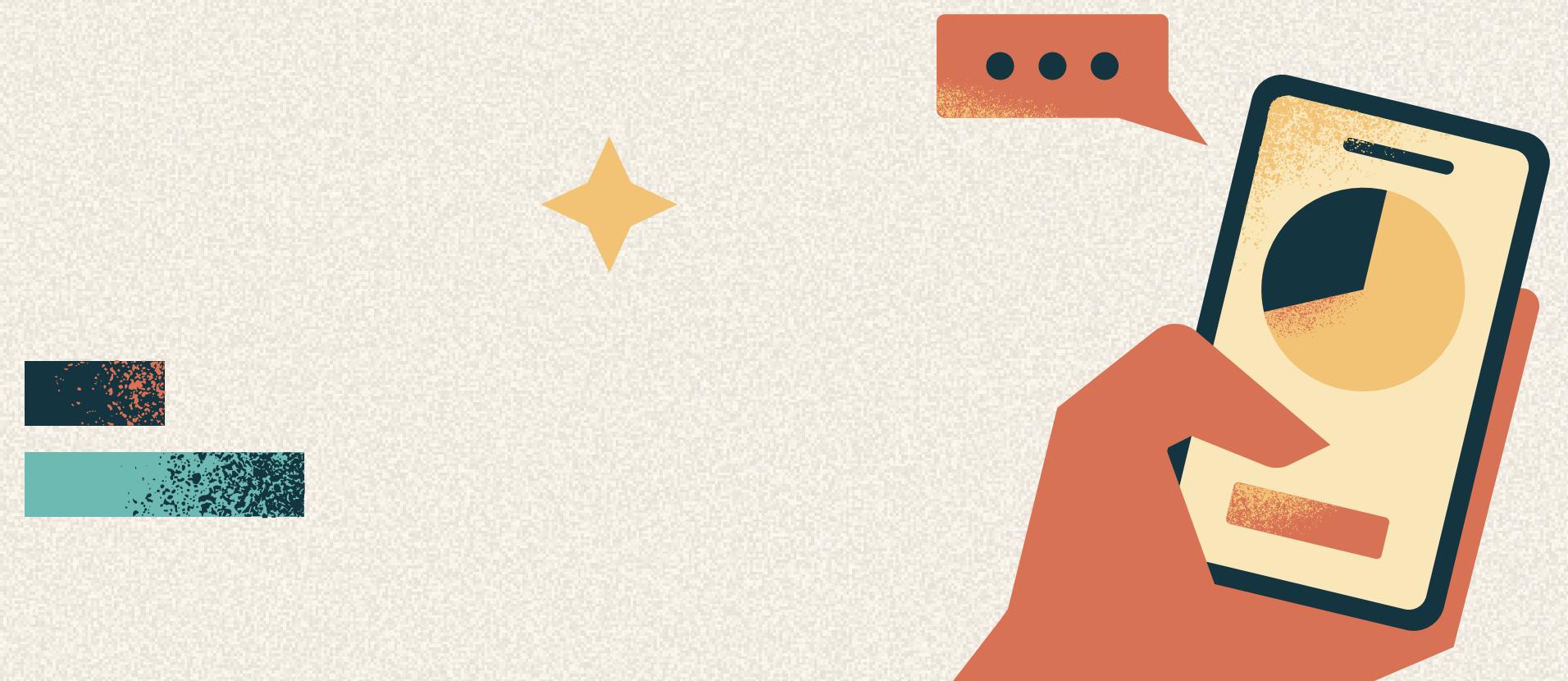


Measured Random Variables :

1. Time (T)
2. Accuracy (A)

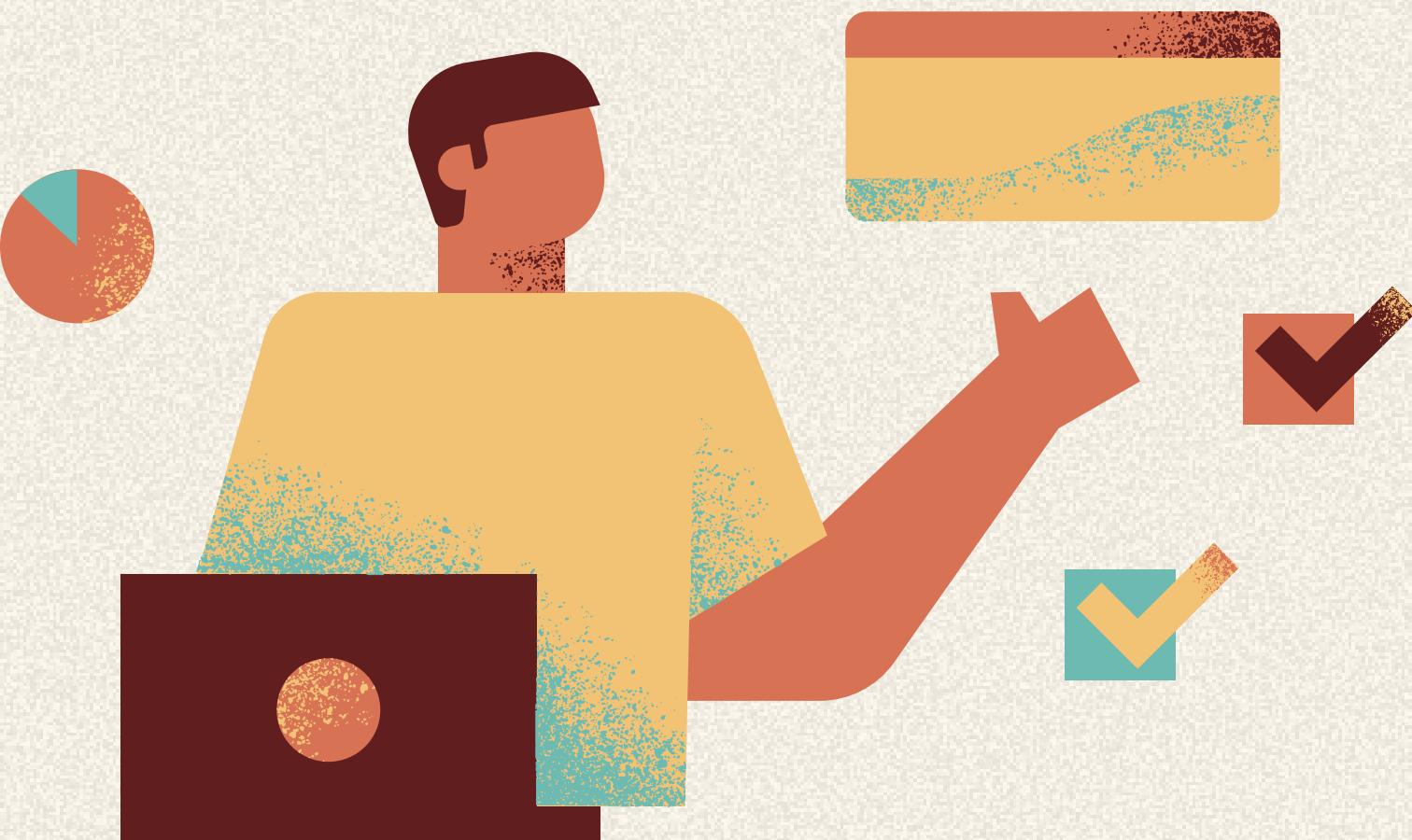
Independent Random Variable :

Case Given (C)  $\in \{\text{Conflict, Congruence or Neutral Case}\}$



# SINGLE BLINDEDNESS

The Participants are not told about stroop effect, and that time and accuracy are measured. They only respond the given questions from option set. [Objective SCQ]



## COLOUR - WORD EXAMPLE

From the question image, they choose the option with colour of ink .



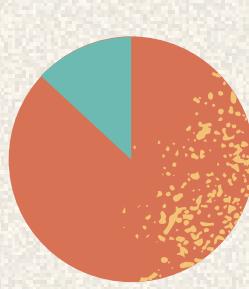
# **RESEARCH DESIGN**

The research design chosen is within/repeated group, primarily due to the small sample size and the need to minimize the impact of individual differences on the results.



# **RESEARCH STRATEGY**

Experimental Research strategy is used which involves manipulating independent variables to observe their effect on dependent variables under controlled conditions.



# EXPERIMENT

Stimuli:

1. Direction
2. Movement
3. Sound

How one stimuli affects the response time for recognition of another stimuli.



# **DIRECTION , MOVEMENT AND SOUND**



**DIRECTION**

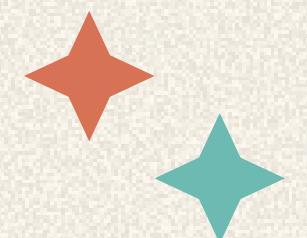
$\in \{\text{Up, Down, Left, Right}\}$

**MOVEMENT**

$\in \{\text{Up, Down, Left, Right, In Out}\}$

**SOUND**

$\in \{\text{Low to High Pitch, High to low Pitch, Any word sound}\}$



# DIRECTION V/S MOVEMENT

**NEUTRAL**

$\text{Movement} \in \{\text{In} / \text{Out}\}$

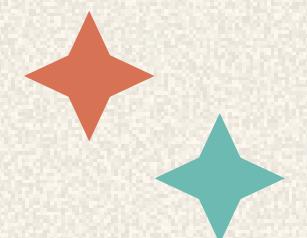
$\text{Direction} \in \{\text{Left}, \text{Right}, \text{Up}, \text{Down}\}$

**CONGRUENT**

$\text{Movement} = \text{Direction}$

**CONFFLICT**

$\text{Movement} \neq \text{Direction}$



# **MOVEMENT V/S SOUND**



**NEUTRAL**

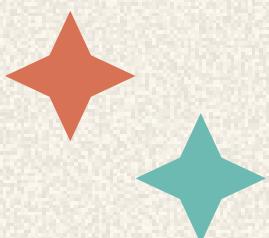
Movement ∈  
{Up, Down, Left,  
Right}  
Sound ∈ {Any  
Random Word}

**CONGRUENT**

Movement =  
Sound(Word)

**CONFFLICT**

Movement ≠  
Sound(Word)  
but Word ∈  
Movement



# DIRECTION V/S SOUND

**NEUTRAL**

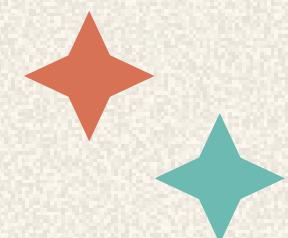
Direction  $\in \{\text{Left, Right Ear}\}$   
Sound  $\in \{\text{Any Random Word}\}$

**CONGRUENT**

Direction = Sound(Word)

**CONFFLICT**

Direction  $\neq$  Sound(Word)  
but Word  $\in$  Direction





THANK YOU

