

The Stroop effect is a demonstration of the phenomenon that the brain's reaction time slows down when it has to deal with conflicting information. This slowed reaction time happens because of interference, or a processing delay caused by competing or incompatible functions in the brain. The effect became widely known after John Ridley Stroop, an American psychologist, published a paper on it in 1935, but it had been studied by several other researchers before Stroop.

Obs	Congruent	Incongruent
1	12.079	19.278
2	16.791	18.741
3	9.564	21.214
4	8.63	15.687
5	14.669	22.803
6	12.238	20.878
7	14.692	24.572
8	8.987	17.394
9	9.401	20.762
10	14.48	26.282
11	22.328	24.524
12	15.298	18.644
13	15.073	17.51
14	16.929	20.33
15	18.2	35.255
16	12.13	22.158
17	18.495	25.139
18	10.639	20.429
19	11.344	17.425
20	12.369	34.288
21	12.944	23.894
22	14.233	17.96
23	19.71	22.058
24	16.004	21.157