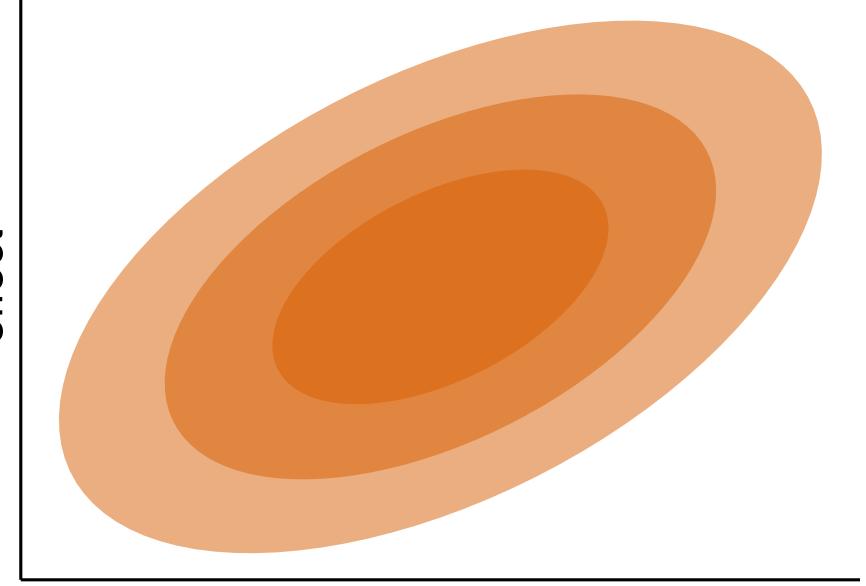
Stroop effect



 $\beta_{incongruency}$