

The Stroop Effect

Learning Goals:

1. Subjects will perform tasks that demonstrate the Stroop Effect
2. Subjects will look at the effect of color stimuli on reading words.
3. Students will analyze how the completion time of the test is used as an indicator of the strength of the interference of the stimuli.
4. Students will measure their heart rate before and after each the Stroop test.
5. Students will continue to be successful at using the LabScribe software to move cursors, analyze data, record data to the Journal, and add functions to the Analysis window.

Outcomes: Students who have successfully completed this exercise will:

1. understand how activities can have an effect on heart rate.
2. have an understanding how some tasks performed are considered “interference” tasks and be able to explain the physiology behind the reaction.
3. may be able to make predictions and create their own hypothesis with regards to interference tasks.
4. feel comfortable transferring data to the Journal and interpreting that data to answer questions about their recordings.
5. have used the functions available in the Analysis window to determine values necessary for this exercise.