

Following the columns below, say out loud the colour that each word is printed in, not the actual word that is printed. Say it as fast as you can. Most people struggle with this because it is hard to ignore the printed word and say the colour because of a powerful learned response to text.

Yellow	Blue	Red
Green	Red	Green
Red	Yellow	Yellow
Yellow	Green	Blue
Blue	Yellow	Green
Green	Blue	Yellow
Blue	Green	Blue
Red	Red	Red
Yellow	Blue	Blue
Green	Yellow	Yellow
Green	Green	Green
Blue	Blue	Red
Red	Red	Blue
Blue	Yellow	Green
Yellow	Red	Yellow
Green	Green	Green
Red	Blue	Red

For an interactive software program that allows users to re-enact this famous study, please look for STROOP cd-rom on our [psychology software](#) page.