Stroop Activity:

You can do the Stroop Activity using the Stroop Powerpoint File or the printed worksheets.

The Stroop Effect can be seen when people take longer to state the color of ink used to print words that spell out incongruent colors rather than congruent colors (this is easier to experience than understand in written text).

Older adults experience something similar to the Stroop Effect when they have difficulty inhibiting automatic or procedural behaviors. This can negatively affect memory ability. Therefore, exercising this ability may help one's memory ability.

* Why does the Stroop Effect occur and what does it have to do with memory?
* Why is it more difficult to read the color of the ink when that color doesn’t match the color that is spelled?

The difficulty occurs because reading is an automatic behavior. The act of reading the word must be inhibited, however as we get older we often develop a slightly decreased ability to inhibit doing some behaviors and this can negatively affect one’s ability to make new memories. When making new memories, we need to inhibit attention towards irrelevant stimuli or thoughts and attend to the to-be-remembered material.

# Stroop #1

1 2 3 4



# Stroop #2

 1 2 3 4