

The Stroop Effect - A Perception Demo

What Is the Stroop Effect?

This simple but powerful exercise shows how your brain favors familiar patterns over actual truth. When the name of a color is printed in a color not denoted by the name (for example, the word 'Red' printed in blue ink), you will experience a conflict between what you see and what you expect. This is called the Stroop Effect.

Instructions

Try this aloud: Say the color of the ink for each word below - not the word itself. (For example, if the word is 'Blue' but written in red ink, you should say 'Red'.)

Word List

RED BLUE GREEN YELLOW PURPLE
GREEN RED YELLOW BLUE PURPLE
BLUE YELLOW RED GREEN PURPLE
YELLOW RED GREEN PURPLE BLUE
BLUE YELLOW RED YELLOW GREEN
GREEN BLUE PURPLE YELLOW RED

Why does this matter? Your brain is not wired to seek truth. It's wired to seek familiarity—the quickest route to something it already knows. When something conflicts with a well-practiced pattern—like reading or naming colors—your brain doesn't automatically pause and reassess. It defaults. It fills in the gap with what it expects, not what's actually there.

That's why you stumble over something as simple as the Stroop test. Your conscious mind knows the correct answer is the ink color—but your subconscious pattern says, "This is a word. Read the word." This is exactly how subconscious beliefs work - it's not about what's true. It's about what's practiced, what's predicted - what your perception is.

Your brain is running thousands of micro-decisions every day based on old emotional conditioning, past experiences, protective habits, and yes—even "mis-perceptions". These patterns were likely helpful once, but they can keep you stuck long after they stop serving you.

If your brain can override reality in a color-naming game, imagine what it's doing in your relationships, goals, confidence, or self-worth. But there IS good news - Patterns can be rewritten and perception can shift. Even the most stubborn subconscious script can be reprogrammed, even one teeny tiny shift at a time.

Questions? Contact:

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