



The Stroop Effect

Key questions

- Have you ever used an application and had to think carefully about what to click?
- Do software designers use psychology concepts when designing their applications?

RED

GREEN

BLUE

BLACK

RED

PURPLE

Incongruent

Colour
Colour

Colour
Colour
Colour
Colour
Colour
Colour
Colour
Colour

Incongruent

Yellow
Green

Purple

Red

Black

Blue

Purple

Blue

Green

1 second

Congruent

Colour
Colour

Colour
Colour
Colour
Colour
Colour
Colour
Colour
Colour

Congruent

Red

Purple

Green

Red

Yellow

Green

Black

Blue

Red

1 second

Incongruent

Yellow

Green

Purple

Red

Black

Blue

Purple

Blue

Congruent

Red

Purple

Green

Red

Yellow

Green

Black

Blue

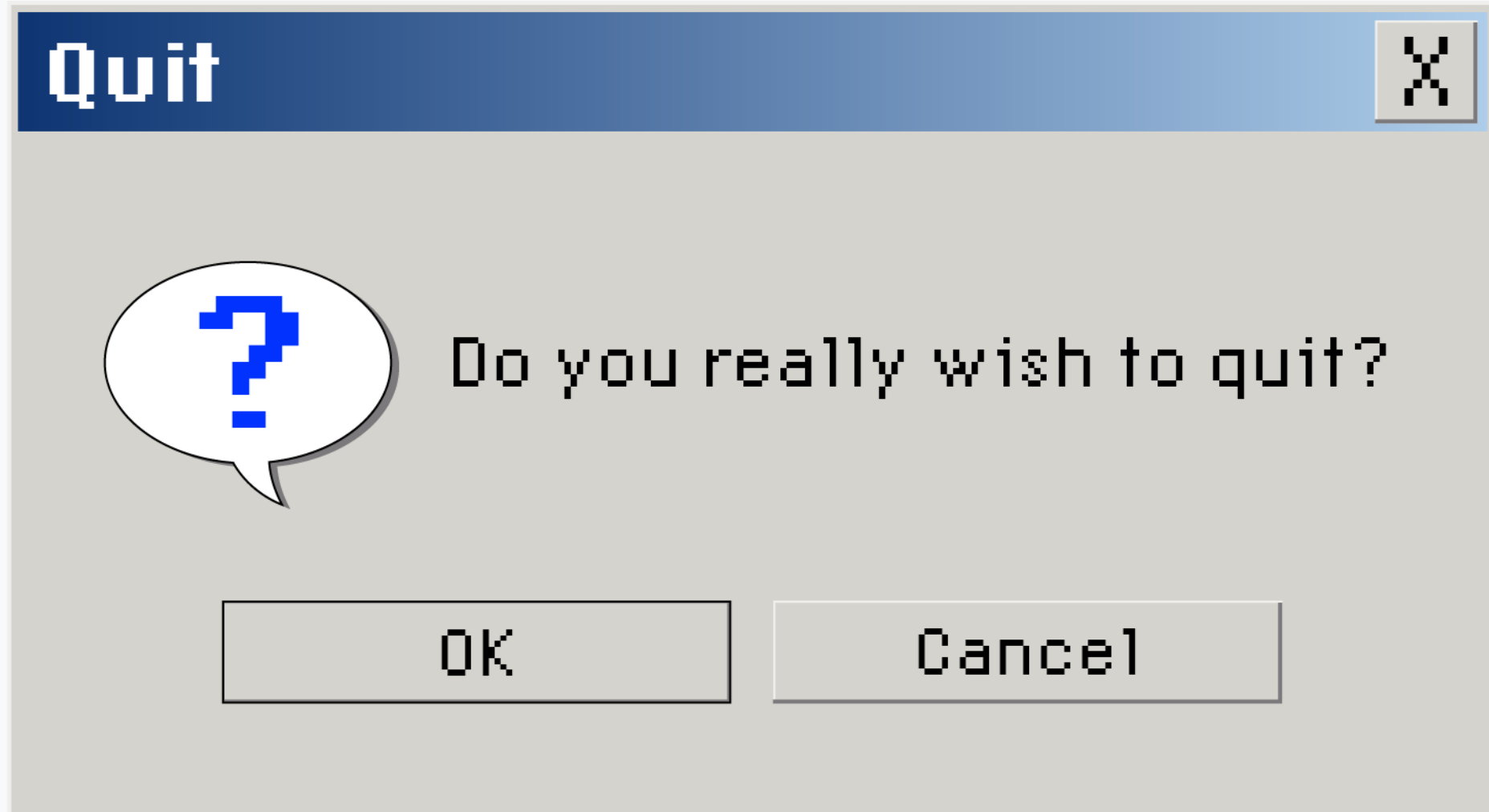
HCI in action

☒ I have read and accept the fare conditions and [Conditions of Carriage](#)
(click box to confirm)

Start Over

Confirm

HCI in action



HCI in action

*Date:

Invalid Date Format.

Please enter your date in **dd MMM yyyy** format.
i.e. **20 Mar 2017**

Key question

- Do software designers use psychology concepts when designing their applications?

Supporting Resources

- [Online Course \(MOOC\) - Teaching Computational Thinking \(Section 9\)](#)

<https://www.edx.org/course/teaching-computational-thinking>

- [Computer Science Field Guide - Human Computer Interaction](#)

<https://www.csfieldguide.org.nz/en/chapters/human-computer-interaction/>