

THE GENETICS OF LEARNING AND MEMORY


Color Craze

Try this little brainteaser on yourself or on a friend - it's easy.
Just go across each row. Say out loud the COLOR each word is written in, rather than reading the word.

Red	Blue	Yellow
Black	Green	Blue
Yellow	Red	Green
Blue	Yellow	Red
White	Green	Blue
Green	Yellow	Red
Black	Blue	Yellow
Yellow	Red	Green
Red	Yellow	Blue

What did you observe about your reading speed as you moved along through the chart?

What explanation could you think of for this effect?



This test is a variation on a very old test of thinking known as the Stroop test. It is one test used for climbers at very high altitude to find out if their brain is working properly or if they are confused by lack of oxygen in the thin air. If you'd like to know more about tests like these, check out the brainteasers link in the [Explore!Gallery](#)

Now, try the test again, with a different set of words, and see how you do.

Rojo	Azul	Amarillo
Negro	Verde	Azul
Amarillo	Rojo	Verde
Azul	Amarillo	Rojo
Negro	Verde	Azul
Verde	Amarillo	Rojo
Negro	Azul	Amarillo
Amarillo	Rojo	Verde
Rojo	Amarillo	Azul