

LOREM IPSUM

Book Title

Dolor Set Amet

Untitled

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra.

HOW DO YOU READ?

Your assignment, quite simply, is to go out in public and mess with people's brains. The experiment runs in three parts that must be conducted in one specific time frame for any one subject. You will need a time piece and this experiment sheet.



- 1) Fold this page on the dotted line so that one section can be read at once.
- 2) Find a willing subject for the experiment.
- 3) Have the subject read the words in order and record the time.
(For "1" have them read the words, for "2" and "3" have them say the colors)
- 4) Record the age and gender of the subject and the time it took to complete each task.
- 5) Repeat until #3 is complete. (*READ BELOW*)

Word Group 1 is the control for the experiment. It establishes the subject's ability to read simple words,...in this case primary colors. Word Group 2 adds a component to the reading, in that it asks for the subject to say the colors that they see instead of the words. Word Group 3 is the actual experiment, or treatment. Here we are looking at a conflict between the left and right sides of the brain. The left-side wants to read the word, whereas the right-side is required to interpret the color of the type. The conflict adds confusion and delay. How much delay is what we're interested in.

How much delay, versus reading ability, versus age,...cool, eh?

① RED BLUE ORANGE PURPLE

YELLOW BLACK BLUE GREEN

BLUE RED YELLOW ORANGE

BLACK GREEN PURPLE YELLOW

2

RED BLUE ORANGE PURPLE

YELLOW BLACK BLUE GREEN

BLUE RED YELLOW ORANGE

BLACK GREEN PURPLE YELLOW

3

RED BLUE ORANGE PURPLE

YELLOW BLACK BLUE GREEN

BLUE RED YELLOW ORANGE

BLACK GREEN PURPLE YELLOW