



Project Implicit



Pervasiveness and Correlates of Implicit Bias

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A stylized illustration of a computer monitor with a black bezel and a light gray base. The screen is dark gray and displays the text "Implicit Association Test (IAT)" in white, centered. The monitor is positioned in the center of the slide.

Implicit Association Test (IAT)

Press 'E' for
Black People
or
Good Words

First Sorting Condition

Press 'I' for
White People
or
Bad Words



Press 'E' for
White People
or
Good Words

Second Sorting Condition

Press 'I' for
Black People
or
Bad Words






Project Implicit®

PROJECT IMPLICIT SOCIAL ATTITUDES

Log in or register to find out your implicit associations about race, gender, sexual orientation, and other topics!

 E-mail Address

LOGIN

REGISTER

Or, continue as a guest by selecting a country below:



United States (English)

GO!

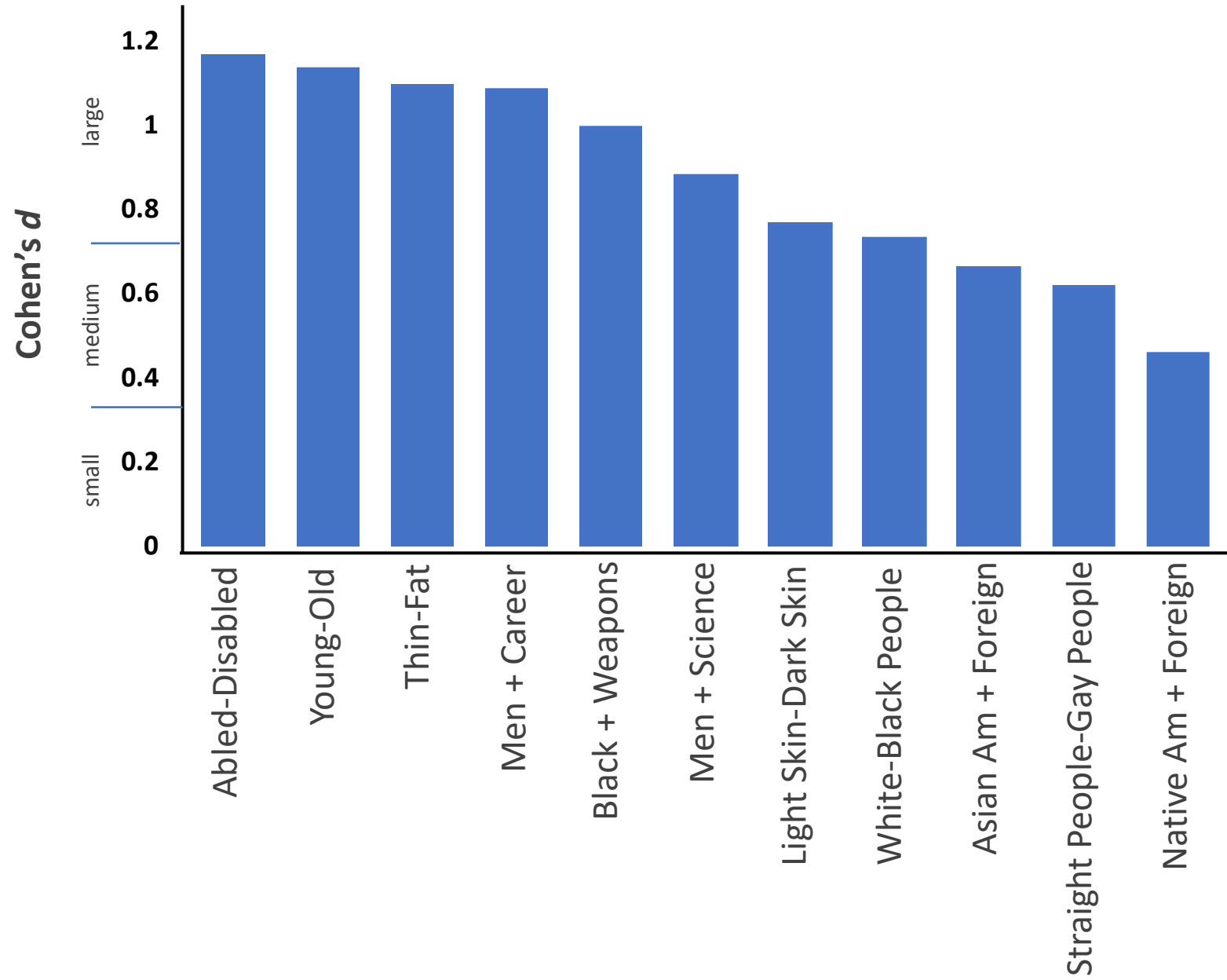
PROJECT IMPLICIT MENTAL HEALTH

Find out your implicit associations about self-esteem, anxiety, alcohol, and other topics! **GO!**

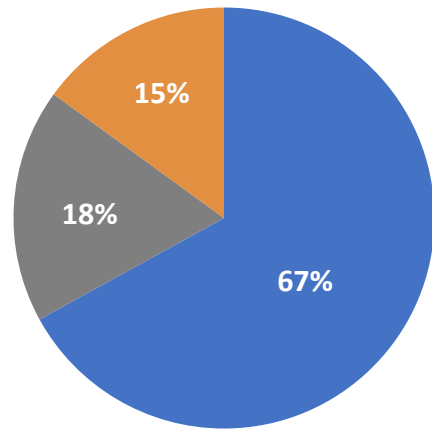
PROJECT IMPLICIT FEATURED TASK

Measure your implicit race evaluations! Whom do you implicitly prefer among Whites, Blacks, Asians, and Hispanics? **GO!**

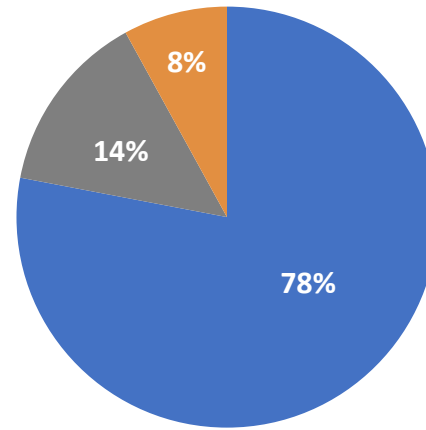
<http://implicit.harvard.edu>



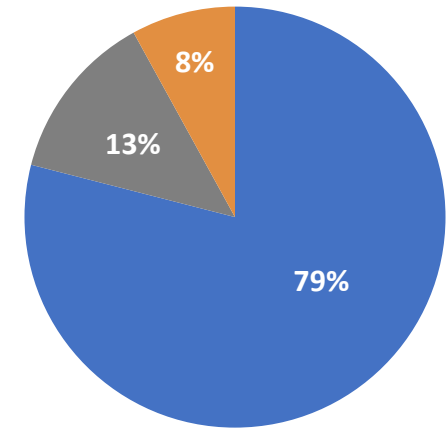
IAT Scores Reflect an Implicit Bias toward...



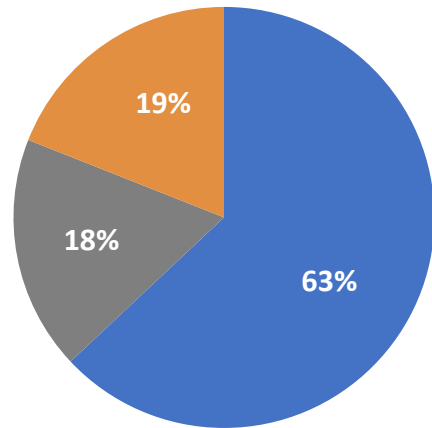
■ White People ■ No Bias ■ Black People
N = 2,219,014



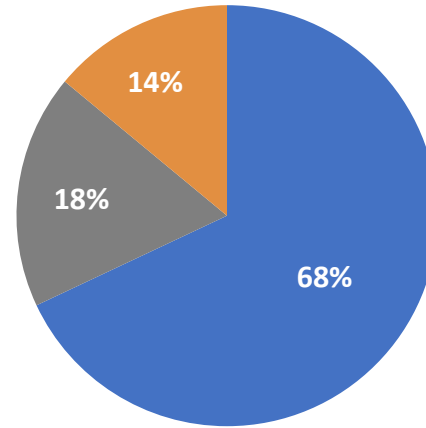
■ Thin People ■ No Bias ■ Fat People
N = 734,827



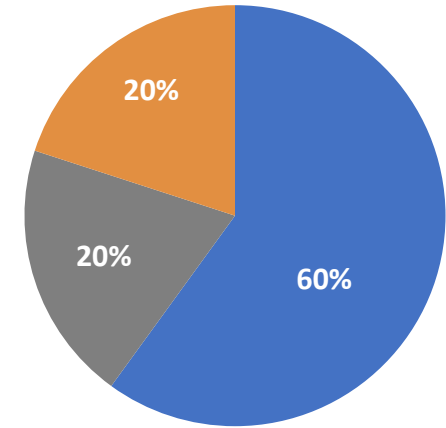
■ Able People ■ No Bias ■ Disabled People
N = 170,900



■ Straight People ■ No Bias ■ Gay People
N = 993,953

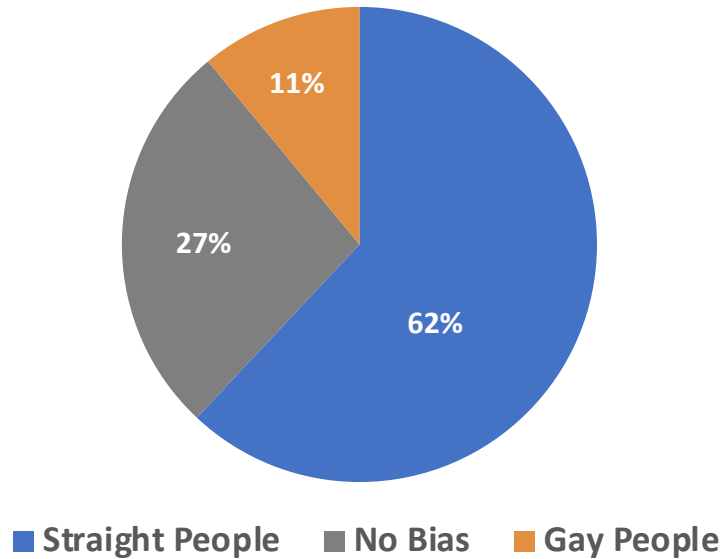


■ Lighter Skin ■ No Bias ■ Darker Skin
N = 637,478

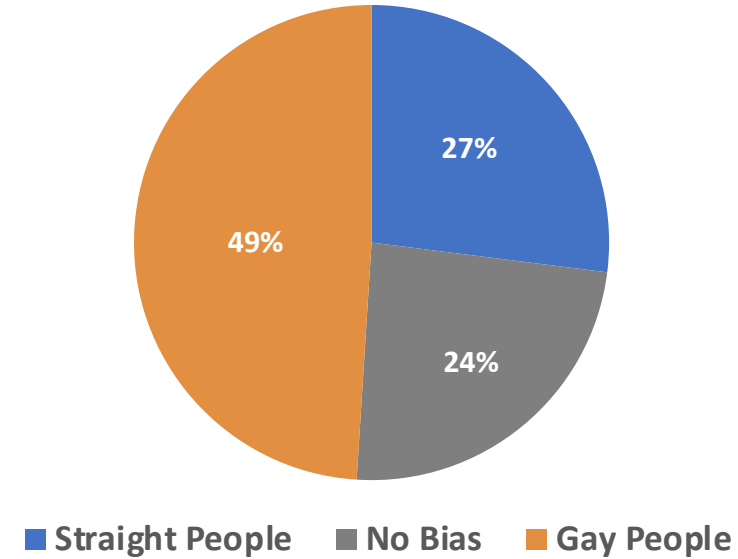


■ Cis People ■ No Bias ■ Trans People
N = 179,353

IAT Scores Reflect an Implicit Bias toward...

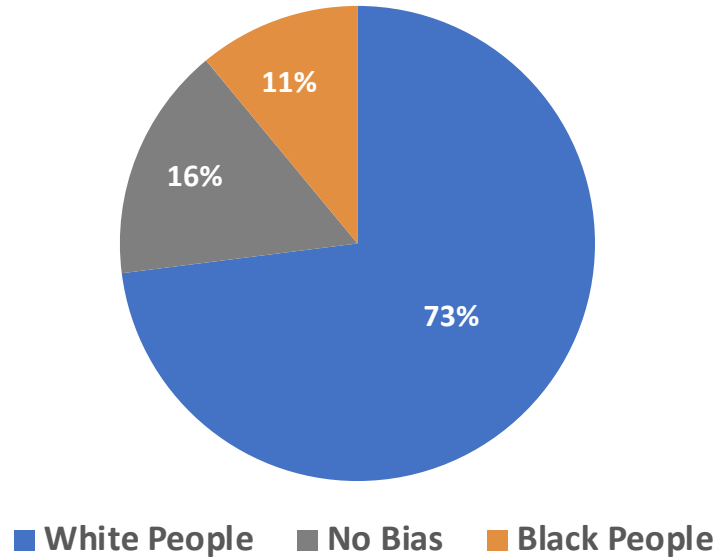


Heterosexual Participants

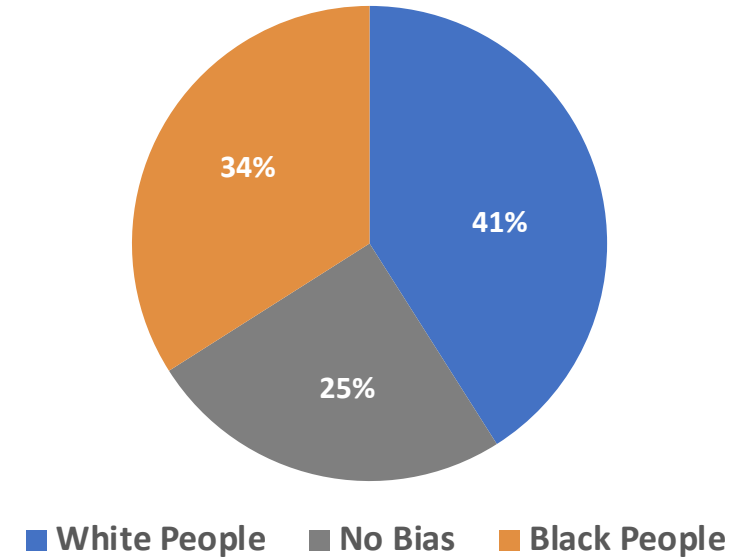


Gay, Lesbian, and Bisexual Participants

IAT Scores Reflect an Implicit Bias toward...



White Participants



Black Participants

Implicit bias = Latent Construct

(Greenwald & Banaji, 1995)

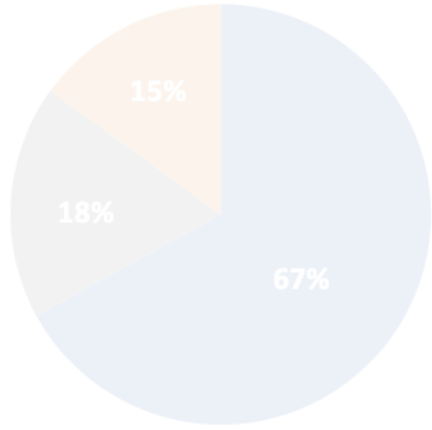
Implicit bias = Concept Accessibility

(Payne et al., 2017)

Implicit bias = Behavior

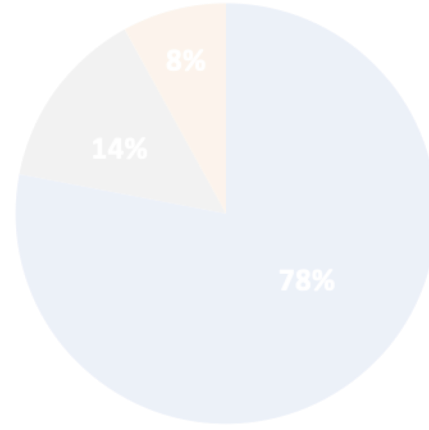
(De Houwer, 2020)

Thank You!



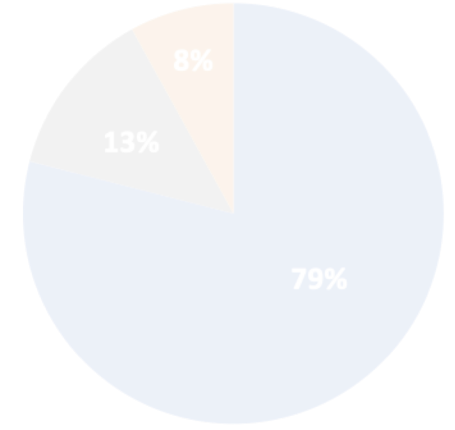
■ White People ■ No Bias ■ Black People

N = 2,219,014



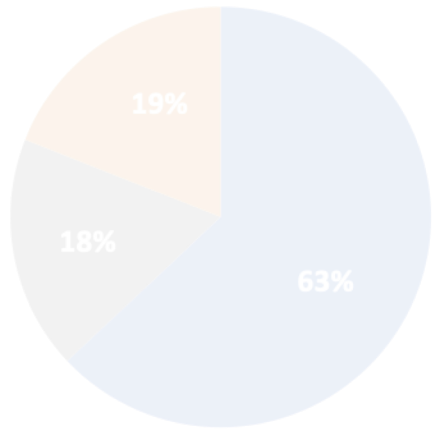
■ Thin People ■ No Bias ■ Fat People

N = 714,827



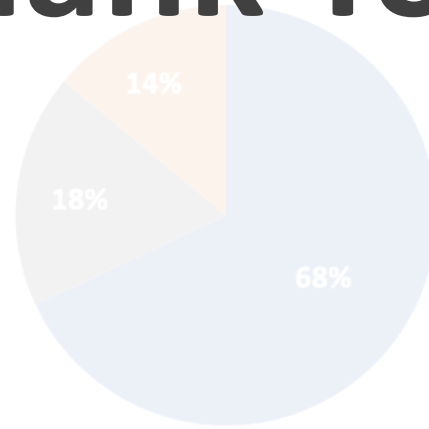
■ Able People ■ No Bias ■ Disabled People

N = 170,900



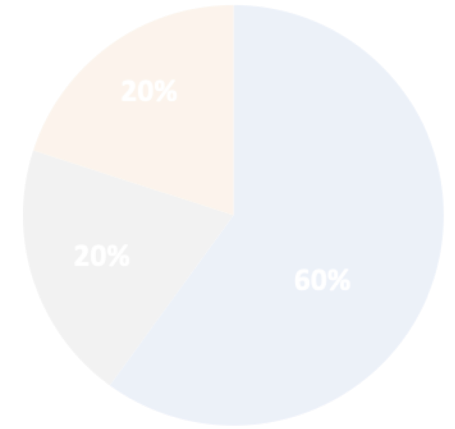
■ Straight People ■ No Bias ■ Gay People

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■ Lighter Skin ■ No Bias ■ Darker Skin

N = 637,478



■ Cis People ■ No Bias ■ Trans People

N = 179,353