

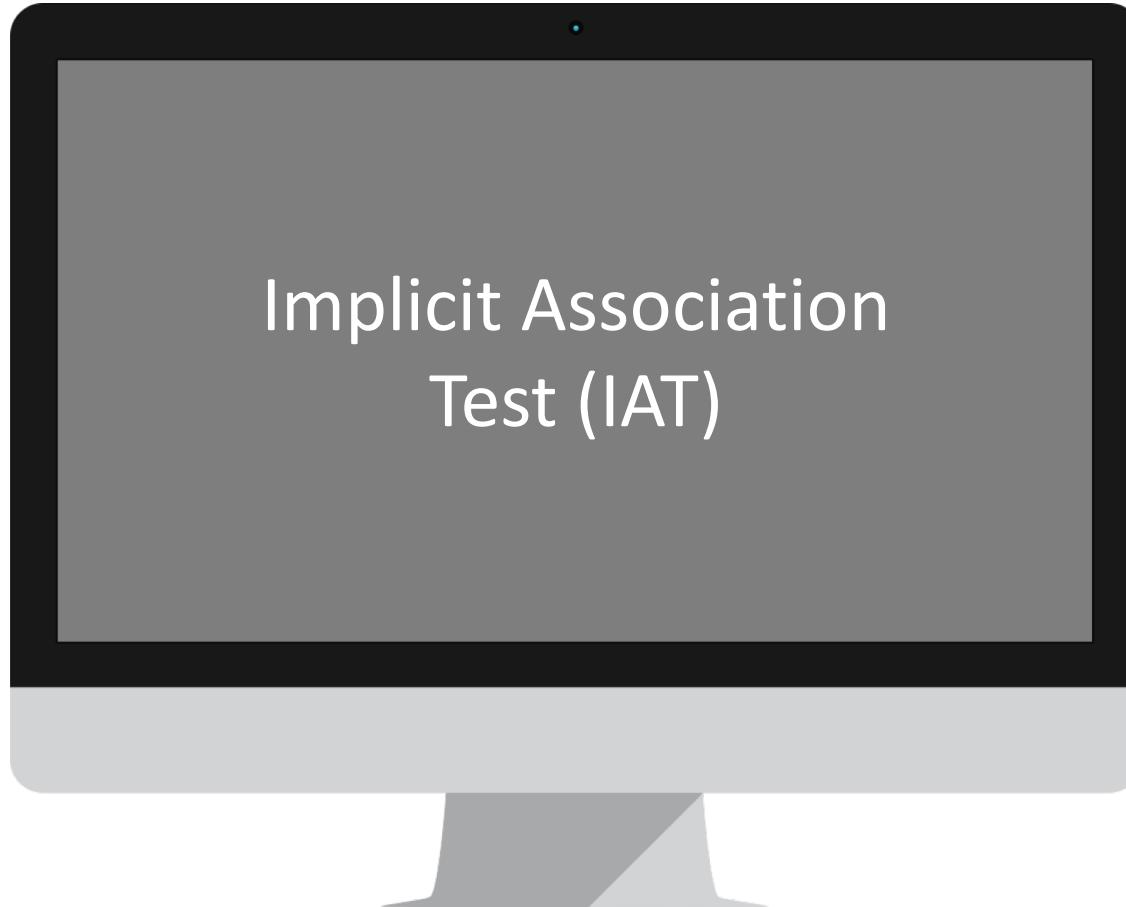


Project Implicit

UF | UNIVERSITY *of*
FLORIDA

Pervasiveness and Correlates of Implicit Bias

Kate A. Ratliff

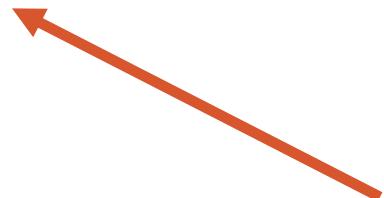


Implicit Association
Test (IAT)

Press 'E' for
Black People
or
Good Words

First Sorting Condition

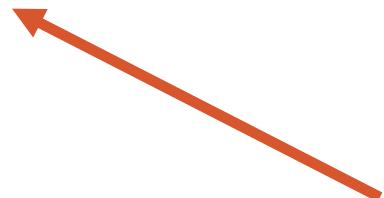
Press 'I' for
White People
or
Bad Words



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!

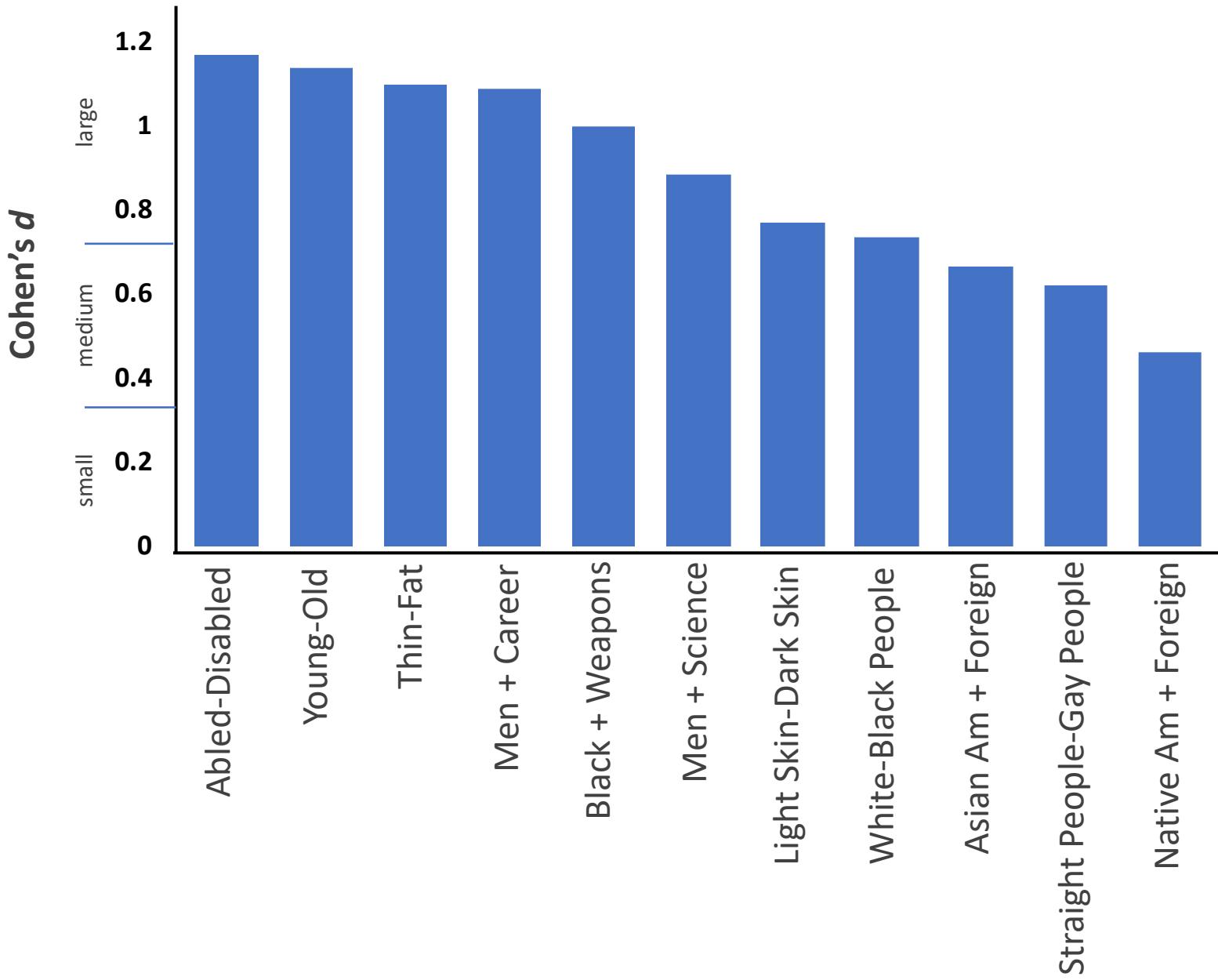
PROJECT IMPLICIT MENTAL HEALTH

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

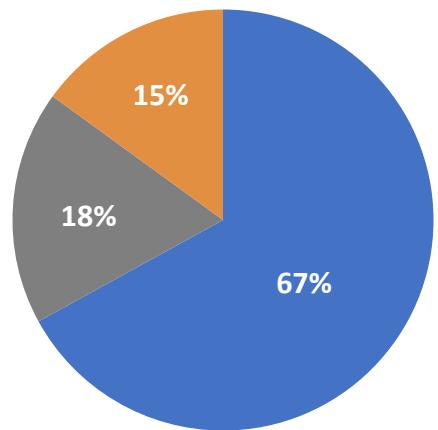
PROJECT IMPLICIT FEATURED TASK

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

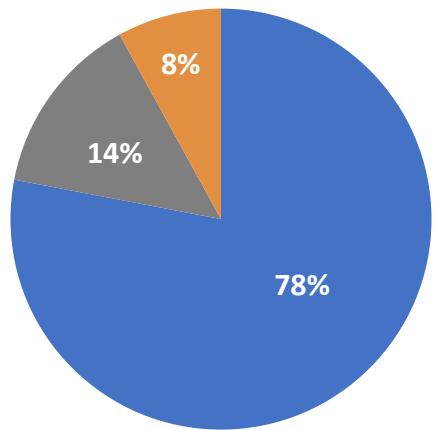
<http://implicit.harvard.edu>



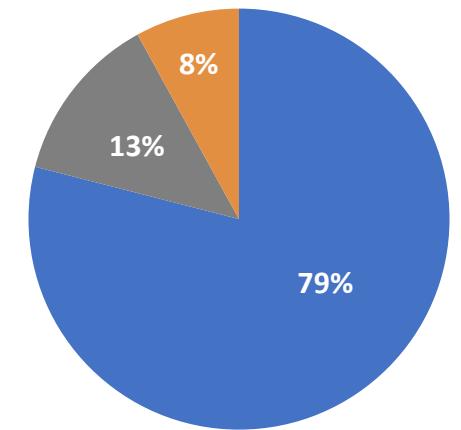
IAT Scores Reflect an Implicit Bias toward...



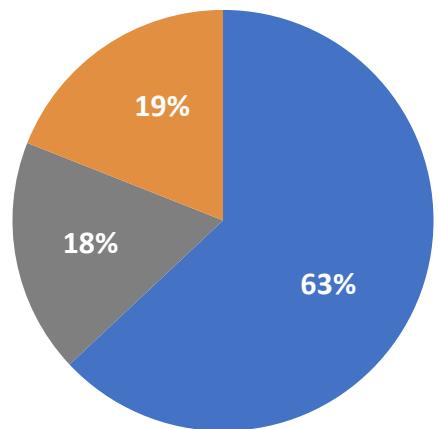
■ White People ■ No Bias ■ Black People
N = 2,219,014



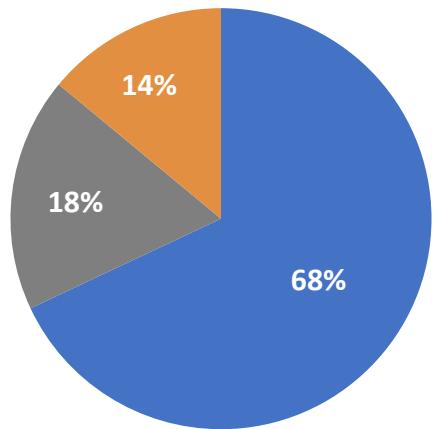
■ Thin People ■ No Bias ■ Fat People
N = 734,827



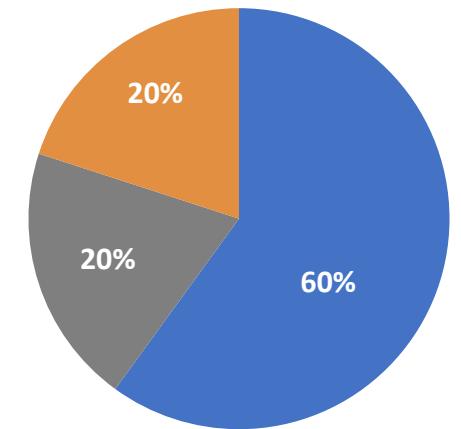
■ Abled People ■ No Bias ■ Disabled People
N = 170,900



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

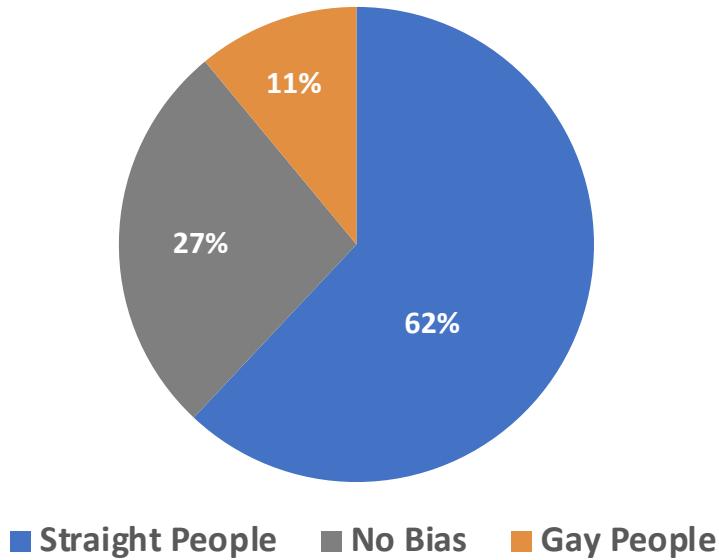


■ Lighter Skin ■ No Bias ■ Darker Skin
N = 637,478

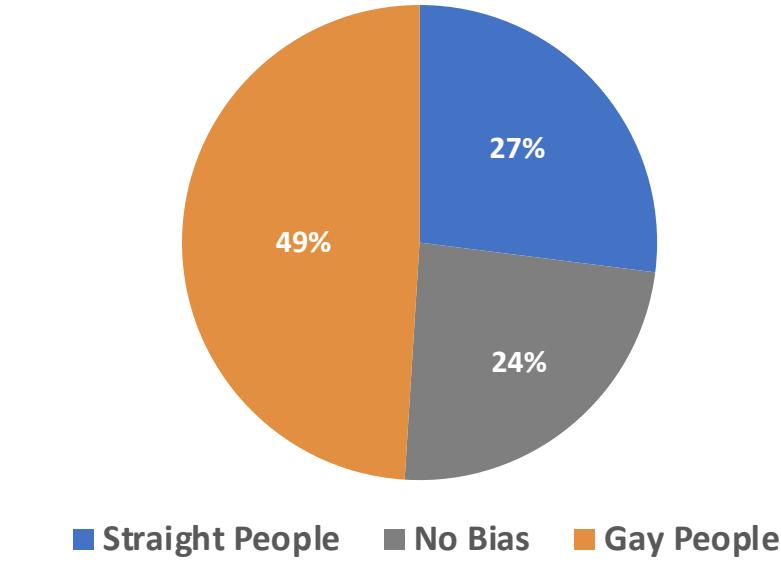


■ Cis People ■ No Bias ■ Trans People
N = 179,353

IAT Scores Reflect an Implicit Bias toward...

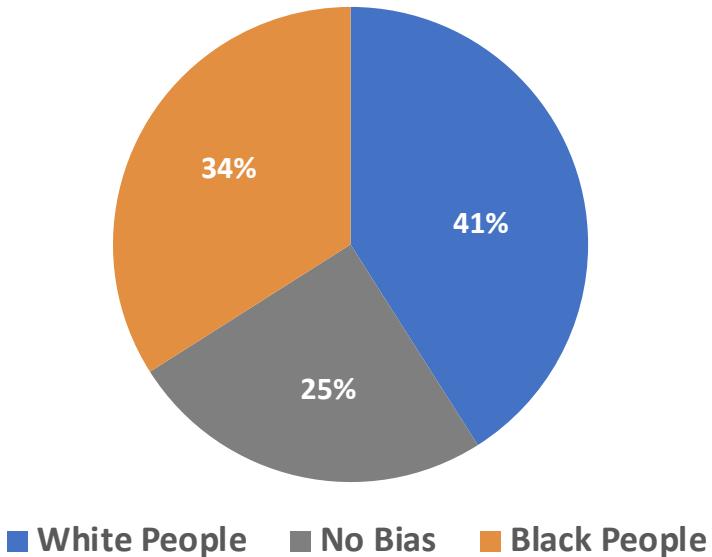
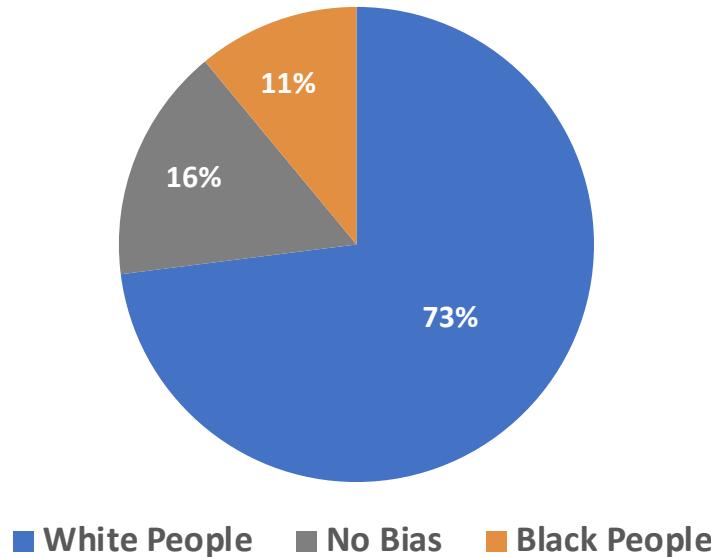


Heterosexual Participants



Gay, Lesbian, and Bisexual Participants

IAT Scores Reflect an Implicit Bias toward...



Implicit bias = Latent Construct

(Greenwald & Banaji, 1995)

■ White People ■ No Bias ■ Black People

N = 2,019,016

■ Thin People ■ No Bias ■ Fat People

N = 734,827

■ Abled People ■ No Bias ■ Disabled People

N = 170,900

Implicit bias = Concept Accessibility

(Payne et al., 2017)

■ Straight People ■ No Bias ■ Gay People

N = 993,953

■ Lighter Skin ■ No Bias ■ Darker Skin

N = 637,478

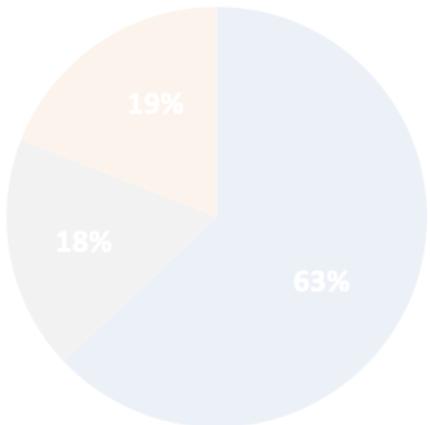
■ Cis People ■ No Bias ■ Trans People

N = 179,353

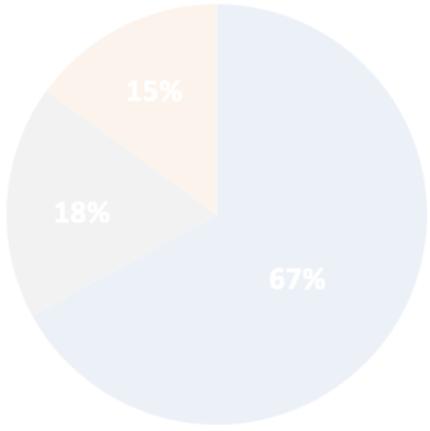
Implicit bias = Behavior

(De Houwer, 2020)

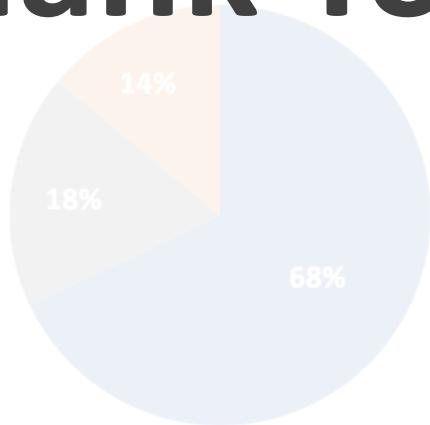
■ White People ■ No Bias ■ Black People
N = 2,219,014



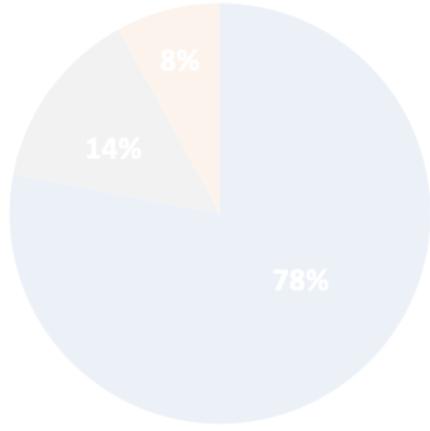
■ Straight People ■ No Bias ■ Gay People
N = 993,953



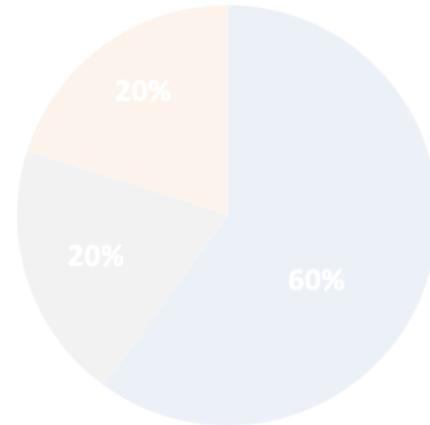
■ Thin People ■ No Bias ■ Fat People
N = 724,827



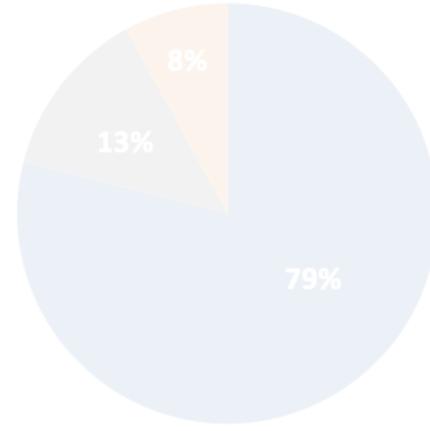
■ Lighter Skin ■ No Bias ■ Darker Skin
N = 637,478



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



■ Cis People ■ No Bias ■ Trans People
N = 179.353



Thank You!