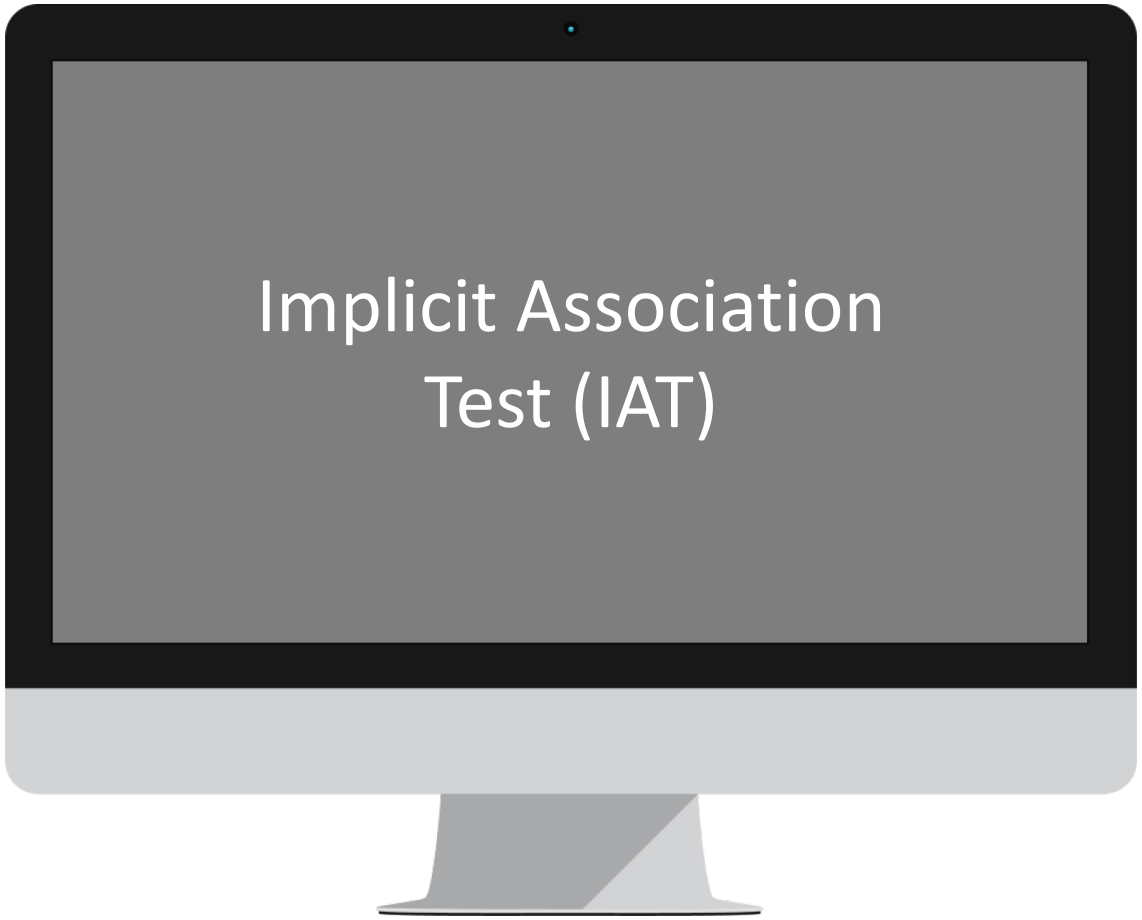
Project Implicit

UF | UNIVERSITY of FLORIDA

Pervasiveness and Correlates of Implicit Bias

Kate A. Ratliff



Greenwald et al., 1998

First Sorting Condition

Press ’E’ for
Black People
or
Good Words

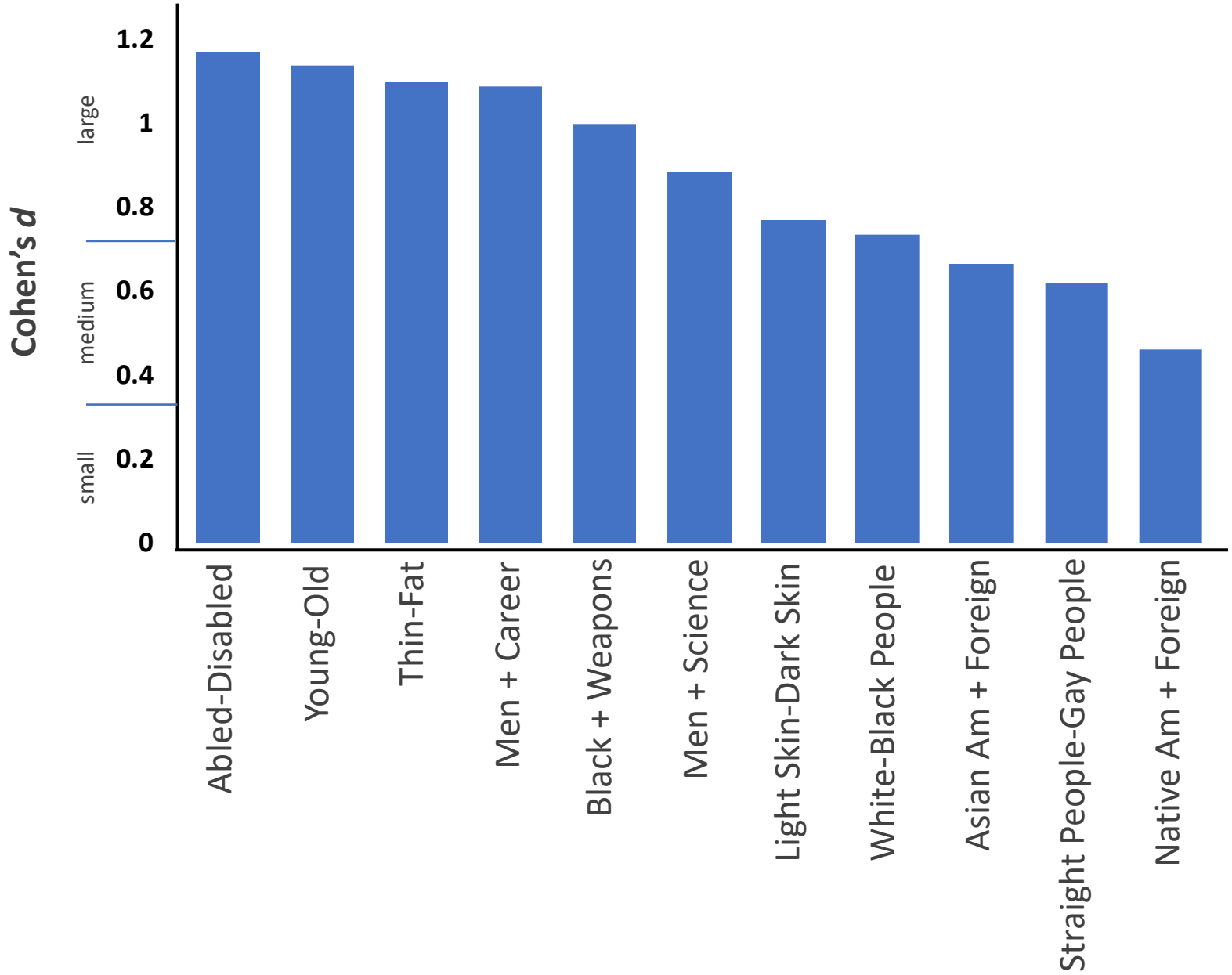
Press ’I’ for
White People
or
Bad Words

Second Sorting Condition

Press ’E’ for
White People
or
Good Words

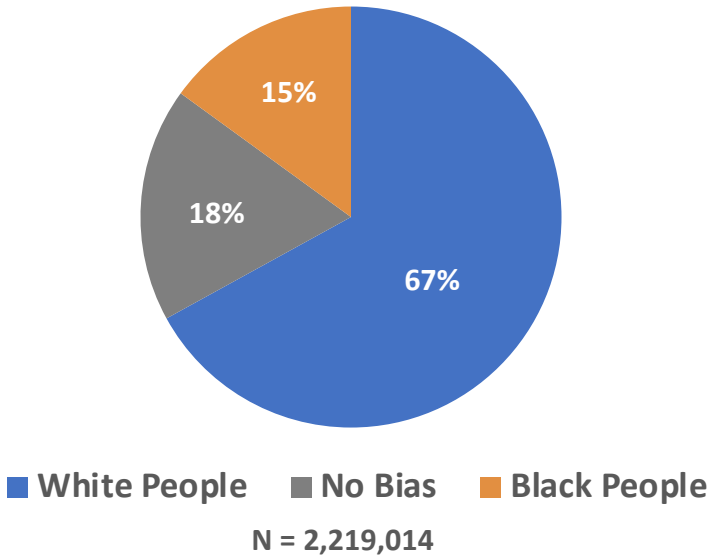
Press ’I’ for
Black People
or
Bad Words

http://implicit.harvard.edu

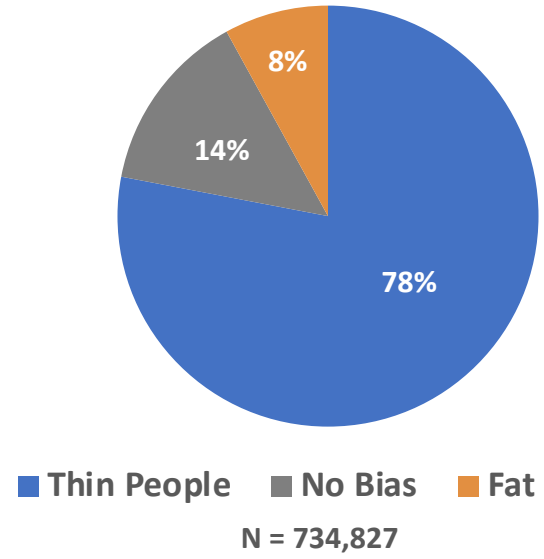


Ratliff, Lofaro, et al. (2021)

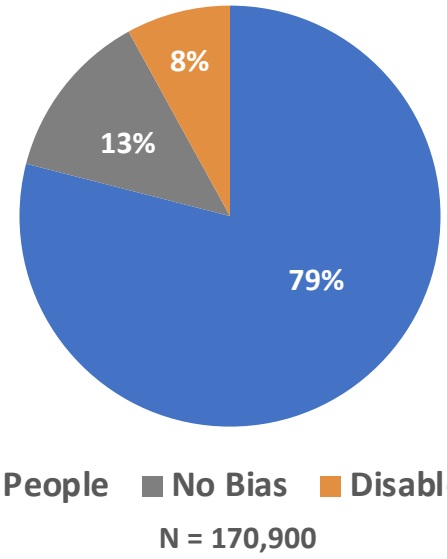
IAT Scores Reflect an Implicit Bias toward…



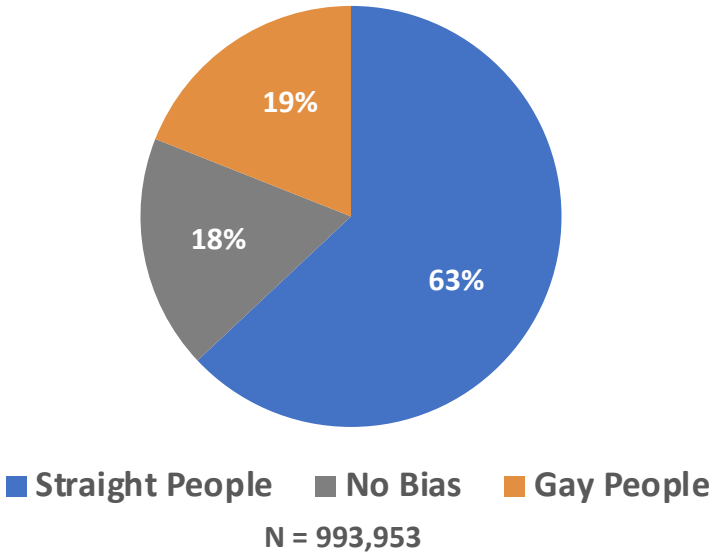
N = 2,219,014



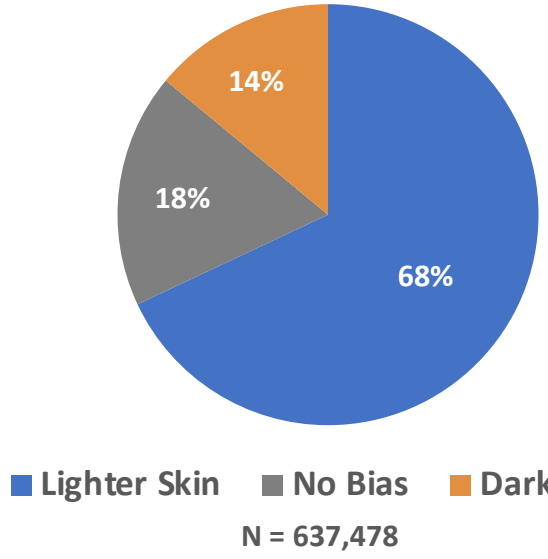
N = 734,827



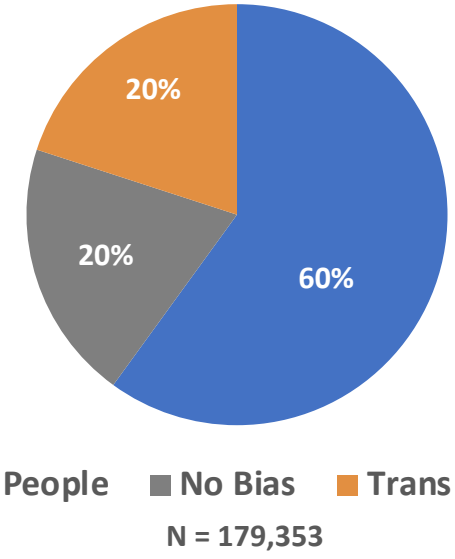
N = 170,900



N = 993,953



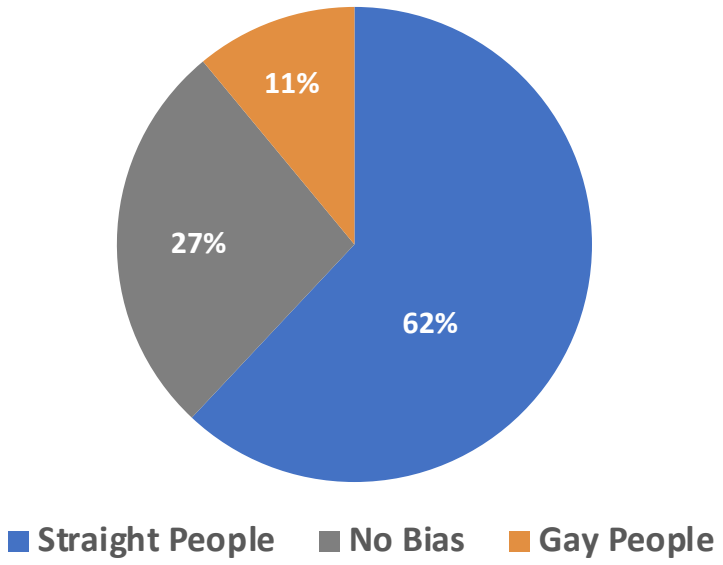
N = 637,478



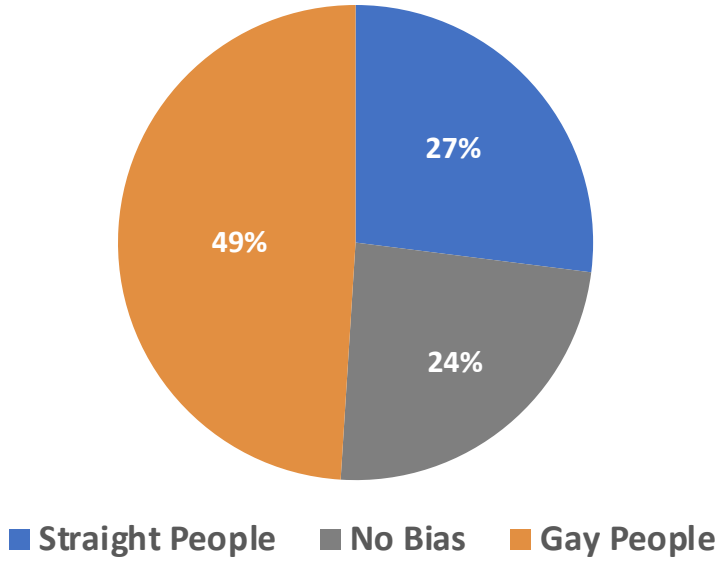
N = 179,353

Ratliff, Lofaro, et al. (2021)

IAT Scores Reflect an Implicit Bias toward…



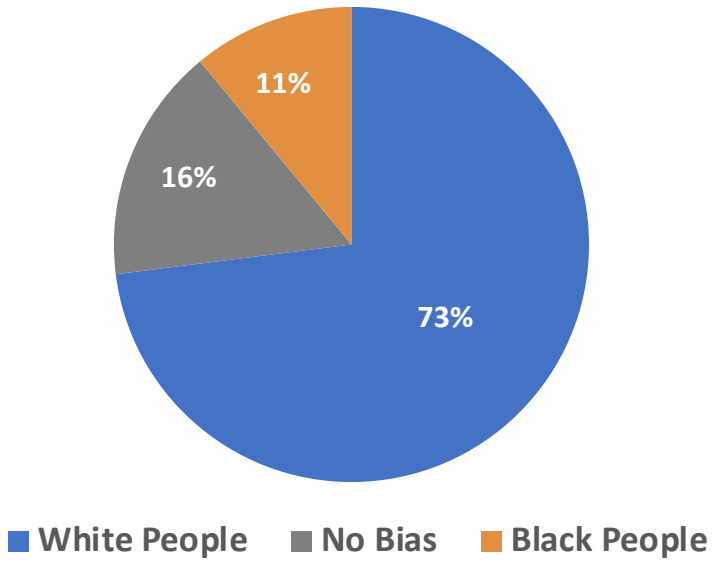
Heterosexual Participants



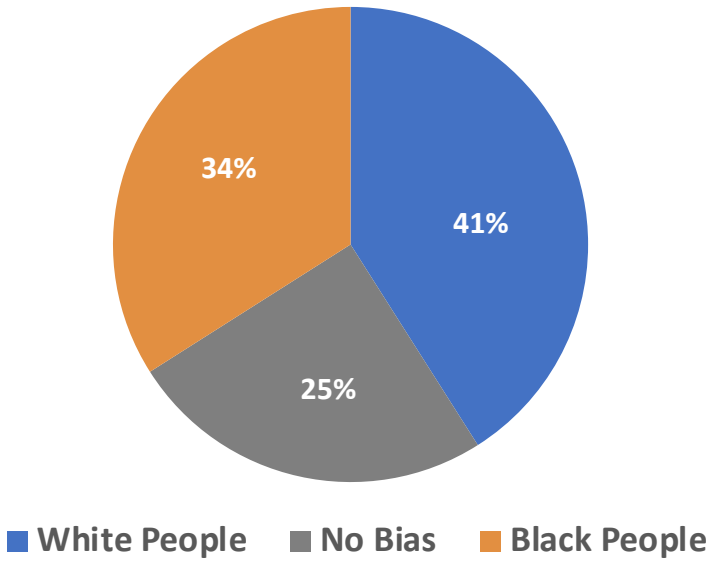
Gay, Lesbian, and Bisexual Participants

Ratliff, Lofaro, et al. (2021)

IAT Scores Reflect an Implicit Bias toward…



White Participants



Black Participants

Ratliff, Lofaro, et al. (2021)

Implicit bias = Latent Construct

(Greenwald & Banaji, 1995)

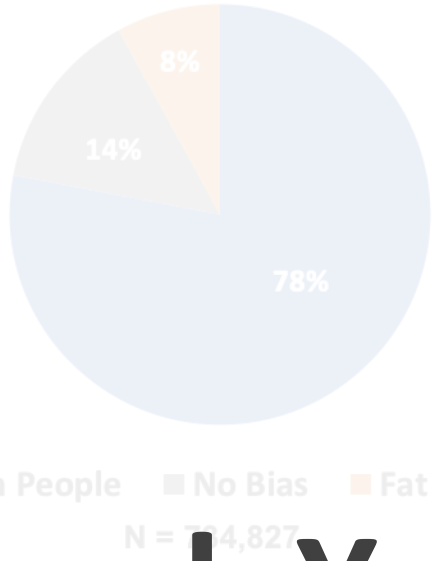
Implicit bias = Concept Accessibility

(Payne et al., 2017)

Implicit bias = Behavior

(De Houwer, 2020)

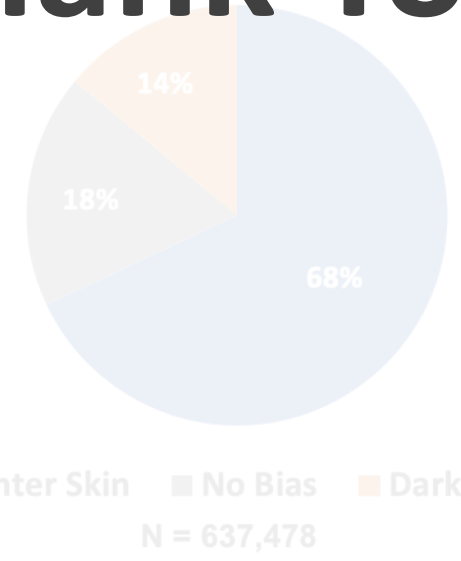
15%
18%
67%
White People
No Bias
Black People
N = 2,219,014


8%
14%
78%
Thin People
No Bias
Fat People

8%
13%
79%
Abled People
No Bias
Disabled People
N = 170,900

Thank You!

19%
18%
63%
Straight People
No Bias
Gay People
N = 993,953


14%
18%
68%
Lighter Skin
No Bias
Darker Skin
N = 637,478

20%
20%
60%
Cis People
No Bias
Trans People
N = 179.353