

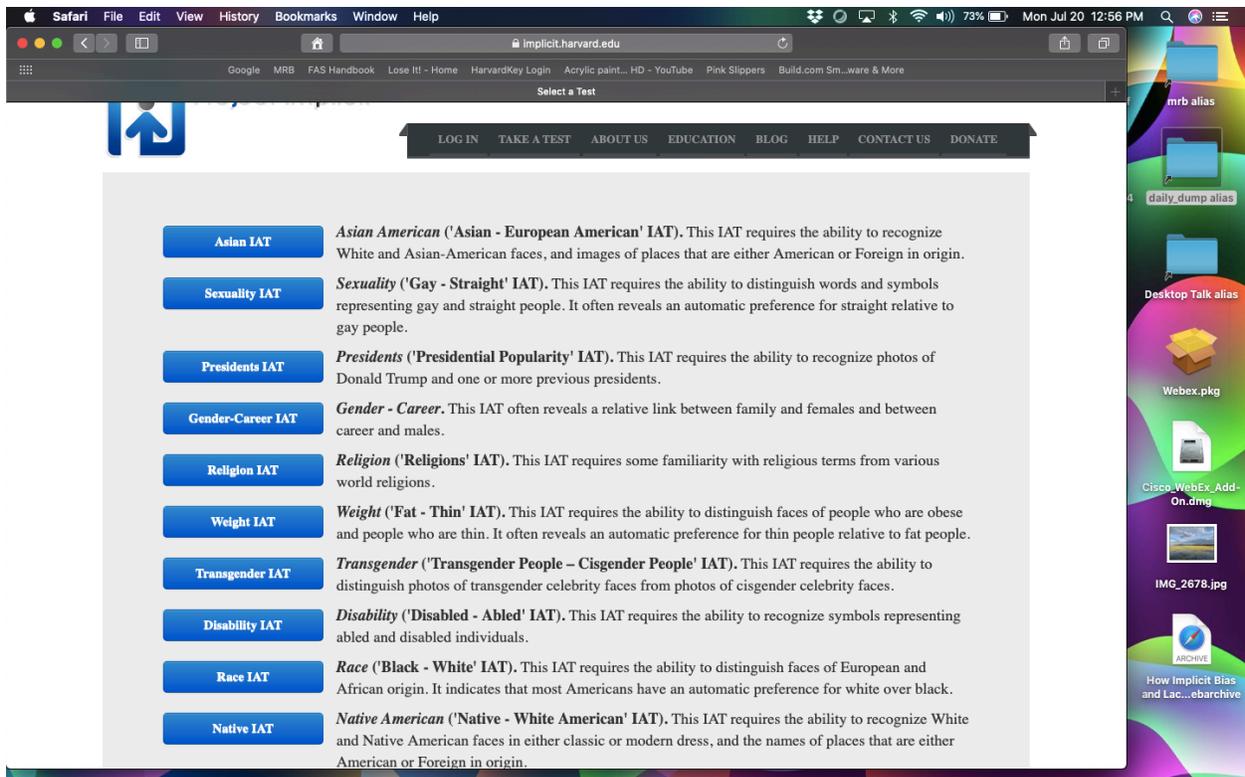
INTRODUCTION TO THE IMPLICIT ASSOCIATION TEST WEBSITE

The Implicit Association Test (IAT) is housed at Harvard University. The test measures the strength of association between two concepts in your mind. For example, you can ask yourself, which do I prefer: Dogs or Cats, Coke or Pepsi, PC or Mac? You can, of course, say what the answer is, and in such cases, quite easily. But our minds also acquire information from the world at large. The messages we get from media and others also get into our heads. They tell us what other people like. This allows to develop views of such groups. What type of group are PC users (e.g., they have dominance in the culture in that they are more numerous). What type of group are Mac users (e.g., they are elite; beautiful design).

The IAT measures an individual's implicit preference for things like PCs vs. Macs but also association of good and bad to groups that vary in age, social class, gender, race and ethnicity, sexuality, nationality, etc. How does the IAT do this? The test measures the strength of association between say, Dogs and Good Things and Cats and Bad Things (Part 1). It then measures the opposite: the strength of association between Dogs and Bad Things and Cats and Good Things (Part 2). The test then computes the speed and accuracy of your responses in Part 1 and Part 2 and subtracts the one from the other to obtain a measure of the difference. The direction of that difference and the magnitude of deviation from zero, the neutral position, is the IAT score, in simple language. That score provides a rough index of your liking for dogs or cats. If you like them both equally, the test will also detect that by informing you that you show no preference one way or the other. The IAT score may agree with what you consciously think you like, and if you tell us that you like dogs far more than cats, the test will likely reveal that. But the test becomes interesting when what you believe and report consciously ("I like gay people just as much as I like straight people") does not match what the test result says. This is perfectly possible because what you say reflects your values. What you show on the test is a mixture of the views you've inherited from the culture and your own personal experiences through that culture. When the test result does not match what you believe, we have a most interesting situation: the same mind showing two different preferences and this can be the basis of intelligent reflection.

Note: The examples of Mac vs. PC and Dogs vs. Cats are not the tests you'll encounter. Rather, you'll see tests that deal with concepts like gender, sexuality, race, ethnicity, age, disability, body weight, nationality and more. The main page of the IAT website can be reached at <https://implicit.harvard.edu>.

To bypass it and go directly to the page to take a test, please click on <https://implicit.harvard.edu/implicit/takeatest.html>. Many people choose to complete many tests, depending on their interests. The page you will see will look like this one, and you are free to select whatever test you wish to try.



When you first take an IAT, it is not unusual to doubt the test. This is especially the case when you believe you are neutral in your preference, based on your values and beliefs, but the test returns a result saying that you are showing a preference one way or another. This will lead you, in fact any curious person, to ask a bunch of questions. This link will take you to a set of FAQs with answers: <https://implicit.harvard.edu/implicit/faqs.html> and the page looks like this.

Please explore!

The screenshot shows a Safari browser window displaying the Project Implicit website. The URL in the address bar is <https://implicit.harvard.edu/implicit/faqs.html>. The page features the Project Implicit logo and a navigation menu with links for LOG IN, TAKE A TEST, ABOUT US, EDUCATION (highlighted), BLOG, HELP, CONTACT US, and DONATE. Below the navigation, there is a breadcrumb trail: Overview | About the IAT | Ethical Considerations | Frequently Asked Questions. The main content area contains a list of 18 frequently asked questions, such as "What is an attitude?" and "What are implicit and explicit stereotypes?". At the bottom of the visible content, there is a section titled "What is an attitude?" with a partial definition: "An attitude is your evaluation of some concept (e.g., person, place, thing, or idea). An explicit attitude is the kind...".

<https://implicit.harvard.edu/implicit/> Employees from countries other than the United States may wish to explore country-specific tests. At this url, you will see a page with four options. The bottom left icon will take you to a list of countries with some standard tests as well as some

unique tests available for that country. The pop-up will look like this:

