



Activity Guide

Activity 3:

Implicit Association Tests based on the Race Attitudes





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Introduction

This activity allows you to determine your implicit bias on different topics using The Implicit Association test (IAT).

The IAT measures the strength of associations between concepts (e.g., black people, gay people) and evaluations (e.g., good, bad) or stereotypes (e.g., athletic, clumsy). The main idea is that making a response is easier when closely related items share the same response key.

In the first part of the IAT you sort words relating to the concepts (e.g., fat people, thin people) into categories. So if the category "Fat People" was on the left, and a picture of a heavy person appeared on the screen, you would press the "e" key.

In the second part of the IAT you sort words relating to the evaluation (e.g., good, bad). So if the category "good" was on the left, and a pleasant word appeared on the screen, you would press the "e" key.

In the third part of the IAT the categories are combined and you are asked to sort both concept and evaluation words. So the categories on the left hand side would be Fat People/Good and the categories on the right hand side would be Thin People/Bad. It is important to note that the order in which the blocks are presented varies across participants, so some people will do the Fat People/Good, Thin People/Bad part first and other people will do the Fat People/Bad, Thin People/Good part first.

In the fourth part of the IAT the placement of the concepts switches. If the category "Fat People" was previously on the left, now it would be on the right. Importantly, the number of trials in this part of the IAT is increased in order to minimize the effects of practice.

In the final part of the IAT the categories are combined in a way that is opposite what they were before. If the category on the left was previously Fat People/Good, it would now be Fat People/Bad.

The IAT score is based on how long it takes a person, on average, to sort the words in the third part of the IAT versus the fifth part of the IAT. We would say that one has an implicit preference for thin people relative to fat people if they are faster to categorize words when Thin People and Good share a response key and Fat People and Bad share a response key, relative to the reverse.



A step-by-step guide

Step 0 :

- a) Click here to visit the following website:

<https://implicit.harvard.edu/implicit/selectatouchtest.html>

Step 1:

- a) Choose the test you want to take

The screenshot shows the Project Implicit website interface. At the top left is the Project Implicit logo, and to its right is a navigation menu with links: Log In, Take a Test, About Us, Learn More, Technical Issues, Contact Us, and Donate. Below the navigation is a list of 15 IAT tests, each with a blue button and a description. The 'Gender-Science IAT' button is highlighted with a red rectangular box.

IAT Name	Description
Disability IAT	<i>Disability ('Physically Disabled – Physically Abled' IAT).</i> This IAT requires the ability to recognize figures representing physically disabled and physically abled people.
Sexuality IAT	<i>Sexuality ('Gay - Straight' IAT).</i> This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.
Skin-tone IAT	<i>Skin-tone ('Light Skin - Dark Skin' IAT).</i> This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.
Weight IAT	<i>Weight ('Fat - Thin' IAT).</i> This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.
Asian IAT	<i>Asian American ('Asian - European American' IAT).</i> This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.
Age IAT	<i>Age ('Young - Old' IAT).</i> This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.
Gender-Science IAT	<i>Gender - Science.</i> This IAT often reveals a relative link between liberal arts and females and between science and males.
Arab-Muslim IAT	<i>Arab-Muslim ('Arab Muslim - Other People' IAT).</i> This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.
Transgender IAT	<i>Transgender ('Transgender People - Cisgender People' IAT).</i> This IAT requires the ability to distinguish photos of transgender celebrity faces from photos of cisgender celebrity faces.
Native IAT	<i>Native American ('Native - White American' IAT).</i> This IAT requires the ability to recognize last names that are more likely to belong to Native Americans versus White Americans.
Religion IAT	<i>Religion ('Religions' IAT).</i> This IAT requires some familiarity with religious terms from various world religions.
Race IAT	<i>Race ('Black - White' IAT).</i> This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.
Presidents IAT	<i>Presidents ('Presidential Popularity' IAT).</i> This IAT requires the ability to recognize photos of Joseph Biden and one or more previous presidents.



Step 2:

- a) Please read the instructions and follow them and click on the Continue button

Welcome

You have selected the Gender-Science Task. In this study you will complete an Implicit Association Test (IAT) in which you will be asked to sort words into groups as fast as you can. In addition to the IAT, there are some questions about your beliefs, attitudes, and opinions, and some standard demographic questions. This study should take about 10 minutes to complete. At the end, you will receive your IAT result along with information about what it means.

We thank you for being here!

[Continue](#)

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Step 3:

- a) Please answer the following questions and click on Submit button

Demographics

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What is your birth month?

[January](#) [February](#) [March](#) [April](#) [May](#) [June](#) [July](#) [August](#) [September](#) [October](#) [November](#) [December](#)

Tip: For quick response, click to select your answer, and then click again to submit.

[Submit](#)