Overview:
People don’t always say what’s on their minds. One reason is that they are unwilling. For example, someone might report smoking a pack of cigarettes per day because they are embarrassed to admit that they smoke two. Another reason is that they are unable. A smoker might truly believe that she smokes a pack a day, or might not keep track at all. The difference between being unwilling and unable is the difference between purposely hiding something from someone and unknowingly hiding something from yourself.

The Implicit Association Test (IAT) measures attitudes and beliefs that people may be unwilling or unable to report. The IAT may be especially interesting if it shows that you have an implicit attitude that you did not know about. For example, you may believe that women and men should be equally associated with science, but your automatic associations could show that you (like many others) associate men with science more than you associate women with science.

We hope you have been able to take something of value from the experience of taking one or more of these tests. The links above will provide more information about the IAT and implicit attitudes; we will periodically update the information to reflect our current understanding of the unconscious roots of thought and feeling.

About 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.

When doing an IAT you are asked to quickly sort words into that are on the left and right hand side of the computer screen by pressing the “e” key if the word belongs to the category on the left and the “i” key if the word belongs to the category on the right. The IAT has five main parts.

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.
Implicit Association Tests:

**Disability IAT**

*Disability ('Disabled - Abled' IAT).* This IAT requires the ability to recognize symbols representing abled and disabled individuals.

**Skin-tone IAT**

*Skin-tone ('Light Skin - Dark Skin' IAT).* 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.

**Presidents IAT**

*Presidents ('Presidential Popularity' IAT).* This IAT requires the ability to recognize photos of Barack Obama and one or more previous presidents.

**Age IAT**

*Age ('Young - Old' IAT).* This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.

**Weapons IAT**

*Weapons ('Weapons - Harmless Objects' IAT).* This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.

**Religion IAT**

*Religion ('Religions' IAT).* This IAT requires some familiarity with religious terms from various world religions.

**Weight IAT**

*Weight ('Fat - Thin' IAT).* 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.

**Arab-Muslim IAT**

*Arab-Muslim ('Arab Muslim - Other People' IAT).* This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.

**Asian IAT**

*Asian American ('Asian - European American' IAT).* This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

**Race IAT**

*Race ('Black - White' IAT).* 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.

**Gender-Science IAT**

*Gender - Science.* This IAT often reveals a relative link between liberal arts and females and between science and males.

**Gender-Career IAT**

*Gender - Career.* This IAT often reveals a relative link between family and females and between career and males.

**Native IAT**

*Native American ('Native - White American' IAT).* This IAT requires the ability to recognize White and Native American faces in either classic or modern dress, and the names of places that are either American or Foreign in origin.

**Sexuality IAT**

*Sexuality ('Gay - Straight' IAT).* 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.

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