What is the Implicit Association Test?

What do my IAT results mean?

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Implicit Association Test (IAT) – Race IAT

White Americans
Good

Black Americans
Bad
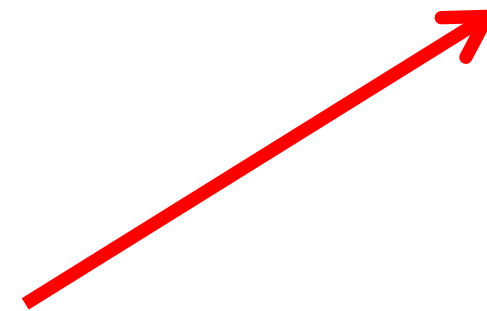
We are measuring your reaction times (RTs) to sort words and pictures

Implicit Association Test (IAT) – Race IAT

White Americans   Black Americans

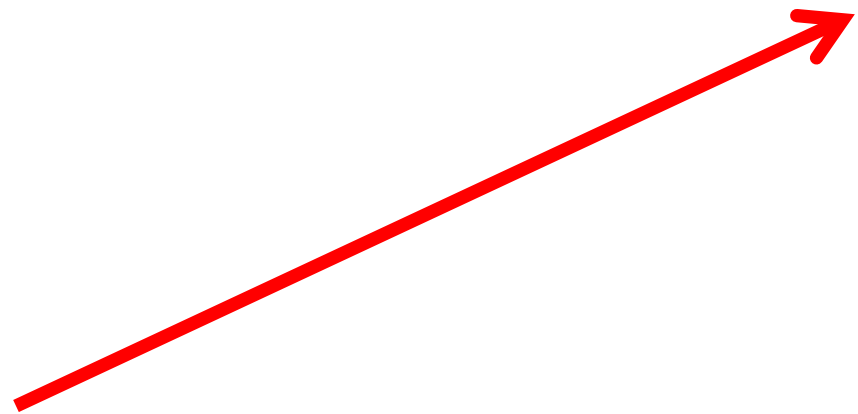Good   Bad

Beautiful

We never ask you to evaluate White people and Black people – just sort!

Implicit Association Test (IAT) – Race IAT

Black Americans

White Americans

Good

Bad

Nasty

Half-way through the IAT, we switch up the categories

Implicit Association Test (IAT) – Race IAT

Black Americans
Good

White Americans
Bad

We compare whether you respond faster to the first or second pairing

Interpreting your IAT score

Block	Left	Right
1	White American	Black American
2	Good	Bad
3	White or Good	Black or Bad
4	Black American	White American
5	Black or Good	White or Bad

Interpreting your IAT score

Block	Left	Right
1	White American	Black American
2	Good	Bad
3	White or Good	Black or Bad
4	Black American	White American
5	Black or Good	White or Bad

Implicit preference for White over Black = faster reaction times to Block 3 (White + Good and Black + Bad) compared to Block 5 (Black + Good and White + Bad)

Understanding your IAT score

- How do people score on the Race IAT? →

White people
73% pro-White
16% no preference
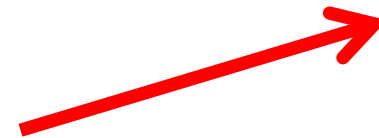11% pro-Black

Black people
41% pro-White
25% no preference
34% pro-Black

Project Implicit, 2016

Understanding your IAT score

Block	Left	Right
1	White American	Black American
2	Good	Bad
3	White or Good	Black or Bad
4	Black American	White American
5	Black or Good	White or Bad

- How do people score on the Race IAT?

- Does the order that I complete the IAT matter?
  - Yes, but very little, and we control for this in research

Understanding your IAT score

Block	Left	Right
1	White American	Black American
2	Good	Bad
3	White or Good	Black or Bad
4	Black American	White American
5	Black or Good	White or Bad

- How do people score on the Race IAT?

- Does the order that I complete the IAT matter?
  - Yes, but very little, and we control for this in research

- Does an implicit preference for White people over Black people or Straight people over Gay people, or XYZ, mean I'm prejudiced?
  - No, the IAT measures implicit bias, which may not align with explicit bias
  - Your feedback IS an important opportunity for reflection and learning

- FAQs: https://implicit.harvard.edu/implicit/faqs.html

Project Implicit, 2016