Implicit Association Test

UW ADVANCE Workshop
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How the Gender-SEM IAT Works

• It is easier to give the same response to items from two categories when those categories are associated.

• Faster responding when male names and SEM items get the same response indicates a male-SEM association.
ENGINEER, ALGEBRA, MOLECULE, PHYSICS, CHEMISTRY

LITERATURE, MUSIC, DRAMA, PAINTING, HUMANITIES
## Detailed IAT Results

### ADVANCE results compared with IAT researchers

<table>
<thead>
<tr>
<th>Result of test</th>
<th>Strength of association</th>
<th>ADVANCE results</th>
<th>IAT researcher results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>male (N = 16)</td>
<td>female (N = 7)</td>
</tr>
<tr>
<td>Association of female</td>
<td>strong</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>with SEM</td>
<td>moderate</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>slight</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Little or no association</td>
<td></td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Association of male</td>
<td>slight</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>with SEM</td>
<td>moderate</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>strong</td>
<td>8</td>
<td>2</td>
</tr>
</tbody>
</table>
Results
IAT and Self-Report Data

high scores = male-SEM stereotype; N = 23 (16 male; 7 female)

Effect Sizes (95% CI)

IAT

self-report measures

-2.0
-1.5
-1.0
-0.5
0.0
0.5
1.0
1.5
2.0

Effect Sizes (95% CI)

male-SEM
Stereotype 1
male-SEM = nature
Stereotype 2
male-SEM = nurture
Questions

• What are implicit stereotypes?

• Where do they come from?

• What can one do about them?