

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

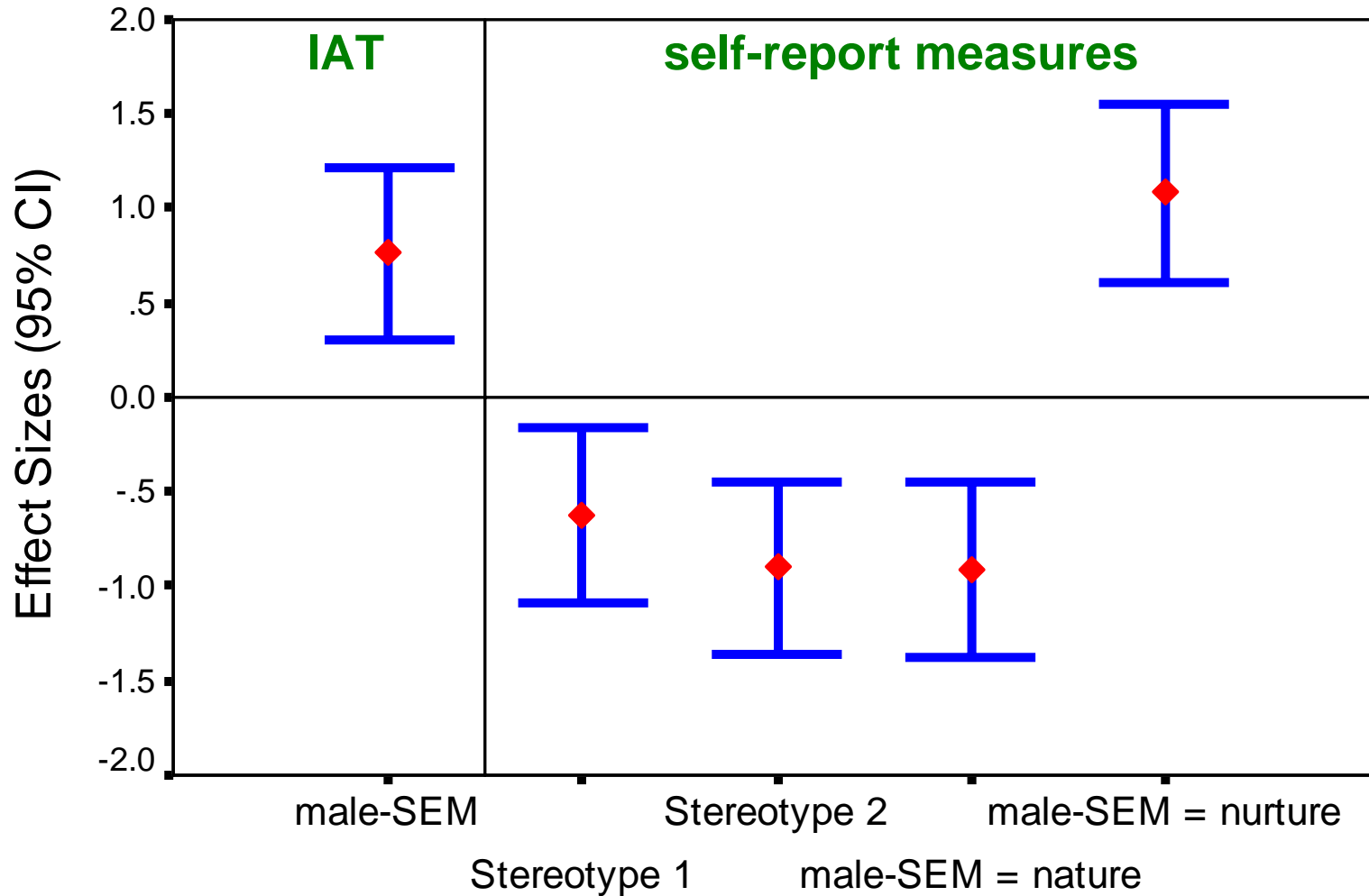
ADVANCE results compared with IAT researchers

Result of test	Strength of association	ADVANCE results		IAT researcher results	
		male (N = 16)	female (N = 7)	male (N = 12)	female (N = 11)
Association of female with SEM	strong	2	0	3	2
	moderate	0	0	1	2
	slight	0	1	1	0
Little or no association		3	2	0	0
Association of male with SEM	slight	1	2	0	0
	moderate	2	0	1	3
	strong	8	2	6	4

Results

IAT and Self-Report Data

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



Questions

- **What are implicit stereotypes?**
 - **Where do they come from?**
- **What can one do about them?**