

Small Particles, Big Issues: PRIORITYze DEI

Issue 19 29/03/2024: Implicit Association Test (IAT)

Dear all,

We hope this email finds you well.

In this newsletter issue we propose a test on unconscious bias.

The [Implicit Association Test \(IAT\)](#) is a psychological tool designed to measure the strength of a person's automatic associations between mental representations of objects in memory. Developed by researchers at Harvard University, the IAT is primarily used to assess implicit biases and attitudes that individuals may hold toward various social groups, concepts, or issues.

The test typically involves a series of rapid categorization tasks, where participants are required to quickly associate different stimuli, such as words or images, with specific categories. By measuring response times and errors, the IAT aims to reveal the strength and direction of unconscious associations that may exist within an individual's mind.

The IAT has been widely utilized in research across various fields, including social psychology, cognitive neuroscience, and sociology, to investigate topics such as prejudice, stereotypes, and attitudes toward race, gender, age, and other social identities.

It's important to note that the IAT does not directly measure explicit or consciously held beliefs, but rather provides insights into implicit biases that individuals may not be consciously aware of. As such, it serves as a valuable tool for understanding the complexities of human cognition and behavior in relation to social attitudes and perceptions.

We invite you to look at the full test, hoping it will provide food for thought.

Best regards

Mariasole and Camilla

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