

## Client Meeting 1

Started off with showing us Harvards IAT Test Site

PROJECT IMPLICIT: Harvard research on IAT Test. Many research papers on the subject. The implicit association test help detect a real problem, bias. <http://www.projectimplicit.net>

Explained how test worked:

1. Presented with a category for example Race.
2. You are then presented with a slide show of stimuli objects, for example pictures of people. Which you must group either Black or White.
  - a. You must get the answers correct, in an appropriate amount of time to move past that section.
  - b. Throws out responses, if you answered to quickly or too slowly.
3. This gets a baseline id to see how long it takes you to answer the questions to id people by race.
4. You are then presented with a second category for example Weapons.
5. Once again you must group the stimuli objects – Weapons or Non Weapons.
6. After you have identified these separately you then must repeat this process with mixed groups
  - a. Black and Non Weapons verse White and Weapons
7. All combinations are tried.
8. Checks latency differences, want all answers to be
9. From these test algorithms are applied to see if you have any bias or discriminate against a race.

First 2 blocks familiarize you with the objects.

Last 4 blocks are in pairs. To find any bias.

Images can be repeated many times.

Dr. Briemer:

I want an authoring program, like survey monkey, so that users can create their own IAT Test. Integrate some sort of demographic survey to begin, chose categories, upload all stimuli to website, etc. Want it to be accessible to everyone, do not want to use FLASH, it is inaccessible for many people (Apple Users). Want everything to be on the client side so that times will not be messed up by the server. Time is very important.

The type of research I am looking to do using the IAT is:

1. How much do you associate women and computer science?
  - a. Theory: Women are more sexist then men. Women generally disassociate themselves from CS, or women are psyching out other woman.
  - b. Demo survey: Are you a woman, are you a professor, student, etc.
2. Do people have a negative outlook on computer science, compared to a positive outlook on biology?
  - a. Theory: Most people have associate computer science with negative things. People either feel neutral about CS or hate CS. And find other sciences to be cool. People either feel neutral about Biology or think of it positively. Why?
  - b. Demo survey, Age background etc.

Want to send out these surveys to college CS departments across the country.

I would also figure out how you can tell if someone is cheating an IAT. (Not necessary for us, however if we can figure out how to integrate that it would be awesome) Because working with all computer science people, they can find cheats.

Question- Would you like a feature that lets the user decide what answer times to reject?

The program must be able to handle rejections, described in the papers. If people take too much time then that is conscious thought, which cannot be used as data. An option for the user to put in their own cut off times would be great.

Question – Do you want the IAT Test you’ve created to be a permanent structure?

I want the IAT Test created to be a permanent structure. So you can then use the test, give out the URL for the test and people can take the IAT. And also an option to delete.

## **Papers to read...**

### **Harvard's Project Implicit Seminal Paper 1998**

Greenwald, A. G., McGhee, D. E., & Schwarz, J. L. K. (1998). Measuring individual differences in implicit cognition: The Implicit Association Test. *Journal of Personality and Social Psychology*, 74(6), 1464-1480.

### **2001- Updated Version of P.I.**

Greenwald, A. G., & Nosek, B. A. (2001). Health of the Implicit Association Test at age 3. *Zeitschrift für Experimentelle Psychologie*, 48, 85-93.

### **Information on the scoring algorithm used.**

Greenwald, A. G., Nosek, B. A., & Banaji, M. R. (2003). Understanding and using the Implicit Association Test: I. An improved scoring algorithm. *Journal of Personality and Social Psychology*, 85(2), 197-216.