

# IMPLICIT ASSOCIATION TEST

# WORD CATEGORIZATION

Flowers		Insects
Bad		Good
0	wonderful	0
0	Roach	0
0	nasty	0
0	Daisy	0
0	joyful	0
0	Tulip	0
0	terrible	0

# GUIDELINES

- Go fast
- Try not to make mistakes
- Don't correct errors
- Don't skip any items
- Quick check through circle

# CATEGORY SWITCH

Insects Bad		Flowers Good
0	wonderful	0
0	Roach	0
0	nasty	0
0	Daisy	0
0	joyful	0
0	Tulip	0
0	terrible	0

# IMPLICIT ATTITUDES AND BELIEFS

## Fat People

fat

obese

large

## Thin

## People

slim

thin

skinny

## Bad

nasty

terrible

horrible

## Good

excellent

joyful

wonderful

## Lazy

slow

lazy

sluggish

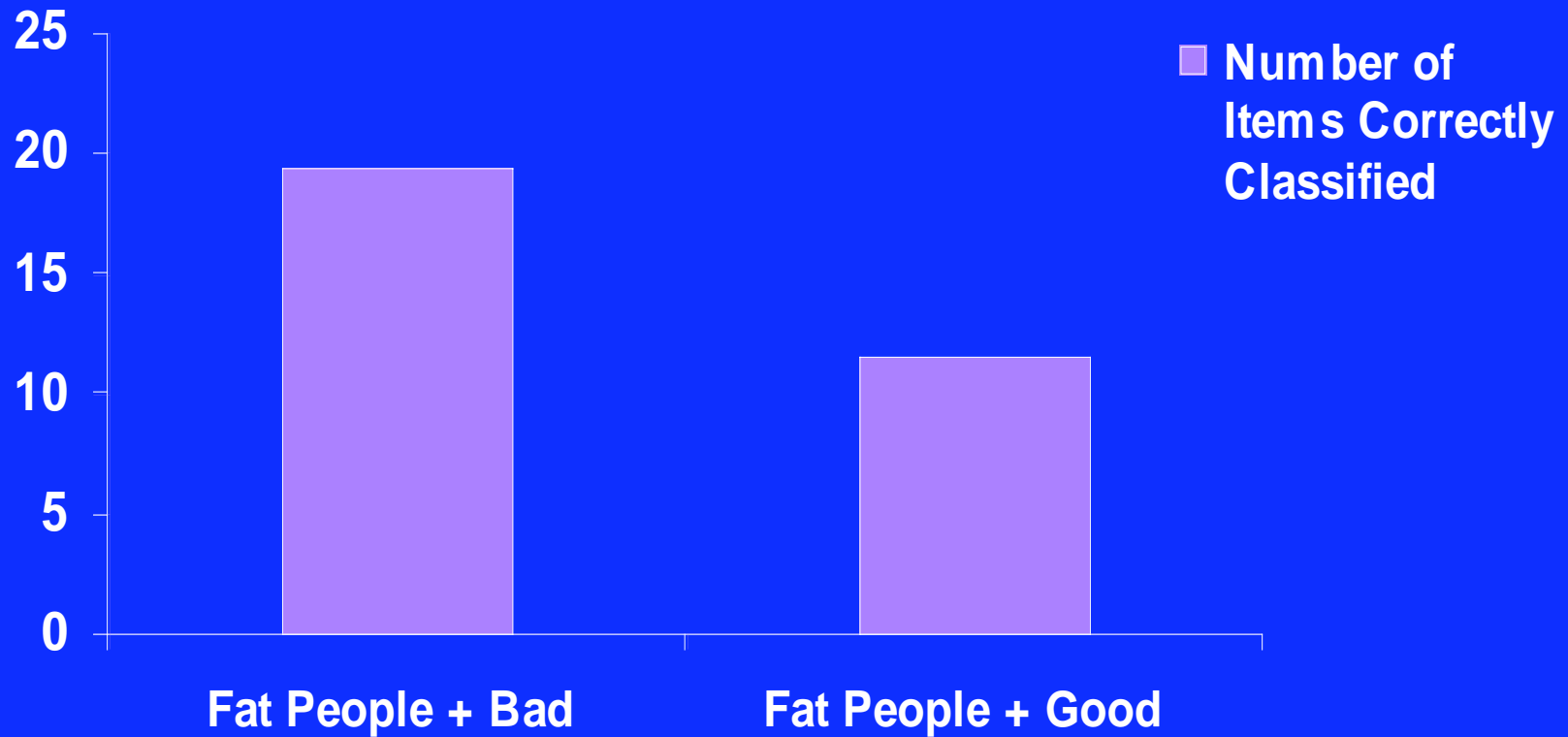
## Motivated

determined

motivated

eager

# IMPLICIT ATTITUDES



# IMPLICIT BELIEFS

