Slide 1.

I am going to ask you to participate in a brief task that involves classifying words related to insects and flowers

Then I'll run you through the tasks that demonstrate particular attitudes and beliefs toward people who are overweight

It is our hope that by learning more about the nature and prevalence of the bias toward people who are overweight, we can start to understand how to intervene and reduce this bias

(add something like: so we really appreciate this opportunity to talk with a group of specialists, like yourselves, who are also trying to improve the lives of people who are overweight)

Slide 2.

We are interested in how people categorize words. For this task, when I say go, you will have 20 seconds to classify as many of the items you can running down the page into the categories they belong to at the top of the page.

For this first page you will notice that there are 2 categories on each side. For every item that is a flower (daffodil, daisy, or tulip) or a word that means 'bad' (nasty, terrible, or horrible) you will put a check in the left circle. In contrast, for every item that is an

insect (bugs, mosquito, or roach) or a word that means 'good' (excellent, joyful, or wonderful) you will put a check in the right circle. Remember that there are 4 categories so you are not deciding if you think flowers and insects are good or bad, you are just putting flowers into the flower group, insects into the insect group, words that mean good in the good group and words that mean bad in the bad group. As you can see here, wonderful goes in the good group, and Roach, goes in the Insect group, which are both on the right column. Nasty goes in the bad group and Daisy goes in the Flower group, which are both in the left column. The words are in random order, so you will need to look at each one and then check the appropriate column.

Any questions?

Slide 3.

<div style="background:blue; color:yellow; padding:1em;">
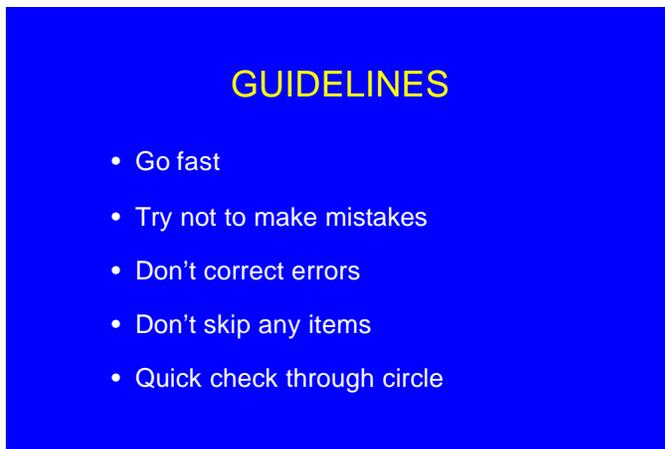
GUIDELINES

- Go fast

- Try not to make mistakes

- Don't correct errors

- Don't skip any items

- Quick check through circle

</div>

So when I say go classify the items as fast as you can. Try not to make mistakes though - if you do make a mistake, don't stop to correct an error, just keep going. It is important not to skip any items - you have to go in order, and just make a quick check through the circle (don't waste time carefully filling it in).

I will give you twenty seconds to complete as many items as you can and I'll let you know when to start and stop. Begin at the top of the list and work your way down; if you finish the first column begin the second column. Very few people complete the first column though – this is meant to be difficult so please don't feel frustrated!

Any questions?

-OK, please GO...*conduct task for 20 seconds…*

Slide 4.

Please turn the page

OK, now the instructions are the same except 2 of the categories have switched sides. Notice that now insects and bad words go to the left side and flower and good words go to the right. So here, wonderful goes in the good column on the right, and roach goes on the insect column on the left. Nasty goes in the Bad column on the left and Daisy goes in the flower column on the right.

Same instructions as on the previous page - go as fast as you can and make as few mistakes as possible.

Any questions?

Slide 5.

-now that you understand how this task works, I would like to run you through the same procedures but have you complete the task that looks at word associations with overweight individuals, then we'll explain how we put the pieces together...

-the instructions are the same as we did with the flower/insect task, but now we have new categories so take a minute to get used to what words go where by looking at the top of your page. For each page, remind yourself of which items belong to which categories by looking at the top.
Any questions?
Conduct task for 20 seconds.
-thank you. We're going to do one more pairing. Please turn the page.
-Take a moment to get used to the classification of these words.   The instructions are the same and I will let you know when to start.
-conduct task for 20 seconds
-now flip the page and you'll see that you now have the categories switched around. Again, take a moment to get used to the new classification before the timing starts.
-conduct task for 20 seconds

[If you have a demographics page at the end of the packet, do the it now]
-please take a minute to quickly complete the last page, then pass your packets to the monitors at the end of the rows, and we'll talk about what a test like this means.
-collect packets

Slide 6.

-The tasks that you have just been doing are called Implicit Association Tests and what they measure are automatic associations in memory by looking at people's reaction time when they classify words or pictures.

--There are lots of ways to measure attitudes and beliefs. We know for example that there is lots of evidence demonstrating that people not only report negative attitudes about obese people on questionnaires but there are countless examples of discrimination. Recently, psychologists are also starting to recognize that attitudes and beliefs can exist outside of our awareness, and these attitudes operate automatically and can even be contrary to the attitudes we would consciously express
-Thinking back to that first practice task with flowers and insects, most people find that it is much easier to do the practice task when flower is paired with good and insects with bad than when the categories are flipped around.. By easier, I mean they can correctly classify more words. This is certainly the case for me. We believe this is because most of

us have positive attitudes toward flowers and negative attitudes toward insects, even at an automatic level, so it is easy to associate flowers with good and insects with bad. This ease of association can be thought as an implicit attitude. By implicit, we mean that it occurs outside of your conscious control or even awareness, and as you can imagine sometimes your implicit attitudes will be similar to your conscious attitudes, but at other times we may have implicit negative associations toward something or someone even when we consciously want to feel positively toward them.

-The same principle underlies the tasks you did looking at implicit attitudes toward fat people as good or bad and implicit beliefs about fat people as lazy or motivated. Most of us find that it is much harder to do the task when fat is paired with positive categories because of the way our society negatively evaluates people who are overweight. This slides shows some data collected at Yale.

Slide 7.

Implicit beliefs (i.e., beliefs that lie outside of awareness about what overweight and thin people are like) seem to operate in pretty similar ways to implicit attitudes. As you can see, it easier for people to pair fat people with lazy than fat people with motivated.

It may be that you individually did not demonstrate a bias toward people who are overweight - certainly, all of the great work that you do trying to help people who are overweight may influence how much the societal messages about obesity affect you.
For most of us though, we find it much easier to classify the words when Fat people is paired with either bad or lazy, rather than the other way around. Certainly, this is what we find in the general population. What this means is that you find it easier to associate fat people with negative attributes than with positive ones, which is not surprising given the society we live in. We think this happens because our memory is made up of all sorts of associations between concepts, and in this society we are constantly given messages that overweight is bad, so it is easy for us to do the task when the concept of overweight is associated with the concept bad

-for many of us, it is very upsetting to learn that we hold implicit attitudes and beliefs that are negative toward other social groups, but our goal is to understand how these implicit

processes operate so that with increased awareness we can consider how to compensate for their effects when these negative biases differ from our conscious goals

-in fact, knowing about these negative attitudes and beliefs does not mean that we have no control over our behavior - exactly the opposite, we hope that understanding how these implicit attitudes are a part of us (and I can certainly attest that I myself am not immune) can ultimately help us decrease discrimination.