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Activity introduction

Everyone has implicit biases. When conducting UX research, it's important to understand the biases that may affect that research. Recognizing implicit, or unconscious, biases is difficult because they are assumptions people have about other people that they may not be fully aware of.

One tool that can help you identify and explore your own implicit biases is the Implicit Association Test (IAT), created by researchers at Harvard University. In this test you will explore one way of thinking about biases that can help you be more inclusive as you develop your skills in design-thinking. The IAT uses data collected by each individual who takes the test to try to understand bias from a larger societal view. It should be used in conjunction with other strategies to help you build a foundation for understanding and recognizing bias.

The IAT is not intended to be an exhaustive assessment of bias, but it can provide valuable insights that can help you better serve all users.

Step-by-step instructions

Project Implicit® from Harvard University offers Implicit Association Tests on 15 different topics. Follow the steps below to explore the IAT options:

. Read the <u>preliminary information</u>⬀ on Project Implicit's page.

. Click I wish to proceed at the bottom of the screen.

. Complete at least one of the IATs to pass this activity. Note: You can take as many IATs as you would like. Taking multiple IATs can help you be aware of different implicit biases.

It is highly likely that after completing one of the IATs, you will be surprised by something your test results revealed about your biases. How can you use these new insights into your own biases to improve your approach to UX research so that it is more inclusive? Although learning about ourselves in this way can be difficult, and sometimes make us feel defensive at first, it's important to value identifying personal biases. Knowledge of our personal biases will help us become stronger UX designers.