You have completed the study.

Thank you for your participation.

In this study we introduced you to two men and then measured your attitudes toward them. We asked you how you feel about them, and also measured your automatic attitude towards them. An automatic attitude is your very first evaluation of a person or an object, activated automatically with no need for conscious intention to evaluate that person or object. Your automatic attitude might be different than the attitude that you explicitly endorse. For instance, a person might endorse a preference for Brian over Pierre, but show an automatic preference for Pierre over Brian.

We provided you with very similar information about the two men: each performed two positive behaviors, two negative behaviors, and two neutral behaviors. However, we also told you that Brian is dead and that Pierre is alive. We are testing whether you would have more negative automatic evaluation of dead people because these people are associated with a negative concept (death).

We measured your automatic attitudes with the **Implicit Association Test (the IAT).** In this task you sorted items to four categories, using the keys 'e' and 'i'.
Your performance on this task is summarized below:

Your data suggest little to no difference in implicit preference between Pierre and Brian

Your score was described as 'preference for Brian compared to Pierre' if you were faster responding when *Brian* and *pleasant words* stimuli were assigned to the same response key than when giving the same response to the *Pierre* and *pleasant words* stimuli. Conversely, your score was described as 'preference for Pierre compared to Brian' if you were faster responding when *Pierre* and *pleasant words* stimuli were assigned to the same key than when giving the same response to the *Brian* and *pleasant words* stimuli. Depending on the magnitude of your speed difference for the two combination tasks, your automatic (implicit) preference may be described as 'slight', 'moderate', 'strong', or 'little to no preference.'

Important: The results are not a definitive assessment of your automatic preference. The results may be influenced by a number of variables, such as the order that the measures were presented, or the particular items used to represent the categories. The results are provided for entertainment and educational purposes only.

If you have unanswered questions about the task, please review background information about this research or email Daniel Feldman, delbif@gmail.com with questions or comments.

You can click here to print this page.

Thank you again for your participation!

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