



# Implicit evaluations: Good associations reveal ingroup favoritism; Bad associations reveal dominant group favoritism II

Jordan Axt<sup>1</sup>, Tal Moran<sup>2</sup>, Yoav Bar-Anan<sup>2</sup> & Brian A. Nosek<sup>1,3</sup>

University of Virginia<sup>1</sup>, Ben-Gurion University<sup>2</sup>, Center for Open Science<sup>3</sup>



## Overview

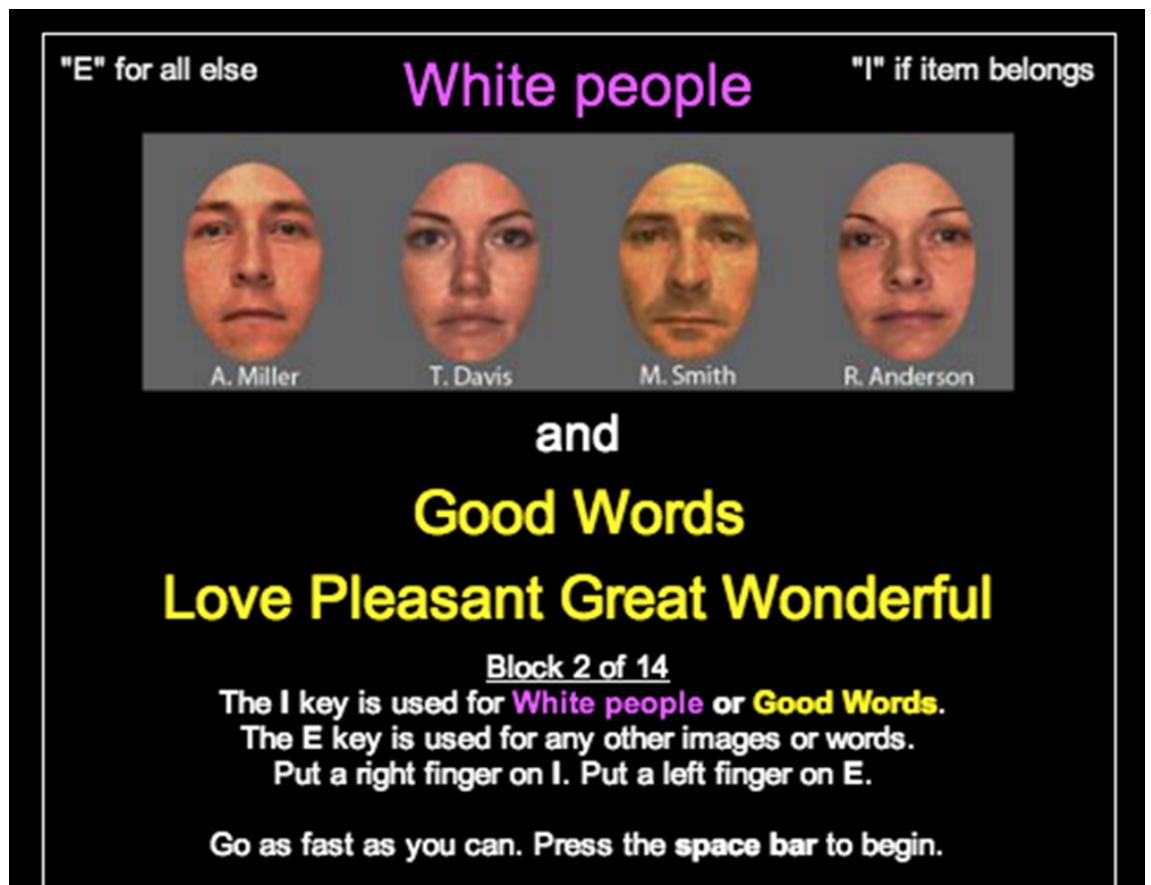
- People favor their own group over others (Tajfel, 1978).
- Simultaneously, people tend to perceive and defend the status quo, sometimes leading to favoritism for dominant groups, particularly implicitly (Jost, Banaji & Nosek, 2004).
- We found that implicit good and bad associations may reflect distinct influences of ingroup and dominant group favoritism.

## Method

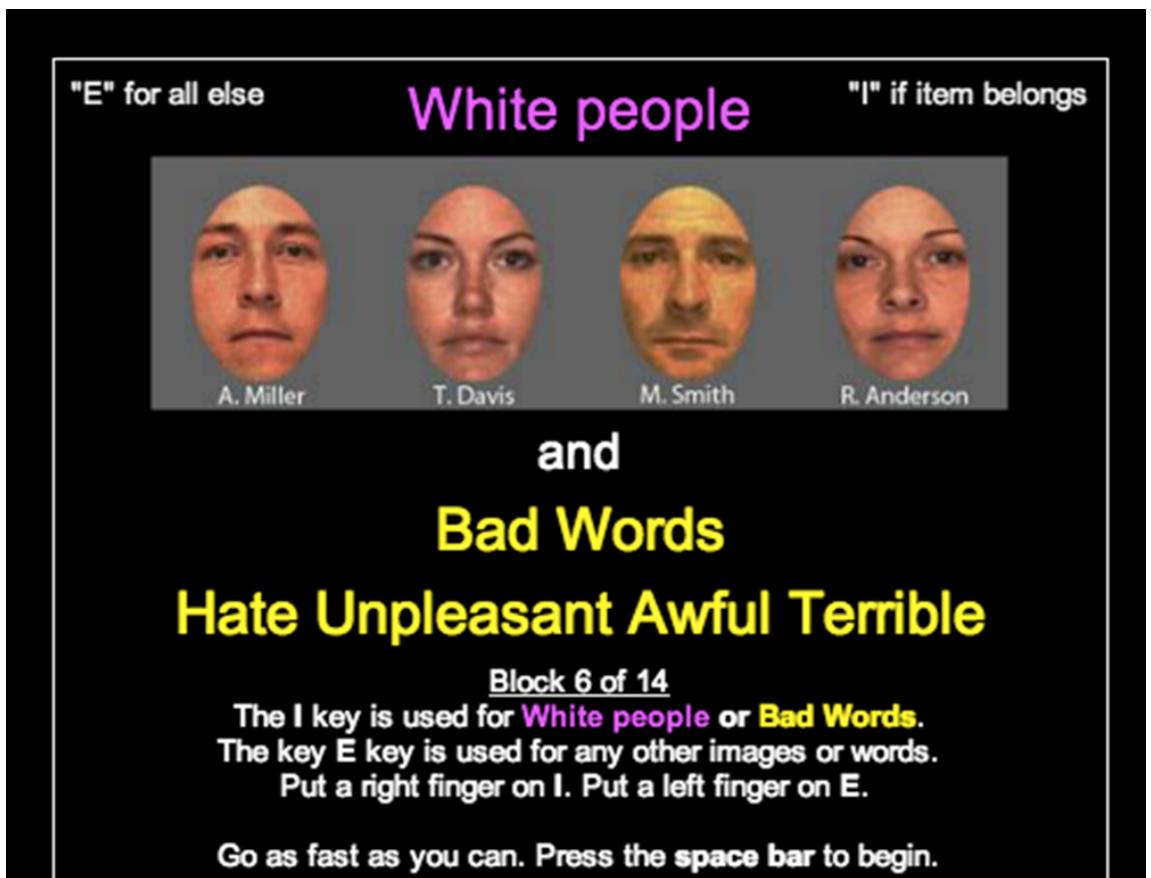
- Participants volunteered at Project Implicit or were American and Israeli undergraduates.
- Three studies used a within-subjects multi-category Brief Implicit Association Test (BIAT; Sriram & Greenwald, 2009) where participants completed both-good focal and bad-focal BIATs regarding associations towards race (Study 1 & Study 2) and religion (Study 3).
- For example, the race BIAT had White and Black targets. Faces from each race were paired with *Good* (or *Bad*) words and the other race was the contrasting group, creating separate White-Black scores for good and bad associations

## Sample Trials

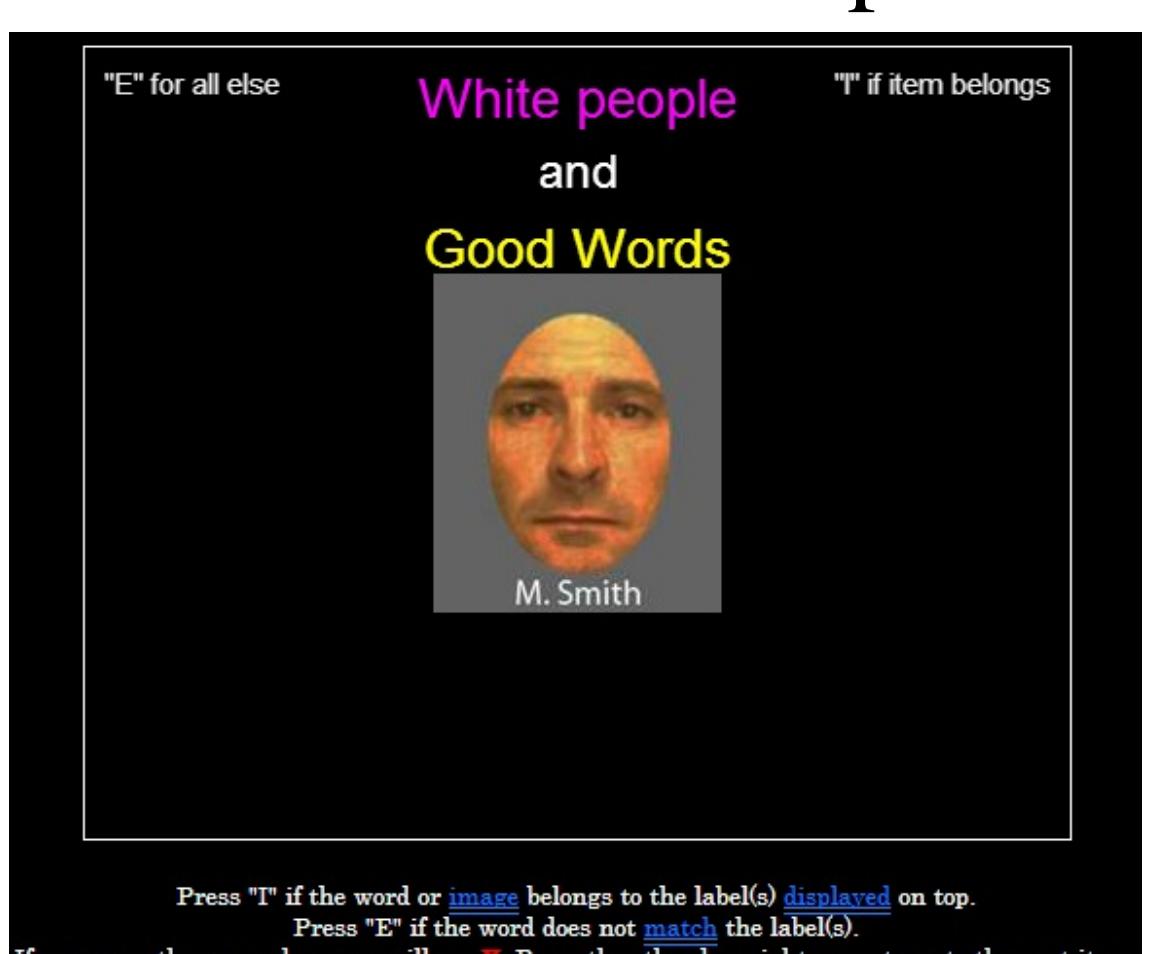
### Good-focal BIAT Instructions



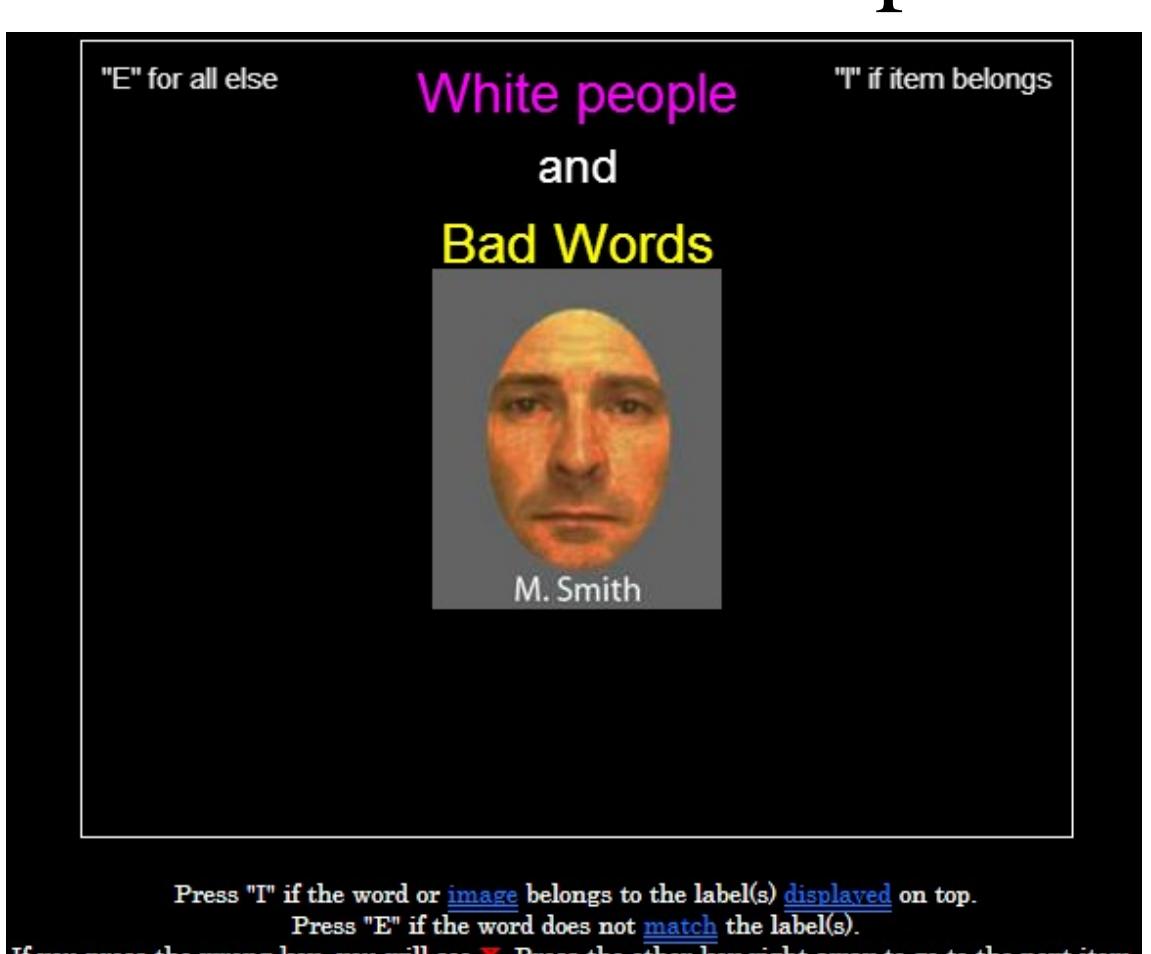
### Bad-focal BIAT Instructions



### Good-focal BIAT Sample Trial



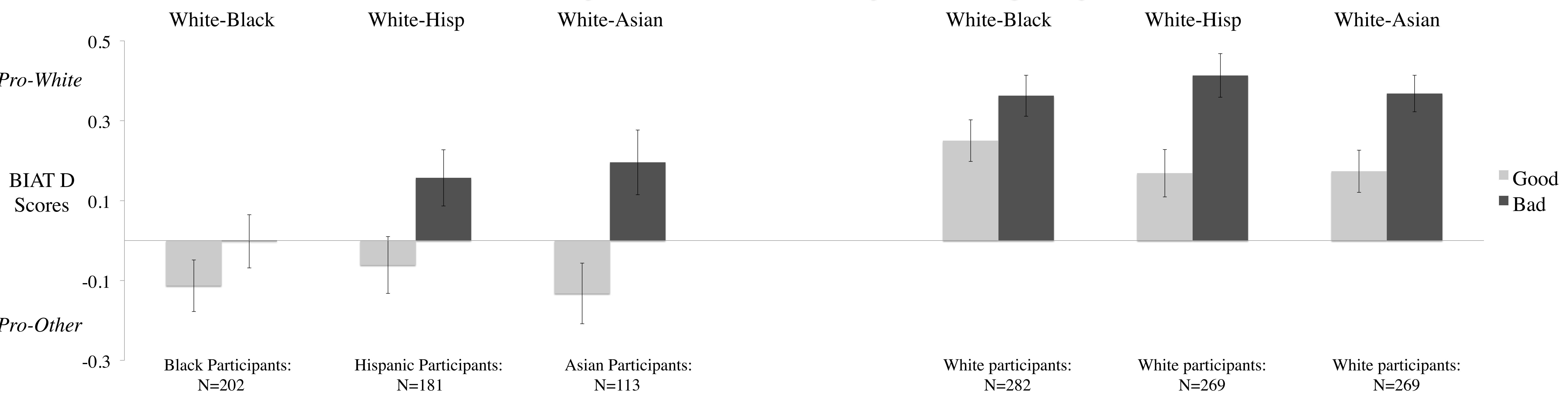
### Bad-focal BIAT Sample Trial



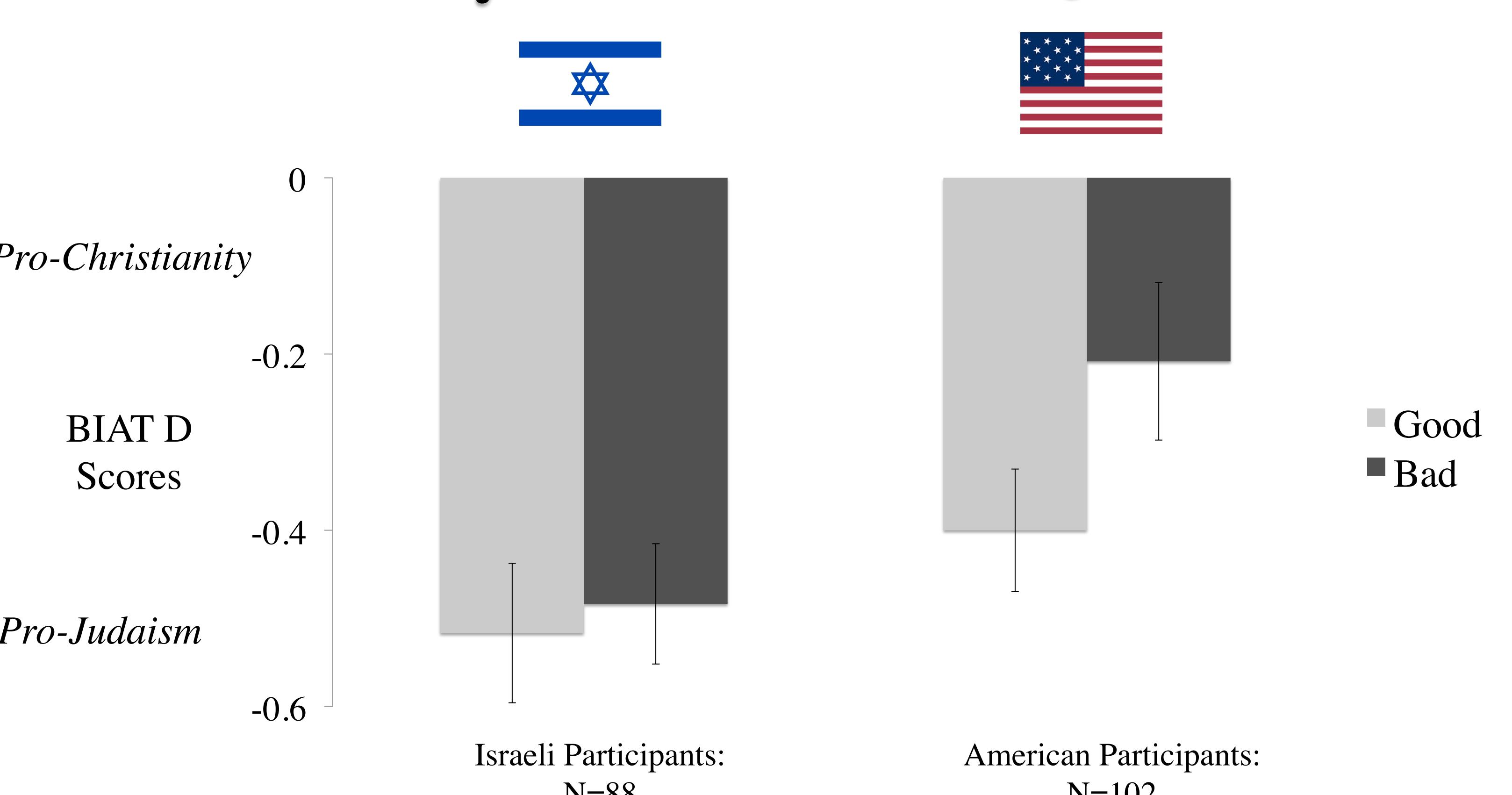
## Study 1: Good and Bad Focal BIAT Relationship with IAT

- 196 undergraduates (69% White) completed an IAT, and both good- and bad-focal BIATs measuring White-Black implicit evaluations.
- IAT *D* Scores ( $M = .41, SD = .36$ ), good-focal ( $M = .32, SD = .43$ ) and bad-focal ( $M = .30, SD = .39$ ) BIAT *D* scores revealed pro-White attitudes.
- A simultaneous linear regression predicting IAT *D* scores showed that good-focal ( $\beta = .32, p < .001$ ) and bad-focal ( $\beta = .23, p = .001$ ) BIATs contributed uniquely and accounted for 20% of the variance.

## Study 2: Racial Minority and Majority



## Study 3: Israeli and U.S. Jews



- In a simultaneous linear regression, explicit preferences were predicted by good-focal ( $\beta = .36, p < .001$ ) BIATs but not bad-focal ( $\beta = .05, p = .500$ ) BIATs.
- In a simultaneous linear regression, perceived cultural preferences were predicted by bad-focal ( $\beta = .23, p = .003$ ) BIATs but not good-focal ( $\beta = .09, p = .219$ ) BIATs.

## Results

- Both good-focal and bad-focal BIATs uniquely contributed to predicting the IAT.
- Good associations consistently revealed ingroup favoritism; bad associations revealed more dominant group favoritism.

## General Discussion

- Good and bad associations revealed distinct evaluations.
- Results suggest that personal identity and preferences are more related to good associations, and perceived cultural values are more related to bad associations.
- Results are not conclusive, but we can generate no other plausible explanations for these findings.

## References

- Jost, J. T., Banaji, M. R., & Nosek, B. A. (2004). A decade of system justification theory: Accumulated evidence of conscious and unconscious bolstering of the status quo. *Political Psychology*, 25(6), 881-919.
- Sriram, N., & Greenwald, A. G. (2009). The Brief Implicit Association Test. *Experimental Psychology*, 56, 283-294.
- Tajfel, H. (Ed.) (1978). Interindividual and intergroup behaviour. In H. Tajfel (ed.), *Differentiation between Social Groups: Studies in the Social Psychology of Intergroup Relations* (pp. 27-60). London: Academic Press.