

HUMAN RELATIONS INITIATIVE

AWARENESS & EDUCATION EXERCISE - SOCIAL COGNITION TAKE AN IMPLICIT ASSOCIATION TEST (IAT)

Human Relations Initiative, Inc. is a non-partisan organization which advocates for cultural social transformation by advancing diversity, equity, and inclusion through awareness, education, and dialogue (mission statement).

A component of the portfolio of services is **Awareness & Education Engagements**. Therefore, we respectfully share the following information as a resource.

PROJECT IMPLICIT© - (<https://www.projectimplicit.net/about.html>): Project Implicit is a non-profit organization and international collaboration between researchers who are interested in implicit social cognition - thoughts and feelings outside of conscious awareness and control. The goal of the organization is to educate the public about hidden biases and to provide a “virtual laboratory” for collecting data on the Internet.

Project Implicit was founded in 1998 by three scientists – [Tony Greenwald](#) (University of Washington), [Mahzarin Banaji](#) (Harvard University), and [Brian Nosek](#) (University of Virginia). Project Implicit Mental Health launched in 2011, led by [Bethany Teachman](#) (University of Virginia) and [Matt Nock](#) (Harvard University). Project Implicit also provides consulting services, lectures, and workshops on implicit bias, diversity and inclusion, leadership, applying science to practice, and innovation. If you are interested in finding out more about these services, visit <https://www.projectimplicit.net>.

The Implicit Association Test (IAT) measures attitudes and beliefs that people may be unwilling or unable to report. The IAT may be especially interesting if it shows that you have an implicit attitude that you did not know about. For example, you may believe that women and men should be equally associated with science, but your automatic associations could show that you (like many others) associate men with science more than you associate women with science.

- **EDUCATION:** <https://implicit.harvard.edu/implicit/education.html>
- **TAKE A TEST:** <https://implicit.harvard.edu/implicit/takeatest.html>
- **FREQUENTLY ASKED QUESTIONS:** <https://implicit.harvard.edu/implicit/faqs.html>

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When an individual performs this exercise, they are provided with a deeper understanding and an opportunity to identify possible blind spots.

MISSION STATEMENT

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