Center for News Literacy
STONY BROOK UNIVERSITY SCHOOL OF JOURNALISM

Project Implicit

What You're Doing

Go to the Project Implicit website, click on "I wish to proceed," and then select and take at least two of the listed tests.

If you have trouble connecting to the site, copy and paste this URL link into your web browser:

https://implicit.harvard.edu/implicit/demo/takeatest.html

After you have completed at least two of the tests, write 250 words on your reaction to your results from the test. Keep in mind your own personal experiences and why you may have obtained the results you have, without assuming mechanical flaws in the test. Very important: Provide three or more examples and as always, logical reasoning.

> *What is Project Implicit?*
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> *Project Implicit represents a collaborative research effort between researchers at Harvard University, the University of Virginia, and University of Washington. While the particular purposes of each study vary considerably, most studies available at Project Implicit examine thoughts and feelings that exist either outside of conscious awareness or outside of conscious control. The primary goals of Project Implicit are to provide a safe, secure, and well-designed virtual environment to investigate psychological issues and, at the same time, provide visitors and participants with an experience that is both educational and engaging.*

Why You're Doing This

News consumers should become aware of the tendency to see their *own* biases in the news and incorrectly attribute their perceptions to *news media* bias.

What You Should Aim to Get Out of It

As always, 4 points for great work.