

Tool card: implicit-association resources

Public research tools that demonstrate automatic associations. Useful for individual reflection about how bias can operate without awareness. Not a measure of a person's bias, not predictive of behavior on their own, and never a workplace assessment.

Outside source

A public source outside this program. Check the current source before relying on it. Source: Project Implicit — <https://implicit.harvard.edu/implicit/>

Content

Owner and publisher: research collaborations such as Project Implicit. Status: public research tools with their own terms.

Purpose: demonstrate that automatic associations exist and can differ from stated beliefs.

Evidence base and limits: substantial research on the existence of implicit associations; considerable debate about individual-level reliability and prediction of behavior. Treat results as a reflection prompt, not a diagnosis.

Misuse risks: labeling a person as biased, using results in hiring or evaluation, treating a single result as stable.

Program use: reference for voluntary private reflection only. The program does not administer, store, or discuss individual results.

Next steps

- **The IDI and other tools as inputs to practice** — program page [/library/pn-idi-and-tool-registry](#)

Sources

- **Project Implicit** — The original source for this resource. <https://implicit.harvard.edu/implicit/>