



Implicit Association is
Robustly Intuitive

“The future [of market research] is
about listening, measuring emotion,
and mining knowledge.”

- ESOMAR, *Research World*

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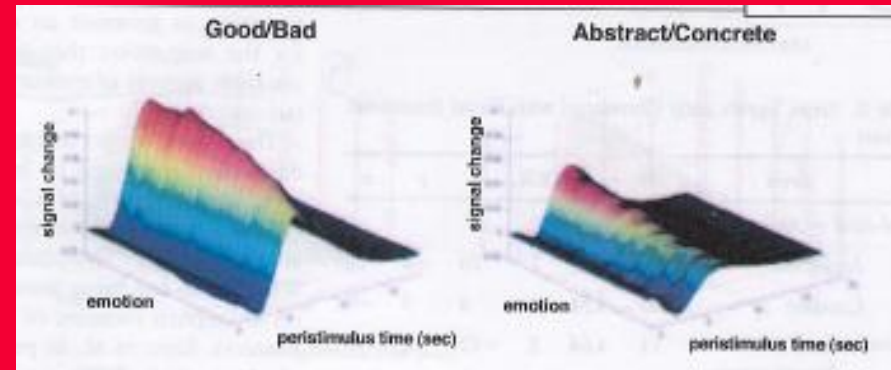
Joe Bockman, Sensory Logic, USA
Explode-a-Myth, 25 February 2014

Implicit Association is Robustly Intuitive?

Confounding Factors

- Overall, the IAT can provide implicit measures of automatic attitudes, self-concepts, self-esteems, and stereotypes.” Reliability declines for items with extremely low familiarity levels,... So stimuli should be reasonably familiar (creating a problem for the testing of new advertising concepts/executions), and unambiguously fall into one of two categories: pleasant or unpleasant.”
- “IAT may be confounded with other factors such as a person’s cognitive ability.”
- “The reliability of implicit measures is far below typical standards for their explicit counterparts.” Factors: distraction, reading speed, ability to respond quickly, word length, task performance strategies, attention, motivation.

The More We Think, The Less We Feel



• Evaluation of concepts:

- Murder
- Happiness
- Abortion
- Welfare

Sources: Brunel, Tietje, & Greenwald; Nosek & Banaji; Cunningham, Raye, & Johnson

Thank You!



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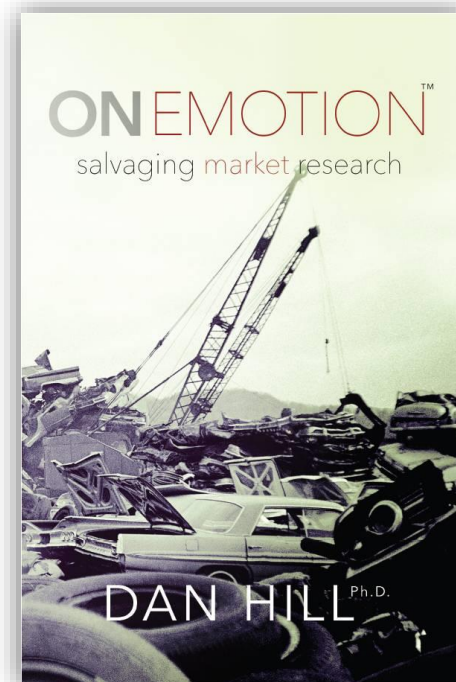
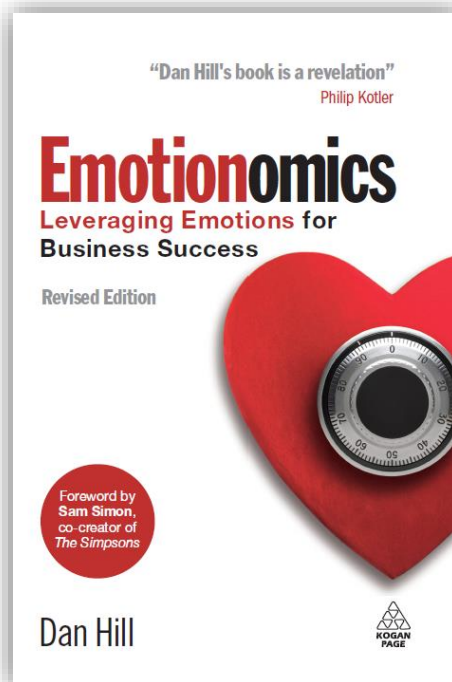
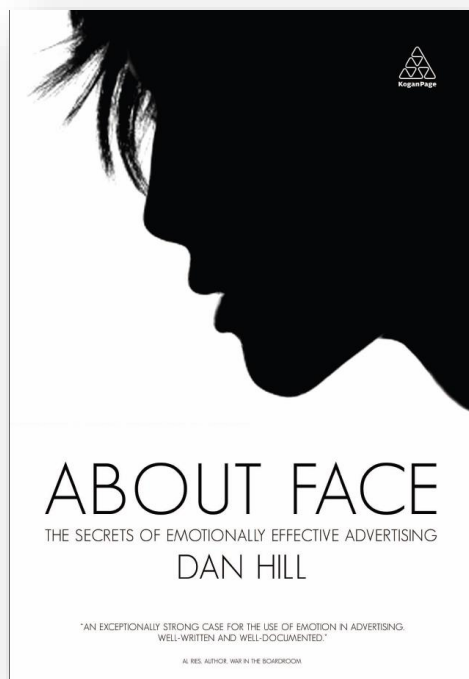
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Joe Bockman on behalf of Dan Hill



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