Abstract

Research shows that upwards of 75% of all people have a bias towards males being placed in careers and females remaining in the home (Project Implicit, 2015). These biases are known as “Implicit Biases”, meaning that the people who present these biases are unaware of such. These biases will even present themselves in life and death situations, such as determining if someone will get certain medical treatment (Green, et al. 2007). This study aimed to find what effect watching certain gender boosting videos and then working on a specific and simple task with an assigned partner of either the same or opposite gender would have on their score of the Harvard Implicit Associations Test. This study consisted of 34 Berea College Students who were placed in various conditions. The results of this study revealed no significance, but showed some trends that seem to be interesting. In the future researchers would need to modify this study by focusing on one or two independent variables instead of looking at so many different variables as well as making the manipulations stronger.