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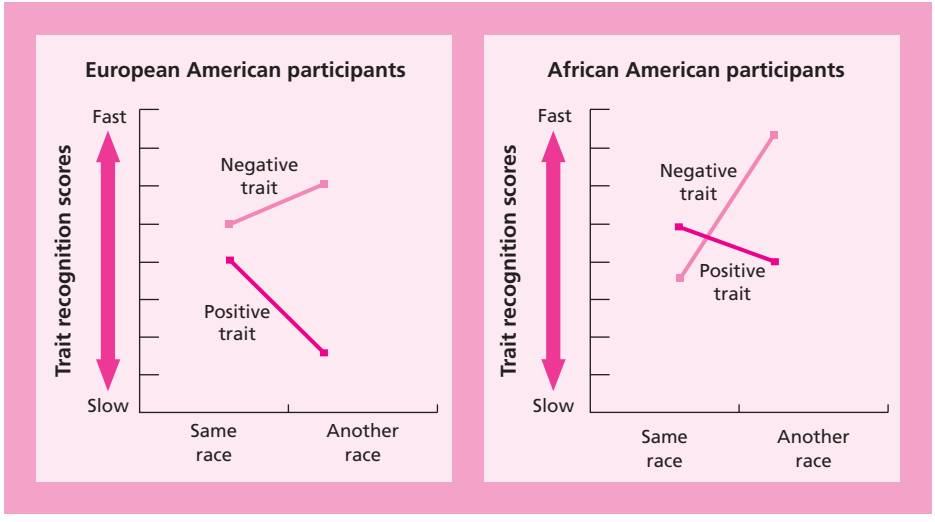
EQA

FIGURE 10.3

Implicit Prejudice

For both European American and African American participants, seeing a member of another race facilitated the classification of negative trait adjectives but impeded the classification of positive trait adjectives. These findings suggest that both racial groups harbor unconscious prejudice.

Source: Fazio, Jackson, Dunton, and Williams (1995).