

## **IAT RESEARCH REQUEST – REPLY.**

### **Title:**

The Implicit Association Test as a measure of consumer involvement

### **Authors:**

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### **Status:**

Possible conference paper

### **Measured variables:**

“Involvement” as taken from reaction times

### **Manipulated variables:**

Magazine preference (all participants were ‘readers’ of both magazines, but have preferred one over the other, and the other half preferred the other magazine)

### **IAT Category labels:**

Me/Not-Me  
Two Magazines: Better Homes & Garden / Women’s Weekly

### **IAT Stimuli:**

Me/Not-Me: first name  
City/suburb  
State  
Leisure activity  
Month

i.e. – in the “me” category, participants were to enter a name, suburb etc that they strongly associated with; in the “not-me” category, participants were to enter a name, suburb etc that was neutral for them (not one they disliked strongly, just a neutral one)

Better Homes & Garden / Women’s Weekly:

Participants typed in five descriptive words for each magazine. They were instructed to choose different words for each magazine. Examples of words they entered – informative, gossip, crafty, celebrities...

All stimuli were participant-provided.

### **Findings:**

Readers who preferred BH&G showed stronger me-BH&G association, than Me-Women’s Weekly association. Readers who preferred Women’s Weekly showed a stronger me-Women’s Weekly association than Me-BH&G association.

Further, readers who preferred BH&G showed stronger association (or “involvement”) with their preferred mag, than the readers who preferred Women’s Weekly showed with their preferred mag.

That is, each preference group demonstrated involvement with their preferred magazine, but those who preferred BH&G were more involved with their magazine than those who preferred Women's Weekly.

BH&G preference group –  
Compatible blocks msec: 1332  
Incompatible blocks msec: 1713  
Women's Weekly preference group –  
Compatible blocks msec: 1553  
Incompatible blocks msec: 1665

**Effect size:**

BH&G preference group – 381 msec  
Women's Weekly preference group – 112 msec  
*(or did you want the d-score? If so, let us know and we'll calculate it)*

**Other measures used:**

We also used a standard 20-item paper and pencil "involvement" questionnaire.

Correlation between involvement questionnaire score for BH&G (where higher score = higher BH&G involvement) and the IAT difference score (Women's Weekly minus BH&G) = .347 (sig. at .01 level, two tailed). That is, as preference for BH&G increases, difference score decreases (which indicates an IAT preference of BH&G)

Correlation between involvement questionnaire score for Women's Weekly (in which higher score = higher Women's Weekly involvement) and the IAT difference score (Women's Weekly minus BH&G) = -.32 (sig. at .01 level, two tailed). Therefore, as preference for BH&G increases, the BH&G-Women's Weekly difference score increases (which indicates an IAT preference of BH&G)

**Sample Size:**

74

**Brief summary:**

Our study demonstrated how the IAT could be used to measure consumer "involvement." Seventy-four women, regular readers of two popular magazines, half who preferred one and half who preferred the other, participated in this study. After providing descriptive words for "me" and "not-me" categories, and for the two magazines, participants completed the categorisation task. A faster reaction time to categorize a presented word when "me" and the preferred magazine shared a response key indicated higher involvement with the preferred magazine, as expected. Furthermore, one magazine showed stronger associations than the other, indicating it was more involving, and other data supported this conclusion.

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