Appendix

Explicit Measures in Experiment 3

Gender Identity	Does the trait Masculine describe you? Does the trait Feminine describe you? Indicate whether you are Male or Female	1=Not at all 1=Not at all 1=Male	10=Very Well 10=Very Well 2= Female
Ethnic Identity	How much do you identify with American culture? How much do you identify with Asian culture? Which culture do you identify with more?	1=Not at all American 1=Not at all Asian 1=Strongly Asian	10=Strongly American 10=Strongly Asian 10=Strongly American
Candidate Attitude	Rate how you feel about George Bush. Rate how you feel about John Kerry. Who do you prefer, George Bush or John Kerry?	1=Very Cold 1=Very Cold 1=Strongly Prefer Bush	10=Very Warm 10=Very Warm 10=Strongly Prefer Kerry
Cola Attitude	How much do you like Coca Cola? How much do you like Pepsi Cola? Which do you prefer, Coke or Pepsi?	1=Dislike Coke 1=Dislike Pepsi 1=Prefer Coke	10=Like Coke 10=Like Pepsi 10=Prefer Pepsi
Weapons Stereotype	How strongly do you associate Weapons and African Americans? How strongly do you associate Weapons and European Americans? Which group has stronger associations with weapons?	1=Weak Association 1=Weak Association 1=African Americans	10=Strong Association 10=Strong Association 10=European Americans
Science Stereotype	How strongly do you associate Science with Females? How strongly do you associate Science with Males? Which group has stronger associations with Science?	1=Weak Association 1=Weak Association 1=Females	10=Strong Association 10=Strong Association 10=Males

IAT Word Exemplars in Experiment 3

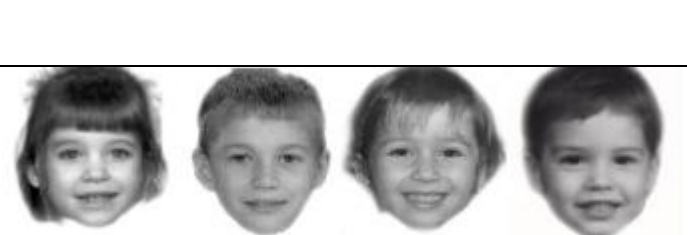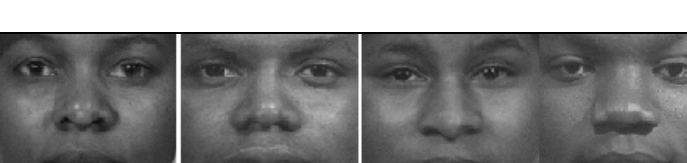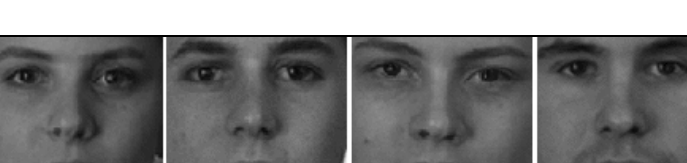|		
self *other*	I, self, me, myself other, them, they, their	my, self, mine, I other, they, it, theirs
male *female*	man, male, he, brother woman, female, she, sister	boy, male, him, son girl, female, her, daughter
Asian *American*	Curry, Karate, Beijing, Sony Burger, NFL, Boston, Microsoft	Noodles, Taekwondo, Shanghai, Honda Hot Dog, NBA, Houston, Chrysler
good *bad*	freedom, peace, joy, success abuse, poison, failure, enemy	love, smile, friend, honest evil, frown, ugly, sick
pleasant *unpleasant*	nice, pleasure, gold, happy nasty, hell, pollution, vomit	Great, heaven, lucky, sunshine horrible, agony, stink, rotten
science *arts*	engineering, chemistry, laboratory, molecule literature, french, poetry, music	physics, experiment, technology, equation history, writing, spanish, painting
male *female*	John, Paul, Mike, Kevin Amy, Joan, Lisa, Sarah	Steve, Greg, Jeff, Bill Diana, Kate, Ann, Rachel
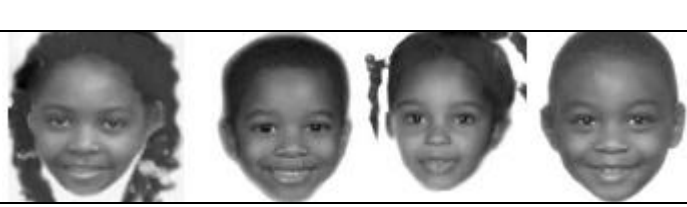
Explicit Measures in Experiment 4

size/animal	Rate the size of members of the category birds. Rate the size of members of the category mammals. Which, in your opinion, are larger, birds or mammals?	1=Very small 1=Very small 1=Birds are larger	9=Very large 9=Very large 9=Mammals are larger
Able/ old−young	How much do you associate being able bodied with being young? How much do you associate being able bodied with being old? Which group has stronger association with able, young or old?	1= Not at all 1= Not at all 1= Young	9= Very Strongly 9= Very Strongly 9= Old
Disabled/ young−old	How much do you associate being disabled with being young? How much do you associate being disabled with being old? Which group has a stronger association with disabled, young or old?	1= Not at all 1= Not at all 1= Young	9= Very Strongly 9= Very Strongly 9= Old
Math/ female−male	How much do you associate math with male? How strongly do you associate math with female? Do males or females have a stronger association with math?	1= Not at all 1= Not at all 1= Male	9= Very Strongly 9= Very Strongly 9= Female
Arts/ male−female	How much do you associate arts with male? How strongly do you associate arts with female? Do males or females have a stronger association with arts?	1= Not at all 1= Not at all 1= Male	9= Very Strongly 9= Very Strongly 9= Female
Weapons/ white−black	How strongly do you associate weapons and African Americans? How strongly do you associate weapons and European Americans? Which group has stronger associations with weapons?	1=Weak Association 1=Weak Association 1=African Americans	9=Strong Association 9=Strong Association 9=European Americans
Gadgets/ black−white	How strongly do you associate gadgets and African Americans? How strongly do you associate gadgets and European Americans? Which group has stronger associations with gadgets?	1=Weak Association 1=Weak Association 1=African Americans	9=Strong Association 9=Strong Association 9=European Americans

IAT Word Exemplars in Experiment 4

small	tiny, little, small, light
large	big, massive, huge, heavy
mammal	elephant, bison, rhino, giraffe
bird	robin, sparrow, parrot, duck
math	math, algebra, calculus, equation
arts	poetry, dance, literature, art
male	man, male, boy, brother
female	woman, female, girl, sister

Experiments	Category	Concept Exemplars used in Attitude IATs
1, 2, 3	George Bush	
1, 2, 3	John Kerry	
3	Coke	
3	Pepsi	

Experiment	Category	Race Exemplars used in Stereotype IATs
3	African American	
3	African American	
3	European American	
3	European American	
4	African American	
4	European American	

Category	Object Exemplars used in Stereotype IATs (Experiments 3 and 4)
Weapons	
Weapons	
Gadgets	
Gadgets	

Category	Exemplars used in Disability–Age Stereotype IATs (Experiment 4)
Able	
Disabled	
Young	
Old	