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IMPLICIT PERSONALITY THEORY



Confident

positive

Working

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Implicit personality theories are the assumptions people have about how personality traits and behaviors are connected. Developed in childhood, these theories help organize our understanding of others.



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For instance, some might believe that happy people are also friendly and quiet people are shy. Although these beliefs aren't always accurate, they shape our mental schemas about different types of people. However, these assumptions can turn into stereotypes, especially when people don't meet others who are different from them.



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There is a test called the Implicit Association Test (IAT) that measures implicit attitudes. It's a computer-based test that assesses how quickly individuals associate different concepts. For example, you might see "pleasant" on one side of the screen and "unpleasant" on the other. In the middle, you'll see a word that could be associated with either category.



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You'll need to sort the word into the right category by pressing specific keys quickly. The computer measures your reaction times, and differences in these times reveal your implic it attitudes.



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