Project Implicit

Background Information

Project Implicit represents a collaborative research effort between researchers at Harvard University, the University of Virginia, the University of Washington, Ben-Gurion University, and the University of Florida. While the particular purposes of each study vary considerably, most studies available at Project Implicit examine thoughts and feelings that exist either outside of conscious awareness or outside of conscious control. The primary goals of Project Implicit are to provide a safe, secure, and well-designed virtual environment to investigate psychological issues and, at the same time, provide visitors and participants with an experience that is both educational and engaging.

Please feel free to explore the informational pages at this website and at our demonstration website before deciding whether to register at Project Implicit. If you are interested in participating in research at Project Implicit, registration is easy and you will instantly qualify to participate in numerous studies available in our databases. Most sessions require 10-15 minutes to complete. You are welcome to participate in as many studies as you wish. Each time you login, you will be provided information about the next study so that you can make an informed decision about participation. There are no fees, no advertisements, and no obligations to you for participating at Project Implicit. This site is for educational and research purposes only.

For more background information about this research visit our demonstration website. And, for information about Project Implicit more generally, visit our information website.