

IAE™ case study

- Subjects are shown a **visual stimulus** for a brief duration, which activates specific associations within their unconscious.
- Next, they are shown a mixture of **words** associated with different attributes.
E.g.,
 - “**speed**” words like ‘fast’, ‘quick’
 - “**supple**” words like ‘flexible’, ‘limber’
- Analysis is based on the **reaction times**, which demonstrate the strength of the association between the visual target (car) and the different words/categories
- Subjects are **faster** to respond to words when they **related** to the target
- Measuring differences in reaction time allow us to gauge the how **strongly** a concept or attribute (fast or supple) is with an image (car)

Trial 1

Response time:

657 ms



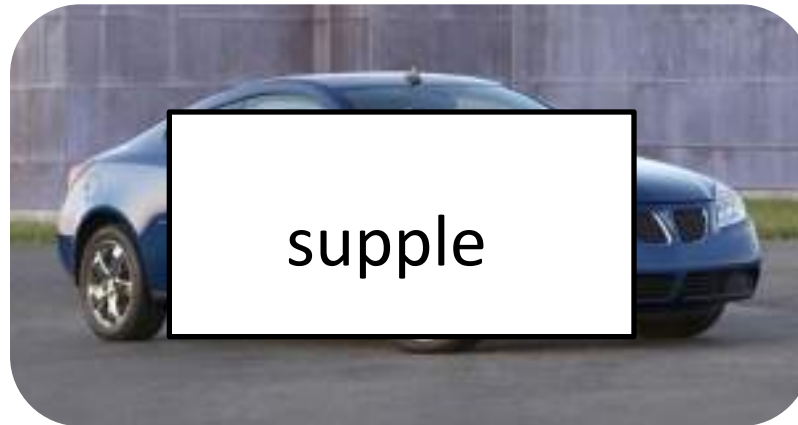
Trial 2

Response time:
720 ms



Trial 1

Response time:
1275 ms



Results and interpretations

Out of 480 trials, with 20 different car designs and 12 words used as concepts, we were able to reveal 2 important implicit associations :

Consumers associated the word “fast” more with **Pontiac** cars



= **fast**

Consumers associated the word “supple” more with **Buick** cars



= **supple**