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Human Perception: A Study on Implicit Prejudice

I investigated implicit prejudices towards race, gender, and weight and to see how they affect a person's decisions. I created a survey with Survey Monkey that consists of questions which provide insight to human perception and posted it online. The survey consisted of two main types of questions. One kind asked the participants to match the car or house to its owner and the other kind presented two pictures of people and the people's ideas and asked the participant whose idea he or she liked more. The survey divided my participants in half and each half took a different version of the survey. The questions on each survey were basically the same except for the idea based questions the ideas were reversed for one version of the survey so I would be able to determine whether participants were judging by the person's ideas or appearance. The number of statistically significant preferences in my findings clearly shows that the participants' decisions were being influenced by the physical appearance of the people pictured in the survey.