

Easy Tips to

# Create Your Own Implicit Priming Test

## What is it?

Implicit Priming Test (IPT) helps you to capture and measure the unconscious reactions of people to external stimuli. The results of IPT is based on reaction time analysis.

## Implicit reaction time



**Subconsciously agreed:**  
up to 700ms

**Subconsciously disagreed:**  
>700ms

## How it works

If people agree with something, they react very quickly, without thinking much. At the same time, if something contradicts their perception of things, a person needs more time to complete the same simple task.

To ensure the quality of responses, the system excludes 'too fast answers' (faster than 0.3 seconds) and 'too long answers' (longer than 5 seconds) from the report.

## Brain systems of thinking

- Fast
- Unconscious
- Automatic
- Intuitive
- Simple decisions
- High error probability



- Slow
- Conscious
- Effortful
- Rational
- Complex decisions
- Less error-prone

## Approaches used in IPT

**Semantic Priming Task (SPT)** - an easy to conduct, flexible test but with too simple a methodology. It gives only superficial conclusions about the preferences of respondents.

**Implicit Association Test (IAT)** gives excellent results but too 'scientific' a methodology. It takes a lot of time and can make respondents tired.



### Implicit Priming Test (IPT)

It is a subset of Implicit Reaction Time (IRT) approach that also combines the elements of understandable SPT and sophisticated IAT.

## Follow our 4 simple steps



**#1**

Create the questionnaire



**#2**

Add objects and criteria



**#3**

Collect responses



**#4**

Find out the winner

## How to set up an Implicit Priming Test

Task for respondent: correctly choose one from 2 variants as quickly as possible.

**Attribute testing**  
(2 objects by 2-10 criteria)



Criteria 1  
Criteria 2  
...



OR

**Objects comparing**  
(3-10 objects by 1-3 paired criteria)



Positive | Negative  
...



## What results you get

People may say they like brand/person/subject (it's their explicit attitude) but it is possible they associate it with negativity without being actively aware of it. IPT allows you to find out such hidden attitudes towards many things: photos of politicians, celebrities, TV presenters, actors, brands' names, logos, symbols, color patterns, products' names, packaging, etc. Here is what you can get with help of IPT:

- find out hidden preferences
- confirmed or disproved stereotypes
- define the strength of associations between objects
- find out if attitude to the object is positive or negative
- define who or what is real "people choice"



## Discover consumer's real attitude!



CoolTool provides the comprehensive solution to automate consumer research. Choose methodology or create your own one, upload materials to test, collect responses via the NeuroLab app and enjoy reports created automatically. [cooltool.com](http://cooltool.com)



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Sources: <http://gemmacalvert.com/everything-you-need-to-know-about-implicit-reaction-time/> | <https://cooltool.com/blog/>