

# Project Implicit

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## The Exchange

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Project Implicit (PI) is a non-profit organization and international collaborative of researchers who are interested in implicit social cognition. Founded in 1998 by three scientists, its mission is to educate the public about bias and provide a “virtual laboratory” for collecting data on the internet. Their website hosts a wide variety of online implicit bias tests that advocates can take to both contribute to PI’s data collection efforts, and reflect on their own implicit biases.

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## Tags

General

## External Links

**Project Implicit**

to [www.lawhelp.org](http://www.lawhelp.org).



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