

IMPLICIT MULTICULTURALISM: TOWARDS A MORE INCLUSIVE AMERICAN IDENTITY

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Recent research revealed that the American identity is more readily attributed to European Americans than to other ethnic groups (Devos & Banaji, 2005). The goal of the present study was to determine whether fostering a multicultural mindset reduced this American = White effect. Sixty-three undergraduates completed a Brief Implicit Association Test (Sriram & Greenwald, 2008) and explicit measures assessing the extent to which the concept American was associated with African Americans, Asian Americans, Latino Americans, and European Americans. In contrast to previous research, a weaker American = White effect was found at the implicit level. In sum, multiculturalism mitigates an implicit bias even when individuals explicitly consider that “true Americans” are of European descent.