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In a recent implicit association study (IAT), female college students demonstrated more negativity toward mathematics than their male counterparts. The IAT seeks to measure attitudes that participants may be unwilling or unable to express explicitly. This is done by analyzing responses to a sequence of word association tasks.

Accepting the results of this earlier study, one might question whether negativity is more pronounced in certain cultures or geographic locations. In this study, we test the effects of culture and physical location on female implicit attitudes about mathematics by comparing IAT results for Hispanic versus non-Hispanic females residing in urban versus rural areas of southern California. (Received September 25, 2006)