

## Overweight People Have Low Levels of Implicit Weight Bias, but Overweight Nations Have High Levels of Implicit Weight Bias

This indicates that those living with overweight and obesity may struggle to identify with - and choose preference for - their own weight group, due to internalised weight stigmatisation and bias. Thus, factors other than the individual's identity - which promotes strong tendencies to prefer one's own groups and social characteristics - might be shaping weight bias.

One of these factors could be cultural context, the idea that cultures which conventionally associate beauty and health with thinness and focus on the desirability of thinness relative to obesity could be causing individuals living with higher body weight to be negatively influenced towards overweight and obesity at a national level.

The aim of this study was to investigate the relationship of explicit and implicit weight bias both at the individual (i.e., across individuals) and national (i.e., across nations) level. Data were collected from a total sample of 338,121 individuals from 71 different nations. Explicit weight bias was assessed with self-reported preference between individuals living with overweight vs not; implicit weight bias was measured with the Implicit Association Test (IAT).

Results indicate that, at an individual level, individuals with higher body weight were associated with having weaker implicit negativity toward overweight and obesity, and at a national level, in contrast, a greater degree of national obesity was associated with stronger implicit negativity toward overweight and obesity.

Marini, Maddalena, et al. "Overweight People Have Low Levels of Implicit Weight Bias, but Overweight Nations Have High Levels of Implicit Weight Bias." PLoS ONE, vol. 8, no. 12, 17 Dec. 2013, p. e83543, 10.1371/journal.pone.0083543.