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In every topic of study, implicit social cognition is concerned with automatic/implicit/unconscious processes underlying judgments and social behavior. An indispensable part of this endeavor is the use of a new class of indirect measurement procedures such as the Implicit Association Test (IAT; Greenwald, McGhee, & Schwartz, 1998) and different kinds of sequential priming tasks (e.g., Fazio, Jackson, Dunton, & Williams, 1995; Payne, Cheng, Govorun, & Stewart, 2005; Wittenbrink, Judd, & Park, 1997), which play a crucial role in the chapters of this book. Thumbing through its pages makes it clear how implicit social cognition has brought new insights, and also new controversies, wherever it has led. In fact, implicit social cognition has grown at such an incredible rate over the past years that it seems almost impossible to keep track of the rapidly progressing developments in this area. The purpose of this handbook is to provide a comprehensive overview of the current state of the field, including key findings, current directions, and emerging themes in the area of implicit social cognition.

In this introduction, we aim to provide a context for the chapters that follow by highlighting some of the themes that keep surfacing in the field, tracing them to their historical roots, and identifying