

Social Psychology Proseminar, Section 2
PSYCH 5606
Fall 2005

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Implicit Social Cognition

Over the last 25 years, psychology has witnessed a resurgence of research on non-conscious and automatic processes in human thought and behavior. The goal of this section of the proseminar is to review a selection of that research in social psychology. Without surprise, our review will include many of the major fields of social psychology: Person perception & stereotyping, attitudes, relationships and motivation. As we examine the role that implicit processes may play in human thought and behavior, we will address the implications that this way of thinking has for some of the central issues of social psychology, such as the controllability of behavior, the power of the situation, and the nature of attitudes.

Requirements

- A 1-page written response to each week's readings. These responses may include a well-defined question, a suggestion for additional research, or integrative thought that was stimulated by the readings. This should not be viewed as an opportunity for free-association! (Of course you may use free-association to stimulate thought. But, I expect your writing to reflect more focused thinking.) Quality of thought is what counts, not number of words. [33.3%]
- Participation in class discussion each week. If for any reason you are not able to attend a class, please inform me ahead of time. [33.3%]
- For your final project, briefly describe your current area of research and how implicit processes may be involved in the psychological phenomenon you are studying. Be specific about which implicit measures would be most useful for you and what you would learn by using them. If you are already using implicit measures in your research, use another topic or think about other implicit processes that would expand on your current investigation. This report should be 6 - 8 pages long and it is due a week after the section ends. [33.3%]

Topics and Readings

September 28: Overview

Anderson et al. (2005). Automatic thought. Draft of chapter to appear in E. T. Higgins and A. Kruglanski (Eds), *Social psychology: Handbook of basic processes* (2nd ed.).

October 5: Examples and Measurement Issues

Dovidio, J. F., Kawakami, K., & Gaertner, S. L. (2002). Implicit and explicit prejudice and interracial interaction. *Journal of Personality and Social Psychology*, 82, 62-68.

Maison, D., Greenwald, A. G., Bruin, R. (2004). Predictive validity of the implicit association test in studies of brands, consumer attitudes, and behavior. *Journal of Consumer Psychology*, 14, 405 – 415.

Brunel, F. F., Tietje, B. C., & Greenwald, A. G. (2004). Is the implicit association test a valid and valuable measure of implicit consumer social cognition? *Journal of Consumer Psychology*, 14, 385 – 404.

Cunningham, W. A., Preacher, K. J., & Banaji, M. R. (2001). Implicit attitude measures: Consistency, stability, and convergent validity. *Psychological Science, 121*, 163-170.

Nosek, B. A., Greenwald, A. G., & Banaji, M. R. (in press). The Implicit Association Test at age 7: A methodological and conceptual review. In J. A. Bargh (Ed.), *Automatic processes in social thinking and behavior*. Psychology Press.

Poehlman, T. A., Uhlmann, E., Greenwald, A. G., & Banaji, M. R. (under review). Understanding and using the Implicit Association Test: III. Meta-analysis of predictive validity.

October 12: Development

Baron, A. S., & Banaji, M. R. (under review). The development of implicit attitudes: Evidence of race evaluations from ages 6, 10, and adulthood.

Dunham, Y., Baron, A. S., & Banaji, M. R. (under review). From American city to Japanese village: The omnipresence of implicit race attitudes.

Gregg, A. P., Seibt, B., & Banaji, M. R. (in press). Easier done than undone: Asymmetry in the malleability of implicit preferences. *Journal of Personality and Social Psychology*.

Lane, K. A., Mitchell, J. P., & Banaji, M. R. (in press). Implicit group evaluation: Ingroup preference, outgroup preference and the rapid creation of implicit attitudes. *Social Cognition*.

October 19: Context and Change

Blair, I. V. (2002). The malleability of automatic stereotypes and prejudice. *Personality and Social Psychology Review, 6*, 242-261.

Macrae, C. N., Bodenhausen, G. V., & Milne, A. B. (1995). The dissection of selection in person perception: Inhibitory processes in social stereotyping. *Journal of Personality and Social Psychology, 69*, 397-407.

Dasgupta, N., & Asgari, S. (2004). Seeing in believing: Exposure to counterstereotypic women leaders and its effect on the malleability of automatic gender stereotyping. *Journal of Experimental Social Psychology, 40*, 642 – 658.

Richeson, J. A., & Ambady, N. (2003). Effects of situational power on automatic racial prejudice. *Journal of Experimental Social Psychology, 39*, 177 – 183.

October 26: Motives and Goals

Schubert, T. W., & Häfner, M. (2003). Contrast from social stereotypes in automatic behavior. *Journal of Experimental Social Psychology, 39*, 577 – 584.

Spears, R., Gordijn, E., Dijksterhuis, A., Stapel, D. A. (2004). Reaction in action: Intergroup contrast in automatic behavior. *Personality and Social Psychology Bulletin, 30*, 605 – 616.

Strahan, E. J., Spencer, S. J., & Zanna, M. P. (2001). Subliminal priming and persuasion: Striking while the iron is hot. *Journal of Experimental Social Psychology, 38*, 556-568.

Fishbach, A., Friedman, R. S., & Kruglanski, A. W. (2003). Leading us not unto temptation: Momentary allurements elicit overriding goal activation. *Journal of Personality and Social Psychology, 84*, 296 – 309.