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*University of Florida • Project Implicit*

# Mind Bugs: Understanding the Impact of Implicit Bias

**Monday, September 12, 3pm:**  
**Sloane Physics Laboratory, Room 59**  
217 Prospect Street, New Haven

Much of our perception and thinking is shaped by mental activity that occurs outside of conscious awareness or conscious control. Because of that, judgment and action can be unintentionally influenced by factors that we do not recognize, and may not value. This presentation will focus on implicit bias – attitudes or stereotypes that affect our understanding, decision-making, and behavior in unwanted ways. There will be four parts to the presentation: (1) demonstrations illustrating that we do not have complete access to or control over our mental operations, (2) examples of how this lack of control can translate to social judgments of others based on group membership, (3) research evidence for the influence of group-based implicit bias on meaningful, real-world behavior, and (4) practical next steps for managing implicit bias in organizations.



**Kate A. Ratliff** earned her Ph. D. in Social Psychology from the University of Virginia in 2009. She is an Assistant Professor of Psychology at the University of Florida. Her teaching and research interests are in the area of social cognition and impression formation. Her research provides scientific understanding of how implicit biases form and how they influence behavior in a variety of environments. This work has been covered by media outlets in more than 30 countries. Dr. Ratliff is an Associate Editor of Social Psychology and Personality Science and an elected member of the Society for Experimental Social Psychology. In addition to her academic work, Dr. Ratliff is the Executive Director of Project Implicit, a non-profit corporation and international collaboration between researchers who are interested in implicit social cognition - thoughts and feelings outside of conscious awareness and control. She has provided training services for dozens of organizations to reduce the consequences of implicit biases in their operations.

*For further information visit:* [www.projectimplicit.net](http://www.projectimplicit.net)

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