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***Personal Data***

Contact Information

Rutgers, The State University of New Jersey  
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***Academic Training***

Postdoctoral

University of Washington, Seattle, WA  
NIMH-NRSA Fellowship, 1996-1997  
Sponsor: Anthony G. Greenwald

Graduate

University of Minnesota, Minneapolis, MN  
Ph.D. in Psychology, September, 1995  
Major Program: Social Psychology  
Minor Program: Statistics and Methodology

Dissertation Title: *To be or not to be (self-promoting): Motivational influences on gender stereotyping.* (Advisor: Eugene Borgida)

Undergraduate

University of Minnesota, Minneapolis, MN  
B.A., with honors, in Psychology, 1990

***Professional Positions***

Professor of Psychology

Rutgers, The State University of New Jersey (2008 - present)

Associate Professor of Psychology

Rutgers, The State University of New Jersey (2003 - 2008)

Visiting Associate Professor of Psychology (Spring, 2005)

Princeton University

Assistant Professor of Psychology

Rutgers, The State University of New Jersey (1997 - 2003)

NIMH Postdoctoral Research Fellow (Sponsor: Anthony G. Greenwald)

University of Washington (1996-1998; terminated in 1997 to accept position at Rutgers)

Visiting Assistant Professor of Psychology, University of Washington (1995-1996)

**Grants**

- 2011-2014 National Science Foundation Grant BCS-1122522  
“Motives for Backlash Against Gender and Racial Vanguarders” \$349,998
- 2010 –2011 New Jersey Board of Public Utilities “Implicit Environmental Attitudes” \$25,000
- 2009-2011 RU FAIR NSF ADVANCE (two internal grants)  
“Implicit Gender Stereotypes and Student Evaluations of SEM Professors” \$10,200  
“Resource Guide for Faculty Recruitment and Evaluation Committees” \$15,375
- 2005-2009 National Science Foundation Grant BCS-0443342  
“Backlash for Atypicality and Cultural Stereotype Maintenance” \$377,422
- 2001-2004 National Science Foundation Grant BCS-0109997  
“Barriers to Counterstereotypical Behavior” \$204,983
- 2001-2002 Fetzer Institute \$10,000  
“Rethinking the Nature of Prejudice”
- 2000-2001 Fetzer Institute \$30,000  
“The Smoking Gun: Explicit vs. Implicit Attitudes Toward Smoking”
- 1998-1999 National Science Foundation Grant SBE-9807970  
“Implicit vs. Explicit Barriers to Atypical Behavior” \$39,302

**Academic Honors and Awards**

- 2009 Gordon Allport Intergroup Relations Award (with Phelan)  
Society for the Psychological Study of Social Issues
- 2007 Honorary Fellow, American Psychological Association
- 2005 Honorary Fellow, Association for Psychological Science
- 2005 Honorable Mention (with Fairchild)  
Gordon Allport Intergroup Relations Award  
Society for the Psychological Study of Social Issues
- 2003 Board of Trustees Research Fellowship for Scholarly  
Excellence, Rutgers University
- 2003 Faculty of Arts and Sciences Award for Contributions to  
Undergraduate Education, Rutgers University
- 2001 Honorary Member, Society of Experimental Social  
Psychology
- 1997-2010 Rutgers University Faculty Academic Service Increment
- 1996-1998 National Research Service Award (NIMH Post-Doctoral  
Award 1 F32 MH11632-01; terminated in 1997)
- 1994 Gordon Allport Intergroup Relations Award (with Borgida)  
Society for the Psychological Study of Social Issues
- 1994-1995 Graduate School Doctoral Dissertation Fellowship  
University of Minnesota
- 1994-1995 Eva O. Miller Endowed Fellowship (University of MN)
- 1991-1994 National Science Foundation Graduate Fellowship

**Academic Honors and Awards, cont'd**

1994	Minnesota Women's Center Grant (University of MN)
1993	Center for Conflict and Change Grant
1992-1995	Department of Psychology Travel Awards (University of MN)
1990-1991	Graduate School Fellowship (University of MN)
1989-1990	Undergraduate Research Opportunity Program Grant
1988-1989	Waller Scholarship, University of Minnesota

### **Books**

Rudman, L. A. (2011). *Implicit measures for social and personality psychology*. London: Sage.

Rudman, L. A., & Glick, P. (2008). *The social psychology of gender: How power and intimacy shape gender relations*. New York: Guilford.

Rudman, L. A., & Spencer, S. J. (Eds.) (2007). *The implicit self*. East Sussex, UK: Psychology Press.

Dovidio, J. F., Glick, P., & Rudman, L. A. (Eds.) (2005). *On the nature of prejudice: Fifty years after Allport*. Malden, MA: Blackwell.

### **Peer-Reviewed Publications**

Rudman, L. A., & Mescher, K. (in press). Of animals and objects: Men's implicit dehumanization of women and male sexual aggression. *Personality and Social Psychology Bulletin*.

Rudman, L. A., & Mescher, K. (in press). Penalizing men who request a family leave: Is flexibility stigma a femininity stigma? *Journal of Social Issues*.

Rudman, L. A., Moss-Racusin, C. A., Phelan, J. E., & Nauts, S. (2012). Status incongruity and backlash effects: Defending the gender hierarchy motivates prejudice toward female leaders. *Journal of Experimental Social Psychology*, 48, 165-179.

Sanchez, D. T., Fetterolf, J. C., & Rudman, L. A. (2012). Eroticizing inequality in the United States: The consequences and determinants of traditional gender role adherence in intimate relationships. *Annual Review of Sex Research: Journal of Sex Research*, 49(2-3), 168-183.

Cikara, M., Fiske, S. T., & Rudman, L. A. (2012). Dearth by a thousand cuts? Accounting for gender differences in top-ranked publication rates in social psychology. *Journal of Social Issues*, 68(2), 263-285.

Phelan, J. E., & Rudman, L. A. (2011). System justification, affirmative action, and resistance to equal opportunity organizations. *Social Cognition*, 29, 378-391.

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**Peer-Reviewed Publications, continued**

Phelan, J. E., & Rudman, L. A. (2010). Reactions to ethnic deviance: The role of backlash in racial stereotype maintenance. *Journal of Personality and Social Psychology*, *99*, 265-281.

Rudman, L. A., & Phelan, J. E. (2010). The effect of priming gender roles on women's implicit gender beliefs and career aspirations. *Social Psychology*, *41*(3), 192-202.

Moss-Racusin, C. A., Phelan, J. E., & Rudman, L. A. (2010). "I'm not prejudiced but...": Compensatory egalitarianism in the 2008 Democratic primary. *Political Psychology*, *31*, 543-561.

Good, J. J., & Rudman, L. A. (2010). When female applicants meet sexist interviewers: The costs of being a target of benevolent sexism. *Sex Roles: A Journal of Research*, *62*(7), 481-493.

Moss-Racusin, C. A., & Rudman, L. A. (2010). Understanding disruptions in women's ability to self-promote: The backlash avoidance model. *Psychology of Women Quarterly*, *34*, 186-202.

Moss-Racusin, C. A., Phelan, J. E., & Rudman, L. A. (2010). When men break the gender rules: Status incongruity and backlash toward modest men. *Psychology of Men and Masculinity*, *11*, 140-151.

Phelan, J. E., & Rudman, L. A. (2010). Prejudice toward female leaders: Backlash effects and women's impression management dilemma. *Social and Personality Psychology Compass*, *4*(10), 807-820.

Fairchild, K., & Rudman, L. A. (2008). Everyday stranger harassment and women's objectification. *Social Justice Research*, *21*, (3), 338-357.

Rudman, L. A. (2008). The validity of the Implicit Association Test is a scientific certainty. *Industrial and Organizational Psychology*, *1*, 426-429.

Rudman, L. A. (2008). On babies and bathwater: A call for diversification and diagnosis. *Psychological Inquiry*, *19*(2), 84-89.

Phelan, J. E., Moss-Racusin, C. A., & Rudman, L. A. (2008). Competent yet out in the cold: Shifting hiring criteria reflects backlash toward agentic women. *Psychology of Women Quarterly*, *32*, 406-413.

Rudman, L. A., & Phelan, J. E. (2007). The interpersonal power of feminism: Is feminism good for relationships? *Sex Roles: A Journal of Research*, *57*(11-12), 787-799.

Rudman, L. A., Phelan, J. E., & Heppen, J. (2007). Developmental sources of implicit attitudes. *Personality and Social Psychology Bulletin*, *33*(12), 1700-1713.

Rudman, L. A., Dohn, M. C., & Fairchild, K. (2007). Implicit self-esteem compensation: Automatic threat defense. *Journal of Personality and Social Psychology*, *93*, 798-813.

Rudman, L. A., & Ashmore, R. D. (2007). Discrimination and the Implicit Association Test. *Group Processes and Intergroup Relations*, *10*(3), 359-372.

**Peer-Reviewed Publications, continued**

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Rudman, L. A., & Fairchild, K. (2007). The *F* word: Is feminism incompatible with beauty and romance? *Psychology of Women Quarterly*, *31*, 125-136.

Greenwald, A. G., Rudman, L. A., Nosek, B. A., & Zayas, V. (2006). Why so little faith? A comment on Blanton and Jaccard's (2006) skeptical view of testing pure multiplicative theories. *Psychological Review*, *113*, 170-180.

Rudman, L. A., & Fairchild, K. (2004). Reactions to counterstereotypic behavior: The role of backlash in cultural stereotype maintenance. *Journal of Personality and Social Psychology*, *87*, 157-176.

Rudman, L. A., & Goodwin, S. A. (2004). Gender differences in automatic ingroup bias: Why do women like women more than men like men? *Journal of Personality and Social Psychology*, *87*, 494-509.

Rudman, L. A. (2004). Sources of implicit attitudes. *Current Directions in Psychological Science*, *13*(2), 80-83.

Rudman, L. A. (2004). Social justice in our minds, homes and society: The nature, causes, and consequences of implicit bias. *Social Justice Research*, *17*, 129-142.

Rudman, L. A., & Heppen, J. (2003). Implicit romantic fantasies and women's interest in personal power: A glass slipper effect? *Personality and Social Psychology Bulletin*, *29*, 1357-1370.

Rudman, L. A., Feinberg, J. M., & Fairchild, K. (2002). Minority members' implicit attitudes: Ingroup bias as a function of group status. *Social Cognition*, *20*, 294-320.

Rudman, L. A., & Lee, M. R. (2002). Implicit and explicit consequences of exposure to violent and misogynous rap music. *Group Processes and Intergroup Relations*, *5*, 133-150.

Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Mellott, D. S. (2002). A unified theory of implicit attitudes, stereotypes, self-esteem, and self-concept. *Psychological Review*, *109*, 3-25.

Rudman, L. A., Ashmore, R. D., & Gary, M. L. (2001). "Unlearning" automatic biases: The malleability of implicit stereotypes and prejudice. *Journal of Personality and Social Psychology*, *81*, 856-868.

Rudman, L. A., Greenwald, A. G., & McGhee, D. E. (2001). Implicit self-concept and evaluative implicit gender stereotypes: Self and ingroup share desirable traits. *Personality and Social Psychology Bulletin*, *27*, 1164-1178.

Rudman, L. A., & Glick, P. (2001). Prescriptive gender stereotypes and backlash toward agentic women. *Journal of Social Issues*, *57*, 743-762.

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*Peer-Reviewed Publications, continued*

Swanson, J. E., Rudman, L. A., & Greenwald, A. G. (2001). Using the Implicit Association Test to investigate attitude-behavior consistency for stigmatized behavior. *Cognition and Emotion*, *15*, 207-230.

Rudman, L. A., & Kilianski, S. E. (2000). Implicit and explicit attitudes toward female authority. *Personality and Social Psychology Bulletin*, *26*, 1315-1328.

Rudman, L. A., & Glick, P. (1999). Feminized management and backlash toward agentic women: The hidden costs to women of a kinder, gentler image of middle-managers. *Journal of Personality and Social Psychology*, *77*, 1004-1010.

Rudman, L. A., Greenwald, A. G., Mellott, D. S., & Schwartz, J. L. K. (1999). Measuring the automatic components of prejudice: Flexibility and generality of the Implicit Association Test. *Social Cognition*, *17*(4), 1-29.

Rudman, L. A., Gonzales, M. H., & Borgida, E. (1999). Mishandling the gift of life: Noncompliance in renal transplant recipients. *Journal of Applied Social Psychology*, *29*, 835-852.

Rudman, L. A. (1998). Self-promotion as a risk factor for women: The costs and benefits of counterstereotypical impression management. *Journal of Personality and Social Psychology*, *74*, 629-645.

Kilianski, S. E., & Rudman, L. A. (1998). Wanting it both ways: Do women approve of benevolent sexism? *Sex Roles*, *39*, 333-352.

Rudman, L. A., & Borgida, E. (1995). The afterglow of construct accessibility: The behavioral consequences of priming men to view women as sexual objects. *Journal of Experimental Social Psychology*, *31*, 493-517.

Rudman, L. A., Borgida, E., & Robertson, B. (1995). Suffering in silence: Procedural justice versus socialization issues in university sexual harassment grievance procedures. *Basic and Applied Social Psychology*, *7*(4), 519-541.

Rudman, L. A., Gonzales, M. H., & Borgida, E. (1995). My transplant *is* my life: Compliance status as a moderator of differential susceptibility to item context effects in a survey situation. *Personality and Social Psychology Bulletin*, *21*, 340-348.

Borgida, E., Rudman, L. A., & Manteufel, L. L. (1995). On the courtroom use and misuse of gender stereotyping research. *Journal of Social Issues*, *51*(1), 81-192.

Borgida, E., & Rudman, L. A. (1995). Gender and the mainstream: A review of *Gender issues in contemporary society*. *Contemporary Psychology*, *40*, 48-49.

Frazier, P. A., Gonzales, M. H., & Rudman, L. A. (1995). Evaluating the effectiveness of applying social psychological theory to counseling. *The Counseling Psychologist*, *23*, 691-696.

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***Peer-Reviewed Publications, continued***

Fleming, J. H., & Rudman, L. A. (1993). Between a rock and a hard place: Self-concept regulating and communicative properties of distancing behaviors. *Journal of Personality and Social Psychology*, 64, 44-59.

***Book Chapters***

Rudman, L. A., Moss-Racusin, C. A., Glick, P., & Phelan, J. E. (2012). Reactions to vanguards: Advances in backlash theory. In Devine, P. G., & Plant, E. A. (Eds.), *Advances in Experimental Social Psychology*, 45, 167-227.

Rudman, L. A., & Mescher, K. (in press). Feminism and romance. In Paludi, M. (Ed.), *The psychology of love* (Vol. 3, pp. 109-129). Santa Barbara, CA: Praeger.

Levinson, J. S., Young, D. K., & Rudman, L. A. (in press). Implicit racial bias: A social science overview. In J. D. Levinson & R. J. Smith (Eds.), *Implicit racial bias across the law* (pp. xx-xx). Cambridge University Press.

Glick, P., & Rudman, L. A. (2010). Sexism. In J. F. Dovidio, M. Hewstone, P. Glick, & V. M. Esses (Eds.), *The Sage handbook of prejudice, stereotyping, and discrimination* (pp. 328-344). Malden, MA: Blackwell.

Jost, J. T., Rudman, L. A., Blair, I. V., Carney, D. R., Dasgupta, N., Glaser, J., & Hardin, C. D. (2009). The existence of implicit bias is beyond reasonable doubt: A refutation of ideological and methodological objections and executive summary of ten studies that no manager should ignore. In A. P. Brief & B. M. Staw (Eds.), *Research in Organizational Behavior*, 29 (pp. 39-69). New York: Elsevier.

Jost, J. T., Rudman, L. A., Blair, I. V., Carney, D. R., Dasgupta, N., Glaser, J., Hardin, C. D. (2009). An invitation to Tetlock and Mitchell to conduct empirical research on implicit bias with friends, "adversaries," or whomever they please. In A. P. Brief & B. M. Staw (Eds.), *Research in Organizational Behavior*, 29 (pp. 73-75). New York: Elsevier.

Rudman, L. A., & Phelan, J. E. (2008). Backlash effects for disconfirming gender stereotypes in organizations. In A. P. Brief & B. M. Staw (Eds.), *Research in Organizational Behavior*, 28, (pp. 61-79). New York, Elsevier.

Rudman, L. A., Glick, P., & Phelan, J. E. (2007). From the laboratory to the bench: Gender stereotyping research in the courtroom. In E. Borgida & S. T. Fiske (Eds.), *Beyond common sense: Psychological science in the courtroom* (pp. 83-102). Malden, MA: Blackwell.

Rudman, L. A., & Phelan, J. E. (2007). Sex differences, sexism and sex: The social psychology of gender from past to present. In S. Correll (Ed.), *Advances in Group Processes* (Vol. 24, pp. 19-45). New York: Elsevier.

Rudman, L. A., & Spencer, S. J. (2007). Introduction: The implicit self. In L. A. Rudman & S. J. Spencer (Eds.), *The implicit self* (pp. 1-6). East Sussex, UK: Psychology Press.

***Book Chapters, continued***

Rudman, L. A. (2005). Rejection of women? Beyond prejudice as antipathy. In J. F. Dovidio, P. Glick, & L. A. Rudman (Eds.), *On the nature of prejudice: Fifty years after Allport* (pp. 106-120). Malden, MA: Blackwell.

Dovidio, J. F., Glick, P., & Rudman, L. A. (2005). Introduction: Reflecting on *The Nature of Prejudice: Fifty years after Allport*. In J. F. Dovidio, P. Glick, & L. A. Rudman (Eds.), *On the nature of prejudice: Fifty years after Allport*. (pp. 1-15). Malden, MA: Blackwell.

Rudman, L.A. (2005). Implicit power brokers: Benevolent barriers to gender equity. In C. S. Crandall & M. Schaller (Eds.), *Social psychology of prejudice: Historical and contemporary issues* (pp. 35-54.). Seattle, WA: Lewinian Press.

Greenwald, A G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Rosier, M. (2000). Prologue to a unified theory of attitudes, stereotypes, and self-concept. In J. P. Forgas (Ed.), *Feeling and thinking: The role of affect in social cognition and behavior* (pp. 308-331). New York: Cambridge University Press.

Rudman, L. A. (1998). To be or not to be (self-promoting): The consequences of managing a counterstereotypical impression. In R. M. Kramer & M. A. Neale (Eds.), *Power and Influence in Organizations* (pp. 287-310). Newbury Park, CA: Sage.

### ***Manuscripts Under Review***

Rudman, L. A., Sanchez, D. T., & Fetterolf, J. C. (2012). What motivates the sexual double standard? More support for male versus female control theory. Manuscript submitted for publication.

Rudman, L. A., & Mescher, K., & Moss-Racusin, C. A. (2012). *Reactions to gender egalitarian men: Feminization due to stigma-by-association*. Manuscript submitted for publication.

Fetterolf, J. C., & Rudman, L. A. (2011). *Gender inequality in the home: The role of relative income, gender norms, and perceived entitlement*. Manuscript being revised for publication. *Psychology of Women Quarterly*.

Moss-Racusin, C. A., Rudman, L. A., & Dovidio, J. F. (2011). *The egalitarian's dilemma: A model of implicit compensation and explicit defense after goal threat*. Manuscript submitted for publication.

### ***Unpublished Manuscripts***

Richardson, E., Phillips, K. W., Rudman, L. A., & Glick, P. (2011). *Double jeopardy or greater latitude: Do Black women escape backlash for dominance displays?* Working paper, Northwestern University.

Rudman, L. A., & Phelan, J. E. (2010). *Comparing sources of implicit attitudes*. Unpublished manuscript. Rutgers University.

Rudman, L. A., & Phelan, J. E. (2010). *Negations are not good for the IAT*. Unpublished manuscript. Rutgers University.

**Professional Presentations \* indicates Invited Talk with honorarium or expenses paid**

\*Rudman, L. A. (2012, August). *The world is just enough: System justification, affirmative action, and resistance to equal opportunity organizations*. To be presented at the annual meetings of the British Psychological Society, St. Andrews, Scotland.

Fetterolf, J., & Rudman, L. A. (2012, June). *Gender inequality in the home: The role of relative income*. To be presented at the biennial conference of the Society for the Psychological Study of Social Issues, Charlotte, NC.

Mescher, K., & Rudman, L. A. (2012, June). *Implicit sizeism: The role of cultural status and developmental events*. To be presented at the biennial conference of the Society for the Psychological Study of Social Issues, Charlotte, NC.

Rudman, L. A., Mescher K. L., & Moss-Racusin, C. A. (May, 2012). *Reactions to gender egalitarian men: Perceived feminization due to stigma-by-association*. Presented at the annual meetings of the Association for Psychological Science, Chicago, IL.

Mescher, K. L., Rudman, L. A. (May, 2012). *The role of sexualized rejection and men's body shame in male sexual aggression*. Presented at the annual meetings of the Association for Psychological Science, Chicago, IL.

Moss-Racusin, C. A., Rudman, L. A., & Mescher, K.M. (2012, January). *Reactions to feminist men: Stigma by association?* Presented at the annual meetings of the Society for Personality and Social Psychology, San Diego, CA.

Fetterolf, J., & Rudman, L. A. (2012, January). *Gender inequality in the home: The role of social norms*. Presented at the annual meetings of the Society for Personality and Social Psychology, San Diego, CA

Mescher, K. L., & Rudman, L. A. (2011, May). *Of animals and objects: implicit dehumanization and sexual aggression*. Presented at the annual meetings of the Association for Psychological Science, Washington, D.C.

Fetterolf, J., & Rudman, L. A. (2011, May). *Investigating the second shift in the field and in the lab*. Presented at the annual meetings of the Association for Psychological Science, Washington, D.C.

\*Rudman, L. A. (2011, April). *Status incongruity and backlash effects toward atypical gender and ethnic targets*. Presented at Dublin City University. Dublin, Ireland.

Moss-Racusin, C. A., Rudman, L. A., Phelan, J. E., & Dovidio, J. H. (2011, Feb). *Implicit compensation vs. explicit defense: Hiring decisions and anti-prejudicial attitudes*. Presented at the annual meetings of the Society for Personality and Social Psychology, San Antonio, TX.

\*Rudman, L. A. (2010, June). *Status incongruity and backlash effects: Defending the gender hierarchy motivates prejudice toward female leaders*. Keynote address presented at the conference on Motivation, Self-Regulation and Gender: Perspectives and Applications. University of Gdansk, Poland.

Moss-Racusin, C. A., & Rudman, L. A. (2010, June). *The backlash avoidance model predicts women's ability to self-promote during a job interview*. Invited talk presented at the Society for the Psychological Study of Social Issues, New Orleans, LA.

Moss-Racusin, C., & Rudman, L. A. (2010, August). *Status incongruity and backlash effects toward agentic women and communal men*. Invited talk to be presented at the Academy of Management, Montreal, Canada.

\*Rudman, L. A. (2010, March). *Sex, status, power, and new directions for backlash research*. Invited talk presented at Radboud University of Nijmegen, the Netherlands.

\*Rudman, L. A. (2010, February). *Sex, status, and leadership*. Invited talk presented at the WorkLifeLaw conference. San Francisco, CA.

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*Professional Presentations, continued*

Rudman, L. A. (2010, January). *Prejudice toward female leaders: Backlash effects and status-related gender stereotypes*. Invited talk presented at the annual meetings of the Society of Personality and Social Psychology. Las Vegas, NV.

Nauts, S., Rudman, L. A., Vonk, R., & Fiske, S. T. (2010, January). *Competent, not bitchy: Can ingratiation counteract backlash against agentic women?* Presented at the annual meetings of the Society of Personality and Social Psychology. Las Vegas, NV.

Moss-Racusin, C., Phelan, J. E., & Rudman, L. A. (2010, January). When men break the gender rules: Status incongruity and backlash toward modest men. Presented at the annual meetings of the Society of Personality and Social Psychology. Las Vegas, NV.

Phelan, J. E., & Rudman, L. A. (2010, January). *Increasing women's aspirations and achievement in science: The effect of role models on implicit cognitions*. Presented at the annual meetings of the Society of Personality and Social Psychology. Las Vegas, NV.

\*Rudman, L. A. (2009, August). *Prejudice toward female leaders*. Invited talk presented at the University of Bern, Bern, Switzerland.

\*Rudman, L. A. (2009, April). *Backlash effects and status-related gender stereotypes*. Invited talk presented at University of Massachusetts, Amherst.

\*Rudman, L. A. (2009, Feb). *Backlash effects and status-related gender stereotypes*. Invited talk presented at University of Jena, Jena, Germany.

\*Rudman, L. A. (2009, Feb). *Gender and the police*. Invited talk presented at the Russell Sage Foundation in concert with the Consortium for Police Leadership in Equity. New York, NY.

Rudman, L. A., & Phelan, J. E. (2009, Feb). *Comparing sources of implicit and explicit attitudes*. Invited talk presented at the annual meetings of the Society of Personality and Social Psychology, Tampa, FL.

Phelan, J. E., Moss-Racusin, C. A., & Rudman, L. A. (2009, Feb.). *Competent yet out in the cold: Shifting hiring criteria reflects backlash toward agentic women*. Presented at the annual meetings of the Society of Personality and Social Psychology, Tampa, FL.

Moss-Racusin, C. A., Phelan, J. E., & Rudman, L. A. (2009, Feb.) *Voting discrimination against atypical political candidates: Differences in perceived issue competence*. Presented at the annual meetings of the Society of Personality and Social Psychology, Tampa, FL.

\*Rudman, L. A. (2008, December). *System-justification and backlash toward atypical targets*. Invited talk presented at New York University, New York.

\*Rudman, L. A. (2008, November). *Prejudice toward female leaders: Backlash effects and status-related gender stereotypes*. Endowed lecture presented at Butler University. Indianapolis, Indiana.

Rudman, L. A. (2008, October). *Beyond warmth and competence: Backlash effects and status-related gender stereotypes*. Invited talk presented at the annual meetings of the Society of Experimental Social Psychology, Davis, CA.

Rudman, L. A. (2008, February). *Implicit self-esteem*. Invited talk presented at the annual meetings of the Society of Personality and Social Psychology, Albuquerque, NM.

Phelan, J. E., & Rudman, L. A. (2008, February). *How actors' reactions to deviance maintain racial stereotypes: The role of backlash and racial identity*. Presented at the annual meetings of the Society of Personality and Social Psychology, Albuquerque, NM.

Moss-Racusin, C. R., & Rudman, L. A. (2008, February). *Why women don't ask: Fear of backlash and gender differences in self-advocacy*. Presented at the annual meetings of the Society of Personality and Social Psychology, Albuquerque, NM.

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***Professional Presentations, continued***

Rudman, L. A., & Phelan, J. E. (2007, October). *Feminism and romance: Oil and water or champagne and strawberries?* Invited talk presented at the annual meetings of the Society of Experimental Social Psychology, Chicago, IL.

\*Rudman, L. A. (2007, June). *Hidden bias predicts workplace discrimination.* Invited talk presented at the annual meetings of the North American Employment Lawyers Association, San Juan, Puerto Rico.

\*Rudman, L. A. (2007, April). *Reactions to deviance and cultural stereotype maintenance.* Invited talk presented at University of Rochester, Rochester, NY.

Rudman, L. A. (2007, April). *Developmental sources of implicit attitudes.* Invited talk presented at The Institute for Child Development, Rutgers University, New Brunswick, NJ.

Rudman, L. A. (2007, January). *Implicit self-esteem compensation: Automatic affect regulatory device?* Invited talk presented at the annual meetings of the Society of Personality and Social Psychology, Memphis, TN.

Rudman, L. A. (2007, January) “*White men can’t rap*”: *Actors’ reactions to cross-racial deviance.* Invited talk presented at the annual meetings of the Society of Personality and Social Psychology, Memphis, TN.

Fairchild, K.F., & Rudman, L. A. (2007, January). *Street harassment and women’s self-objectification.* Presented at the annual meetings of the Society of Personality and Social Psychology, Memphis, TN.

Phelan, J., & Rudman, L. A. (2007, January). *Gender and stereotypic emotions: Implicit and explicit judgments.* Presented at the annual meetings of the Society of Personality and Social Psychology, Memphis, TN.

Fairchild, K.F., & Rudman, L. A. (2006, October). *Everyday street harassment and women’s self-objectification.* Presented at the annual meetings of the Society of Experimental Social Psychology, Philadelphia, PA.

Phelan, J., & Rudman, L. A. (2006, October). *It’s in the eyes: The role of implicit and explicit gender stereotypes in the attribution of emotion.* Presented at the annual meetings of the Society of Experimental Social Psychology, Philadelphia, PA.

\*Rudman, L. A. (2006, October). *Reactions to deviance and cultural stereotype maintenance.* Invited talk presented at Yale University, New Haven, CT.

\*Rudman, L. A. (2006, September). “*White men can’t rap*”: *Actors’ reactions to cross-racial deviance.* Invited talk presented at New York University, NY, NY.

\*Rudman, L.A. (2006, June). *Social psychology and terrorism.* Invited talk presented at a conference sponsored by the Department of Homeland Security (Threat Assessment Portfolio), Washington, D.C.

Rudman, L. A. (2006, May). *Sexism in the boardroom and the bedroom: When the political becomes personal.* Presented at the annual meetings of the Association for Psychological Science, New York, NY.

Dohn, M.C., Rudman, L. A., & Kirschner, M. (2006, May). *Implicit terror management: Evidence for non-conscious religious worldview defense following reminders of death.* Presented at the annual meetings of the Association for Psychological Science, New York, NY.

Fairchild, K., & Rudman, L. A. (2006, May). *Transvestites are not drag queens: Testing the malleability of automatic sexual attitudes.* Presented at the annual meetings of the Association for Psychological Science, New York, NY.

Phelan, J. E., & Rudman, L. A. (2006, May). *Feminism and close relationships: Toward a marriage of (equal) power and romance.* Presented at the annual meetings of the Association for Psychological Science, New York, NY.

***Professional Presentations, continued***

- \*Rudman, L. A. (2006, April). *Backlash and the preservation of cultural stereotypes*. Invited talk presented at University of Kansas, Lawrence, Kansas.
- Rudman, L. A. (2006, April). *Reactions to deviance and cultural stereotype maintenance*. Invited talk presented at Rutgers University, Newark, NJ.
- \*Rudman, L. A. (2006, March). *Backlash and the preservation of cultural stereotypes*. Invited talk presented at City University Graduate School, NY.
- \*Rudman, L. A. (2006, March). *Reactions to counterstereotypic behavior: The role of backlash in cultural stereotype maintenance*. Invited talk presented at Columbia University, NY.
- \*Rudman, L. A. (2006, January). *Behavioral social science and the Department of Homeland Security*. Invited talk presented at the annual meetings of the Society of Personality and Social Psychology, Palm Springs, CA.
- Dohn, M.C., Rudman, L. A., & Kirschner, M. (2006, January). *Implicit terror management: Evidence for non-conscious religious worldview defense following reminders of death*. Presented at the annual meetings of the Society of Personality and Social Psychology, Palm Springs, CA.
- Rudman, L. A., & Dohn, M. C. (2005, October). *Implicit self-esteem compensation: Automatic ego-threat defense*. Presented at the annual meetings of the Society of Experimental Social Psychology, San Diego, CA.
- Rudman, L. A. (2005, October, Chair). *SESP Task Force Advocacy Symposium*. Presented at the annual meetings of the Society of Experimental Social Psychology, San Diego, CA.
- \*Rudman, L. A. (2005, September). *Automatic egalitarianism*. Invited talk presented at "Looking Toward the Future: Discrimination and Prejudice in 21<sup>st</sup> Century." University of Wisconsin, Madison, WI.
- Rudman, L. A. (2005, August). *Where is the sex in sexism? Toward a marriage of romance and power*. Invited talk presented at the annual meetings of the American Psychological Association, Washington, DC.
- \*Rudman, L. A. (2005, May). *Implicit social cognition: Theoretical debates and challenges*. Invited talk presented at the small group conference, "The Role of Theory in The World of Experiments," at the University of Heidelberg, Heidelberg, Germany.
- \*Rudman, L. A. (2005, April). *Implicit self-esteem compensation: Automatic ego-threat defense*. Invited talk presented at Purdue University, West Lafayette, IN.
- \*Rudman, L. A. (2005, February). *Reactions to counterstereotypic behavior: The role of backlash in cultural stereotype maintenance*. Invited talk presented at Princeton University, Princeton, NJ.
- \*Rudman, L. A. (2004, October). *Preserving the social order: Administering and avoiding backlash for counterstereotypical behaviors*. Invited talk presented at Harvard University, Cambridge, MA.
- Glick, P., Dovidio, J. F., & Rudman, L. A. (2004, October). Symposium on the 50<sup>th</sup> Anniversary of Allport's *The Nature of Prejudice*. Presented at the meetings of Experimental Social Psychology, Fort Worth, TX.
- \*Rudman, L. A. (2004, September). *The nature and causes of implicit attitudes*. Keynote address presented at the meetings of the New England Social Psychological Association, University of Connecticut, Storrs, CT.
- Rudman, L. A. (2004, May). *Where is the sex in sexism? Toward a marriage of romance and power*. Presented at the American Psychological Society, Chicago, IL.
- \*Rudman, L. A. (2004, May). *Social justice in our minds, homes, and society*. Invited address presented at Harvard University, Cambridge, MA.

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***Professional Presentations, continued***

\*Rudman, L. A. (2004, May). *The ordinariness of implicit bias*. Invited address presented at University of Delaware, Wilmington, DE.

Rudman, L. A. (2004, January). *Sources of implicit attitudes*. Invited address presented at the Society for Personality and Social Psychologists, Austin, TX.

Rudman, L.A. (2003, November). *Causes and consequences of implicit attitudes*. Presented at Rutgers University, New Brunswick, NJ.

Rudman, L. A. (2003, May). *Sources of implicit attitudes*. Invited address presented at the American Psychological Society, Atlanta, GA.

\*Rudman, L. A. (2003, April). *The structure and meaning of implicit attitudes*. Invited talk presented at the University of Maryland, College Park, MD.

Rudman, L. A., & Fairchild, K. (2003, February). *Preserving the social order: The role of backlash in stereotype change processes*. Presented at the meetings of the Society for Personality and Social Psychology, Los Angeles, CA.

Rudman, L. A. (2002, December). *Backlash effects and stereotype maintenance*. Presented at The Institute for Child Development, Rutgers University, New Brunswick, NJ.

Rudman, L. A. (2002, December). *Implicit measures in health research*. Presented at Rutgers University, New Brunswick, NJ.

\*Rudman, L. A. (2002, November). *Backlash effects and stereotype maintenance*. Presented at the University of Texas at Austin, Austin, TX.

Rudman, L. A. (2002, October). *Minority members' implicit stereotypes and attitudes*. Presented at the meetings of the Society of Experimental Social Psychology, Columbus, OH.

\*Rudman, L. A. (2002, September). *Diversity education: "Unlearning" automatic biases*. Presented at the Fetzer Institute, Kalamazoo, MI.

Rudman, L. A. (2002, September). *Reactions to deviance: Backlash and stereotype maintenance*. Presented at the conference, "Rethinking the Nature of Prejudice," Kalamazoo, MI.

Nolan, C., & Rudman, L. A. (2002, August). *Understanding math performance under stereotype threat*. Presented at the annual meetings of the American Psychological Association, Chicago, IL.

\*Rudman, L. A. (2002, April). *Implicit barriers to gender equity*. Invited talk, the University of Massachusetts at Amherst.

\*Rudman, L. A. (2002, April). *Benevolent barriers to gender equity*. Invited talk, the Kellogg School of Business, Northwestern University, Chicago, Illinois.

Rudman, L. A. (2002, February). *Implicit attitudes and beliefs as predictors of behavior*. Discussant, Society for the Personality and Social Psychology, Savannah, Georgia.

\*Rudman, L. A. (2001, April). *Implicit power brokers: "Benevolent" barriers to gender equity*. Keynote speaker for the conference, New Perspectives on Pay Equity: A Mini-Conference. Sponsored by The Center for Women and Work, Rutgers, The State University of New Jersey, New Brunswick, NJ.

Rudman, L. A., & Heppen, J. (2001, February). *Someday my prince will come: Implicit romantic fantasies and the "glass slipper" effect*. Presented at the meetings of the Society for Personality and Social Psychology, San Antonio, TX.

\*Rudman, L. A. (2000, September). *The smoking gun: Explicit versus implicit attitudes toward smoking*. Presented at the Fetzer Institute, Kalamazoo, MI.

\*Rudman, L. A. (2000, August). *Implicit power brokers: Benevolent barriers to gender equity*. Presented at the conference, History of the Social Psychology of Prejudice, Seattle, WA.

Rudman, L. A. (1999, December). *Prejudice against powerful women: The role of implicit gender beliefs*. Invited paper, New York University, New York, NY.

***Professional Presentations, continued***

\*Rudman, L. A. (1999, November). *Prejudice against powerful women: The role of implicit gender beliefs*. Invited talk, Yale University, New Haven, CT.

Rudman, L. A., & Glick, P. (1999, October). *Prescriptive gender stereotypes and backlash toward agentic women*. Presented at the meetings of the Society for Experimental Social Psychology, St. Louis, Missouri.

\*Rudman, L. A. (1999, May). *Predictive utility for the Implicit Association Test*. Invited talk presented at the conference, Construct Validity in Implicit Social Cognition, Zion, IL.

\*Rudman, L. A. (1999, April). *What can implicit measures reveal?* Invited talk, Princeton University, Princeton, NJ.

Rudman, L. A. (1998, April). *Self-promotion as a risk factor for women: The backlash effect*. Invited talk, Rutgers' School of Management, New Brunswick, NJ.

Greenwald, A. G., Banaji, M. R., Rudman, L. A., Farnham, S. D., Nosek, B. A., & Rosier, M. (1998, March). *Prologue to a unified theory of attitudes, stereotypes, and self-concept*. Paper presented at the International Symposium on Affect and Cognition. Sydney, Australia.

\*Rudman, L. A. (1997, December). *Sex and social influence: Self-promotion and the backlash effect*. Invited talk, New York University, New York, NY.

\*Rudman, L. A. (1997, October). *Sex and social influence: Self-promotion and the backlash effect*. Invited talk, University of Indiana, Bloomington, IN.

Rudman, L. A., Greenwald, A. G., & McGhee, D. E. (1996, October). *Powerful women, warm men? The implicit associations among gender, potency, and nurturance*. Presented at the meetings of the Society for Experimental Social Psychology, Sturbridge, MA.

\*Rudman, L. A. (1996, May). *Gender and social influence*. Invited talk presented at the Stanford Graduate School of Business conference on Power, Politics, and Influence in Organizations, Palo Alto, CA.

\*Rudman, L. A. (1995, November). *Self-promotion as a risk factor for women: The role of motivation, impression management, and gender stereotypes*. Invited talk, University of British Columbia, Vancouver, B.C.

Rudman, L. A. (1995, September). *To be or not to be (self-promoting), Part II: Motivational influences on gender stereotyping*. Presented at the joint meetings of the European Association of Experimental Social Psychology and the Society for Experimental Social Psychology, Washington, D.C.

Rudman, L. A. (1995, June). *Motivational influences on gender stereotyping*. Presented at the meetings of the American Psychological Society, New York.

Rudman, L. A., Borgida, E., & Seales, L. M. (1995, June). *Set/reset in action: Undermining the behavioral consequences of priming sexism in men*. Presented at the meetings of the American Psychological Society, New York.

Silverman, J. L., Haney, B. A., Gonzales, M. H., Borgida, E., & Rudman, L. A. (1995, July). *A longitudinal study of noncompliance with medical regimens: The case of kidney transplantation*. Presented at the meetings of the American Psychological Society, New York.

Rudman, L. A., Robertson, B., & Borgida, E. (1994, July). *Sexual harassment in academia: Procedural justice versus gender socialization issues in dispute resolutions*. Presented at the meetings of the American Psychological Society, Washington, D.C.

Rudman, L. A., Gonzales, M. H., & Borgida, E. (1992, August). *Mishandling the gift of life: Noncompliance in renal transplant recipients*. Presented at the meetings of the American Psychological Association, Washington, D.C.



***Research Interests***

Implicit Social Cognition  
 Prejudice and Stereotypes  
 Intergroup Relations  
 Attitudes and Social Behavior

***Professional Affiliations***

Fellow, American Psychological Association (APA)  
 Fellow, Association for Psychological Science (APS; formerly American Psychological Society)  
 Honorary Member, Society of Experimental Social Psychology (SESP)  
 Society for Personality and Social Psychology (SPSP; APA Division 8)  
 Society for the Psychological Study of Social Issues (SPSSI; APA Division 9)  
 Social Psychology Network

***Professional Service***

2005-2010	SESP Representative, Federation for Associations in Behavioral and Brain Sciences (FABBS)
2004-2010	Chair, SESP/SPSP Social Psychology Advocacy Task Force
2009	Instructor for Summer Institute in Social Psychology
2008- present	Member of the Consortium for Police Leadership in Equity
2004-2007	Executive Committee, Society of Experimental Social Psychology (SESP)
2005-2007	Publications Committee, SPSSI
2006	Program Committee Chair, Society of Experimental Social Psychology (SESP)
2006	Program Committee, Society for Personality and Social Psychology (SPSP)
2005 and 2007	Program Committee, SESP
2005	Dissertation Award Committee, SESP

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*Academic Service*

School of Arts and Sciences Senate (2008-2010)  
Rutgers University Research Council (2002-2008)  
School of Arts and Sciences Appointments and Promotions Committee (2005-2007)  
Faculty of Arts and Sciences Social Sciences Area Committee (2005-2008)  
Faculty of Arts and Sciences Budget and Planning Committee (2003-2006)  
Faculty of Arts and Sciences Task Force on Racial and Ethnic Studies (2003-2004)  
Psychology Dept. Human Subjects Committee (Chair, 1997-present)  
Administrator, Human Subjects Web Site (2008 –2010; Co-administrator: 2010-present)  
Social Search Committee (Fall, 2010)  
Health Search Committee (2009-2010)  
Chair, Peer Evaluation Committee (2010)  
Department Chair Nomination Committee (2010; Chair, Terry Wilson)  
Chair, Reading Committee for Diana Sanchez (2010, 2008)  
Psychology Dept. Long Range Planning Committee (2009)  
Psychology Dept. Diversity Committee: (2006 - 2008; Chair: Sandra Harris, Lee Jussim)  
Psychology Dept. Graduate Student Awards Committee (2007; Chair, Gretchen Chapman)  
Psychology Dept. Colloquium Committee (Chair, 2006-2007)  
Psychology Dept Capital Campaign Committee (2006; Chair, Gretchen Chapman)  
Psychology Dept. Space Committee (2005-2007; Chair: George Wagner)  
Psychology Dept. FASIP Committee (2004-2005; Chair: Gretchen Chapman)  
Psychology Dept. Election Committee (2004, 2005)  
Psychology Dept. Honors Committee (1997-1999; Chair: Eileen Kowler; 2002-2003;  
Chair, George Atwood; 2004-2005: Chair, Alex Kusnokov)  
Psychology Dept. Compliance Committee (1999-2005; Chair: Carol Dixon)  
Social Area Admissions (1999-2010; Co-Chair, 1999; Chair, 2000, 2005-2008)  
Social Area Cluster Review Committee (2006)  
Social Area Hiring Committee (2004-2005; Chair, Richard Ashmore)  
Social Area Colloquium Committee (Co-Chair, 1997; Chair, 1998-1999)  
Psi Chi & Psychology Club (2001-2002)

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## **Academic Service, continued**

Psychology Dept. Academic Advising Committee (1999-2002; Chair: Len Hamilton)

### ***Teaching Responsibilities***

#### The Social Psychology of Gender (Psychology 422; Graduate version: Psychology 612)

This course seeks to integrate two social psychological literatures that have developed largely in parallel: research on gender prejudice and close relationships. The materials emphasize how two basic aspects of gender relations – male dominance combined with intimate interdependence – combine to foster complex relations between and attitudes toward men and women. These basic structural facts can be used to make sense of many otherwise puzzling and seemingly contradictory aspects of gender conceptions and relations. The course consists of two lectures per week, augmented by in-class discussions. Student evaluation is based on ten written assignments and a final paper.

#### Implicit Theories and Methods (Psychology 591)

This graduate-level course takes a “hands-on” approach to teaching implicit (or automatic) methods. The course consists of both lecture and laboratory sessions. Lecture and discussion focuses on theories of implicit social cognition. In lab, students are taught programming skills as well as statistical methods for analyzing response latency data. Specific implicit techniques taught to students include the Implicit Association Test, lexical decision task, affective priming, subliminal priming, and a projective mood test. Student evaluation is based on course participation, lab assignments, and an independent research project.

#### Attitudes and Social Cognition (Psychology 506)

This graduate-level core course combines the content of Psychology 542 (Attitude Organization and Change, described above) with theories and methods pertinent to social cognition. Topics added to this course include heuristic biases, inferential processes, impression formation, priming and accessibility, and expectancy effects. Particular emphasis is placed on dual-process theories, which posit different mechanisms underlying spontaneous and deliberative actions. Student evaluation is based on course participation, written assignments, and an independent research project.

#### Social Psychology (Psychology 321)

This large, undergraduate lecture course fulfills a Psychology major requirement and is designed to integrate social psychological theory with compelling research findings, both classical and contemporary. The course consists of two lectures per week, augmented by in-class demonstrations. Student evaluation is based on two midterms and a final exam.

#### Research Methods in Social Psychology (Psychology 323)

This undergraduate course takes a “hands-on” approach to teaching descriptive, correlational, and experimental methods. The course consists of two lecture periods and one lab period per week. Students complete two small-group projects in content analysis and attitude assessment, and learn statistical analyses using SPSS. They also design an independent experimental project, formally presented to the class. They complete three APA-formatted reports (one for each project). In addition, students’ knowledge is tested with two exams.