Psychology 591: Implicit Theories and Methods  
Fall Semester, 2009

Tuesdays 12:00-3:00 in 605 & 205 Tillett Hall (Lecture/Lab)

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Course Objectives:
The assessment of core constructs identified with Social Psychology (e.g., attitudes, stereotypes, identity, and self-concept) is undergoing a revolution. In a broad sense, this revolution has focused on indirect assessment (as opposed to self-reports). More specifically, technological advances have made it possible to assess these constructs using response latency techniques. The course objectives are to provide (1) a theoretical context for using implicit methods, and (2) “hands-on” training in conducting response latency research.

Pre-requisites. Students must have basic operating knowledge of Windows and SPSS (Statistical Package for the Social Sciences). Knowledge of basic experimental design and Analyses of Variance (ANOVA) is also important. Students need not be familiar with computer programming. The program we use (Inquisit) is easy to learn. Bring a memory stick to each lab so that you can save your modified files (or you can e-mail them to yourself instead).

Readings. The readings are listed in the syllabus below, and all are pdf files available at the Sakai course website (You must have acrobat reader on your PC to read these files. The program is available free at www.adobe.com.) In addition, many other IAT references are available on the Web for downloading, at Tony Greenwald’s site: http://faculty.washington.edu/agg/ (Search under publications, then choose implicit social cognition; papers are ordered by date). Also visit Brian Nosek’s site for papers and IAT materials: http://www.briannosek.com/papers/

Course evaluation. Course grade will be based on seminar participation and assignments. Assignments include successful completion of lab exercises, and a final independent project that consists of a class presentation (scheduled for the last class of the semester). Class enrollment will dictate the length of the presentations (aim for 20 minutes). Lab exercises are available at Sakai (click on Assignments). Printing out the doc files before each class is strongly advised.

Final project. Design an independent project that includes at least one implicit and one explicit measure. Present your independent project to the class as if you had collected real data. Explain why you did what you did, and what your methods and “results” were. Discuss the implications of your research, as well as its limitations. Finally, be sure to suggest future directions. A “Guidelines” doc and ratings sheet are posted on Sakai to help you shape your presentation.
COURSE OUTLINE

9/1
1. Course Introduction

LAB 0: Exposure to affective priming and the IAT.

Assignment for 9/15: visit the IAT web site; do at least 3 of them at https://implicit.harvard.edu/implicit/
(once there, click on “Demonstration,” agree to the conditions, and then select a test)

9/8
NO CLASS – Monday classes shifted to Tuesdays

9/15
2. The “U” Word


LAB 1: Introduction to Inquisit.

9/22
3. Overview of Implicit Social Cognition


LAB 2: Getting data from Inquisit to SPSS.

9/29
4. The Implicit Association Test

LAB 3: Modify an IAT attitude script to suit your own purposes.

10/06

5. Validity of Implicit Measures


LAB 4: Analyzing IAT data.

10/13

6. Implicit Theories I


LAB 5: Using pictorial stimuli with Inquisit.

10/20

7. Implicit Theories II


LAB 6: Implicit Mood Task. We will analyze data that looked at people’s tendency to recognize “subliminal primes” as a function of experimental manipulations.

10/27

8. The Lexical Decision Task


LAB 7: Introduction to lexical decision tasks (LDTs). We will analyze data that looked at the automaticity of negative and positive stereotypes for Whites and Blacks, and their association with self-reported prejudice.

11/3

NO CLASS: NSF ADVISORY PANEL

11/10

9. The Nature of Implicit Attitudes and Beliefs I


LAB 8: The Adjective Evaluation Task (AET). We will analyze data that tests the validity of two implicit measures of prejudice (the AET and the IAT).

11/17

10. The Nature of Implicit Attitudes and Beliefs II


LAB 9: Independent project. Design your own response latency experiment. It should have at least one implicit and one explicit measure in it. You are encouraged to modify an existing Inquisit script. What kinds of questions would you like to answer (using implicit methods) in your own research?

11/24

**NO CLASS (THANKSGIVING BREAK)**

Assignment over break: Complete your independent projects; build Powerpoint talks. NB: Time limit for class presentations will depend on class enrollment.

12/1

11. Class Presentations of Final Projects

12/8

12. NO CLASS – Instructor at Federation Meeting

Suggested for further reading (not required):


