

Automatic for the people: The role of implicit measures in predicting behavior

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Abstract

The last two decades have seen a growing interest on the role played by automatic and associative factors in human decisions making and behavior. The development of psychometrically sound cognitive paradigms to measure implicit evaluations, such as the Implicit Association Test (IAT), has allowed for a widespread use of implicit measures in different domains and for the rapid accumulation of empirical evidence concerning their predictive validity. In this talk I shall first set out a basic theoretical framework concerning the role played by implicit and explicit factors in influencing decisions and behaviors and I will briefly exemplify how and why implicit factors (i.e., automatic associations) can affect them. I will then focus on how these automatic associations can be measured and I will finally present some empirical evidence showing the predictive validity of implicit measures, with a particular emphasis on highlighting under what conditions implicit measures can be expected to be particularly valid.