

200-word scientific bio statement

Anthony G. Greenwald has been Professor of Psychology at University of Washington since 1986. He received his BA from Yale and PhD from Harvard and was previously a professor at Ohio State University. He has published over 170 scholarly articles, primarily on social psychology, cognitive psychology, and research method. He has authored or edited five books and served on editorial boards of 13 psychological journals. His recognitions for research contributions include the Donald T. Campbell Award from the *Society of Personality and Social Psychology*, the Distinguished Scientist Award from the *Society of Experimental Social Psychology*, and election to membership in the American Academy of Arts and Sciences.

Greenwald's series of theoretical analyses of the self in the 1980s (the keystone being his 1980 "totalitarian ego" article) were central to the subsequent merger of social, cognitive, and personality approaches in empirically fruitful research on the self.

In 1995 Greenwald invented the Implicit Association Test (IAT; published in 1998, now having over 1,000 scholarly citations). The IAT rapidly became a worldwide standard method for assessing individual differences in implicit social cognition. It has provided the basis for three patent applications and numerous practical applications in clinical psychology, education, marketing, and diversity training.