

Anthony G. Greenwald  
Brief biographical statements

~ 50 words

Greenwald provoked modern attention to the psychological self with his 1980 article, “The Totalitarian Ego”. His 1990s methods made unconscious cognition and subliminal perception orderly research topics. His 1995 invention, the Implicit Association Test, enabled observation of unconscious attitudes (including one’s own) and has revamped understanding of stereotyping and prejudice.

~ 150 words

Anthony G. Greenwald is Professor of Psychology at University of Washington (1986-present) and was previously at Ohio State University (1965-86). Greenwald received his BA from Yale (1959) and PhD from Harvard (1963). He has published over 180 scholarly articles and has served on editorial boards of 13 psychological journals. In addition to election to the *American Academy of Arts and Sciences* in 2007, he has received four major research career awards — the Donald T. Campbell Award from the *Society of Personality and Social Psychology* (1995), the Distinguished Scientist Award from the *Society of Experimental Social Psychology* (2006), the William James Fellow Lifetime Achievement Award from the *Association for Psychological Science* (2013), and the Distinguished Scientific Contributions Award from the *American Psychological Association* (jointly with Mahzarin Banaji, 2017).

In 1995 Greenwald invented the Implicit Association Test (IAT), which rapidly became a standard for assessing individual differences in implicit social cognition. The IAT method has provided the basis for three patent applications and multiple applications in clinical psychology, education, marketing, and diversity management.

~ 200 words

Anthony G. Greenwald was elected a member of the *American Academy of Arts and Sciences* in 2007. He is presently Professor of Psychology at University of Washington (1986-present) and was previously at Ohio State University (1965-86). Greenwald received his BA from Yale (1959) and PhD from Harvard (1963). He has published over 180 scholarly articles, served on editorial boards of 13 psychological journals, and has received three major research career awards — the Donald T. Campbell Award from the *Society of Personality and Social Psychology* (1995), the Distinguished Scientist Award from the *Society of Experimental Social Psychology* (2006), the William James Fellow Lifetime Achievement Award from

the *Association for Psychological Science* (2013), and the Distinguished Scientific Contributions Award from the *American Psychological Association* (jointly with Mahzarin Banaji, 2017).

Greenwald provoked modern attention to the psychological self with his 1980 article, "The Totalitarian Ego". His 1990s methods made unconscious cognition and subliminal perception orderly research topics.

In 1995 Greenwald invented the Implicit Association Test (IAT; published in 1998 and surpassing 5,000 scholarly citations in 2013). The IAT rapidly became a standard for assessing individual differences in implicit social cognition. Its method has provided the basis for three patent applications and numerous applications in clinical psychology, education, marketing, and diversity management. The story of the IAT's development and significance appears in *Blindspot: Hidden biases of good people* (Delacorte Press, 2013, co-authored with Mahzarin Banaji).

#### Bio for use in publications (100 words)

ANTHONY G. GREENWALD is Professor of Psychology at University of Washington. He received a BA from Yale and PhD from Harvard. His recent research has been on implicit and unconscious cognition, especially applied to phenomena of stereotyping and prejudice and to mental processing of subliminal stimuli. He has received the Distinguished Scientist Award from the Society of Experimental Social Psychology, the Lifetime Achievement Award (William James Fellow) from the Association for Psychological Science, the Distinguished Scientific Contributions Award from the *American Psychological Association* (jointly with Mahzarin Banaji, 2017), and is an elected Fellow of the American Academy of Arts and Sciences.

For more biographical detail, including a complete current CV, see:

<http://faculty.washington.edu/agg/bio.htm>

#### ~ 250 words

Anthony G. Greenwald is Professor of Psychology at University of Washington (1986-present), and was previously at Ohio State University (1965-86). He received his BA from Yale (1959) and MA (1961) and PhD (1961) from Harvard. He has published over 180 scholarly articles and has served on editorial boards of 13 psychological journals. His research career awards include the Donald T. Campbell Award from the *Society of Personality and Social Psychology* (1995), the Distinguished Scientist Award from the *Society of Experimental Social Psychology* (2006), the William James Fellow Lifetime Achievement Award from the *Association for Psychological Science* (2013), the Kurt Lewin Award from the *Society for Psychological Study of Social Issues* (2016), and the Distinguished

Scientific Contributions Award from the *American Psychological Association* (jointly with Mahzarin Banaji, 2017). He was elected a member of the *American Academy of Arts and Sciences* in 2007 and the *Washington State Academy of Sciences* in 2015. He is a co-founder (2005) and President of the non-profit organization, *Project Implicit*.

Greenwald provoked modern attention to the psychological self with his 1980 article, "The Totalitarian Ego". His 1990s methods made unconscious cognition and subliminal perception orderly research topics. In 1995 Greenwald invented the Implicit Association Test (IAT; published in 1998). The IAT rapidly became a standard for assessing individual differences in implicit social cognition. Its method has provided the basis for three patent applications and numerous applications in clinical psychology, education, marketing, and diversity management, and has been used for data collection in 2,000+ peer-reviewed articles. The story of the IAT's development and significance appears in *Blindspot: Hidden biases of good people* (Delacorte Press, 2013, co-authored with Mahzarin Banaji).