

Understanding Unconscious Associations

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Mahzarin Banaji studies how our minds make decisions without awareness, intention, and control. She analyses how one human being judges another and the extent to which social groups (such as nationality, gender, race, physical attributes) enter into choices. She studies both behavior and the brain, she analyzes the minds of both adults and young children, and she conducts her experiments in the traditional laboratory as well as on the web. With two colleagues she hosts an educational and research site (www.implicit.harvard.edu) at which the Implicit Association Test (IAT) is used to teach people about the associations in our minds of which we are unaware. By exposing people to their own unconscious bias, and by speaking publicly about her own biases, Banaji works to increase awareness with the hope of changing minds through psychological science.

[Watch Inside the Psychologist's Studio with Mahzarin Banaji and Rebecca Saxe.](#)

[Watch Banaji's Keynote Address](#) at the [26th APS Annual Convention](#).