

Gender Bias in Evaluation:

Complexity and Subtlety in Patterns of Stereotyping and Prejudice

November 19, 2009 | 12:30-2:00 PM
Humanities Gateway, Room 1030

The talk will provide an overview of psychological research on how gender stereotypes color our perceptions, affect our attributions, and guide our evaluations of and behavior toward individual women and men. Gender bias is subtle, in that stereotypes may affect our behavior toward women and men without awareness or intent, and gender bias is complex, in that stereotypes can lead to both leniency and stringency in the standards we set for women to establish competence in masculine domains. The case of women's representation in science, technology, and engineering fields will be considered, along with interventions designed to reduce gender bias.



Monica Biernat, Ph.D.

Monica Biernat is a social psychologist and Professor of Psychology at the University of Kansas where she directs the Ph.D. program in Social Psychology. Her research examines the processes of stereotyping, prejudice, and discrimination, and focuses on how global expectations about groups play out in evaluations of and behavior toward individual group members. She is currently associate editor of *Psychological Bulletin* and was the 1998/1999 winner of the American Psychological Association Distinguished Scientific Award for Early Career Contribution to Psychology in the area of Social Psychology.

RSVP's Appreciated
to Dina Jankowski at djankows@uci.edu

Luncheon will be provided