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University of Florida  
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### **EMPLOYMENT**

2012 – Present, Assistant Professor, Department of Psychology, University of Florida

2009 – 2012, Assistant Professor, Department of Social Psychology, Tilburg University

### **EDUCATION**

August, 2009, Ph.D., Social Psychology, University of Virginia, Charlottesville, VA  
Guilt-by-association: Moderators of implicit and explicit attitude generalization  
Advisor: Brian A. Nosek  
Committee: Barbara A. Spellman, Timothy D. Wilson, Nicholas G. Winter

May 2006. M.A., Social Psychology, University of Virginia, Charlottesville, VA.  
Separating automatic and controlled processes in the expression of attitudes  
Advisor: Brian A. Nosek  
Second Reader: Timothy D. Wilson

May 2003. B.S., Psychology, Belmont University, Nashville, TN.  
The relationship between implicit prejudice and support for capital punishment  
Advisor: Lonnie R. Yandell

### **PROJECT IMPLICIT: DIRECTOR OF RESEARCH AND EDUCATION**

Research site: <http://implicit.harvard.edu>

I am a research scientist with the Project Implicit research group. Project Implicit is a multidisciplinary collaboration and virtual laboratory for research and education in the social and behavioral sciences, especially for research in implicit social cognition. With a staff of research scientists, developers, and technicians, Project Implicit is working toward (a) methodological innovation to increase the viability of psychological research on the Internet, (b) building software to make web-based research more accessible to scientists, (c) providing impetus for methodological and theoretical innovation in implicit social cognition, and (d) disseminating basic psychological research worldwide through description and interactive demonstration.

### **RESEARCH INTERESTS**

Social cognition, implicit cognition, attitudes, attitude formation, associative learning, prejudice and stereotyping, evaluative conditioning, gender, self-esteem

## **GRANTS AND FUNDING**

Funding Agency: Project Implicit  
Project Title: Establishing a Core Project Implicit Lab at the University of Florida  
Amount: \$21,000 (direct costs)  
Funding period: May 2013 – April 2014

Funding Agency: European Association for Social Psychology  
Project Title: Postgraduate Travel Grant (Awarded to Maartje M. Meijs)  
Amount: €800 (direct costs)  
Funding period: January – March, 2013

## **PUBLICATIONS**

Klein, R. A., Ratliff, K. A., & Nosek, B. A. (2013, in progress). Investigating variation in replicability: A “Many Labs” Replication Project. Registered replication conditionally accepted at *Social Psychology*.

LeBel, E. T., Borsboom, D., Giner-Sorolla, R., Hasselman, F., Peters, K. R., Ratliff, K. A., Smith, C. T. (2013, in press). Grassroots Support for Reporting Standards Reform in Psychology. *Perspectives on Psychological Science*.

Ratliff, K. A., & Oishi, S. (2013, in press). Gender differences in implicit self-esteem following a romantic partner’s success or failure. *Journal of Personality and Social Psychology*.

Open Science Collaboration. (2013). The Reproducibility Project: A model of large-scale collaboration for empirical research on reproducibility. In V. Stodden, F. Leisch, & R. Peng (Eds.), *Implementing Reproducible Computational Research (A Volume in The R Series)*. NY, NY: Taylor & Francis.

Open Science Collaboration. (2012). An open, large-scale, collaborative effort to estimate the reproducibility of psychological science. *Perspectives on Psychological Science*, 7, 657-660.

Smith, C. T., Ratliff, K. A., & Nosek, B. A. (2012). Rapid assimilation: Automatically integrating new information with existing beliefs. *Social Cognition*, 30, 199-219.

Oishi S., Miao, F. F., Koo, M., Kisling, J., & Ratliff, K. A. (2012). Residential mobility breeds familiarity-seeking. *Journal of Personality and Social Psychology*, 102, 149-162.

Ratliff, K. A., Swinkels, B. A. P., Klerx, K., & Nosek, B. A. (2012). Does one bad apple(juice) spoil the bunch? Implicit attitudes toward one product transfer to other products by the same brand. *Psychology & Marketing*, 29, 531-540.

Ratliff, K. A., & Nosek, B. A. (2011). Negativity and outgroup biases in attitude formation and transfer. *Personality and Social Psychology Bulletin*, 37, 1692-1703.

Ratliff, K. A., & Nosek, B. A. (2010). Creating distinct implicit and explicit attitudes with an illusory correlation paradigm. *Journal of Experimental Social Psychology*, 46, 721-728.

Ratliff (Ranganath), K. A., Spellman, B. A., & Joy, J. A. (2010). Cognitive “category induction” research and social “persuasion” research are each about what makes arguments believable: A tale of two literatures. *Perspectives on Psychological Science*, 5, 115-122.

Ratliff (Ranganath), K. A., & Nosek, B. A. (2008). Implicit attitude generalization occurs immediately, explicit attitude generalization takes time. *Psychological Science, 19*, 249-254.

Ratliff (Ranganath), K. A., Smith, C. T., & Nosek, B. A. (2008) Distinguishing automatic and controlled components of attitudes from direct and indirect measurement methods. *Journal of Experimental Social Psychology, 44*, 386-396.

Nosek, B. A., Smyth, F. L., Hansen, J. J., Devos, T., Lindner, N. M., Ratliff (Ranganath), K. A., Smith, C. T., Olson, K. R., Chugh, D., Greenwald, A. G., & Banaji, M. R. (2007). Pervasiveness and correlates of implicit attitudes and stereotypes. *European Review of Social Psychology, 18*, 36-88.

Ratliff (Ranganath), K. A., & Nosek, B. A. (2007). Implicit attitudes. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of Social Psychology* (pp. 464-466). Thousand Oaks, CA: SAGE.

### **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION**

Meijs, M. M., Lammers, J., & Ratliff, K. A. (2013). About charming men and tough women: Gender stereotype-inconsistent acts are more acceptable than gender stereotype-consistent acts. Under review at *European Journal of Social Psychology*.

Howell, J.L. , & Ratliff, K. A. (2013). Implicit-Explicit Attitude Discrepancy Prompts Defensive Responding to IAT Feedback. Under Review at *Journal of Personality and Social Psychology*.

Ratliff, K. A., & Ang, D. (2013). Implicit and explicit attitudes toward sustainability predict environmentally-friendly behavior. Unpublished manuscript.

Ratliff, K. A., & Howell, J. L. (2013). Implicit prototypes predict skin cancer prevention behavior. Unpublished manuscript.

Ratliff, K. A. (2013). Information frequency differentially affects the formation of implicit and explicit attitudes. Unpublished manuscript.

### **HONORS AND AWARDS**

- 2010 School of Social & Behavioral Sciences Best Teacher, Tilburg University
- 2009 Psychology Department Graduate Student Teaching Award, University of Virginia
- 2008 Dissertation Acceleration Grant (\$5000), University of Virginia
- 2008 Society for Personality and Social Psychology Student Travel Grant
- 2007 Distinguished Teaching Fellowship (\$6000), University of Virginia
- 2007 Robert J. Huskey Travel Grant, University of Virginia
- 2007 First Place Oral Presentation, University of Virginia Graduate Research Exhibition
- 2006 First Place Oral Presentation, University of Virginia Graduate Research Exhibition
- 2007 Graduate School of Arts and Sciences Travel Grant, University of Virginia
- 2006 Graduate School of Arts and Sciences Travel Grant, University of Virginia
- 2005 Summer Institute in Social Psychology Participant, University of Michigan
- 2005 Robert J. Huskey Travel Grant, University of Virginia
- 2003 Marie Means Award for Most Outstanding Psychology Student, Belmont University
- 2002 Means Memorial Scholarship, Psychology Department, Belmont University
- 2001 Rasmussen Foreign Study Scholarship, Belmont University

## **SERVICE AND LEADERSHIP**

2013 Psychology Club/Psi Chi Faculty Advisor, University of Florida  
2013 Psychology Department Merit Committee Member, University of Florida  
2012 Social Area Admissions Committee Chair, University of Florida  
2012 Poster Judge, Society for Southeastern Social Psychologists, Gainesville, FL  
2008 Poster Judge, Society for Personality and Social Psychology, Albuquerque, NM  
2003-2006 Head of Area Representatives to the Graduate Representation Council, UVA  
2001-2003 Psi Chi (President, 2003), Belmont University

## **TEACHING EXPERIENCE**

2013 Seminar in Attitudes (Graduate), University of Florida  
2012 Attitudes and Social Cognition (Undergraduate), University of Florida  
2012 Social Psychological Theories (Graduate), Tilburg University  
2011 Attitudes and Communication (Undergraduate), Tilburg University  
2011 Social Psychological Theories (Graduate), Tilburg University  
2010 Attitudes and Communication (Undergraduate), Tilburg University  
2010 Social Psychological Theories (Graduate), Tilburg University  
2009 Attitudes and Communication (Undergraduate), Tilburg University  
2008 Implicit Social Cognition, University of Virginia  
2007 Head TA, Research Methods and Data Analysis I, University of Virginia  
2005 TA, Research Methods and Data Analysis II, University of Virginia  
2004 TA, Research Methods and Data Analysis I, University of Virginia  
2004 Grader, Introduction to Social Psychology, University of Virginia  
2001 Volunteer Teacher, Khayelihle Children's Home, Durban, South Africa

## **CHAired SYMPOSIUMS**

What is implicit about implicit attitudes? (2009). Symposium held at the annual meeting of the Society for Personality and Social Psychology, Tampa, FL. (Co-chair: Colin Smith, Participants: Colin Smith, Keith Payne, Bertram Gawronski, Laurie Rudman).

Moral head, moral heart: Dual process approaches to moral judgment. (2008). Symposium held at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM. (Co-chair: Jesse Graham, Other Participants: Peter Ditto, Joshua Greene, John Darley).

Implicit cognition and social justice. (2007). Symposium held at the annual meeting of the Association for Psychological Science, Washington D.C. (Co-chair: Jesse Graham, Other Participants: Linda Skitka, Nilanjana Dasgupta, Tom Tyler).

## **ACADEMIC PRESENTATIONS**

Ratliff, K. A. (2013). Careers in social psychology. University of Florida Psychology Club, Gainesville, FL.

Smith, C. T., Ratliff, K. A., & Nosek, B. A. (2013). Rapid assimilation: Does political identity change the meaning of political information. Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Ratliff, K. A. (2012). Guilt-by-Association: Implicit and explicit attitude transfer. Keynote, Belmont University Science Undergraduate Research Symposium, Nashville, TN.

Ratliff, K. A. (2012). Preventing biased information processing: The case of attitude transfer. University of Florida Social Area Brownbag, Gainesville, FL.

Ratliff, K. A. (2012). Preventing biased information processing: The case of attitude transfer. Meeting of the Society for Experimental Social Psychology, Austin, TX.

Ratliff, K. A. (2012). Understanding the influence of state and trait motivation on the prevention of guilt-by-association. Annual meeting of the Person Memory Interest Group, New Braunfels, TX.

Ratliff, K. A., & Smith, C. T. (2012). Distinguishing automatic and controlled components of attitudes toward gay People. Meeting of the Society of Southeastern Social Psychologists, Gainesville, FL.

Ratliff, K. A. (2012). Preventing biased information processing: The case of attitude transfer. European Association of Social Psychology Fourth Meeting on Attitudes, Ghent, Belgium.

Ratliff, K. A. (2011). Guilt-by-association: Implicit and explicit attitude transfer. Meeting of the Belgian Association of Psychological Science, Ghent, Belgium.

Ratliff, K. A. (2011). Improving the Project Implicit user experience. Project Implicit Researcher Training Meeting, University of Virginia, Charlottesville, VA.

Ratliff, K. A. (2010). Implicit and explicit attitude formation and generalization. Ghent University Department of Experimental Clinical and Health Psychology, Ghent, Belgium.

Ratliff, K. A. (2010). Implicit and explicit attitude formation. Tilburg University Social Psychology Department Colloquium Series, Tilburg, The Netherlands.

Ratliff, K. A. (2010). Implicit and explicit attitude formation and generalization. University of Groningen Social Psychology Department Colloquium Series, Groningen, The Netherlands.

Ratliff, K. A. (2010). Guilt-by-association: Implicit and explicit attitude generalization. Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Ratliff, K. A. (2009). Guilt-by-association: Processes of implicit and explicit attitude generalization. Meeting of the Person Memory Interest Group, Boothbay, ME.

Ratliff, K. A. (2009). Guilt-by-association. University of Virginia Psychology Department Colloquium Series, Charlottesville, VA.

Ratliff, K. A. (2009). Distinct influences on implicit and explicit attitude formation. Tilburg University Social Psychology Department Colloquium Series, Tilburg, The Netherlands.

Ratliff, K. A. (2008). Covariation detection and attitude formation. Meeting of the International Congress of Psychology, Berlin, Germany.

Ratliff, K. A., & Nosek, B. A. (2008). Moral transgression and dual-process attitude formation. Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Ratliff, K. A. (2008). Extreme moral transgression and dual-process attitude formation. University of Virginia Social Lunch Series, Charlottesville, VA

Ratliff, K. A. (2007). Guilt-by-association: Implicit and explicit attitude generalization. Meeting of the Association for Psychological Science, Washington D.C.

Ratliff, K. A. (2006). Distinct implicit and explicit attitudes from a single learning episode. University of Virginia Cognitive Lunch Series, Charlottesville, VA.

Ratliff, K. A. (2006). Covariation and attitude formation. University of Virginia Sixth Annual Robert J. Huskey Graduate Research Exhibition, Charlottesville, VA.

Ratliff, K. A. (2005). Covariation detection and attitude formation. University of Virginia Social Lunch Series, Charlottesville, VA.

Ratliff, K. A. (2004). Speeded self-report as a mediator of the relationship between automatic and controlled attitudes. University of Virginia Social Lunch Series, Charlottesville, VA.

Hammer, E., Yandell, L., Ratliff, K. A., & Cothran, D. L. (2003). Gaining research experience as an undergraduate: Presenting, publishing, and prospering. Meeting of the American Psychological Society, Atlanta, GA.

Ratliff, K. A. (2002). The relationship between implicit prejudice and support for capital punishment. Meeting of the Middle Tennessee Psychological Association, Nashville, TN.

Ratliff, K. A., & Roberts S. D. (2002). Effect of gender stereotypes on attitudes toward capital punishment. Meeting of the Middle Tennessee Psychological Association, Nashville, TN.

### **CORPORATE, LEGAL, AND GOVERNMENTAL PRESENTATIONS**

Ratliff, K. A. (2013). Mindbugs: The ordinary origins of bias. Texas Center for the Judiciary Conference on Implicit Bias. San Antonio, TX.

Ratliff, K. A. (2013). Mindbugs: Seeing the world through our expectations. Bank of America/Merrill Lynch Managing Director Promotion Conference, New York, NY.

Ratliff, K. A. (2009). Mindbugs: Seeing the world through our expectations. Tennessee Human Rights Commission Employment Law Seminar, Nashville, TN.

Ratliff, K. A. (2008). Mindbugs: Seeing the world through our expectations. Ohio Employment Lawyers Association Annual Seminar, Columbus, OH.

Ratliff, K. A. (2007). Mindbugs: The ordinary origins of bias. Canadian Human Resources Development Centre Conference on Leadership, Vancouver, Canada.

Ratliff, K. A. (2007). Mindbugs: Seeing the world through our expectations. Diversity Best Practices Leadership Summit, Washington D.C.

Ratliff, K. A. (2007). Mindbugs: The ordinary origins of bias. Canadian Human Resources Development Centre Conference on Diversity and Inclusion, Vancouver, Canada.

## **CONFERENCE POSTERS**

Meijs, M. M., Lammers, J., & Ratliff, K. A. (2013). About charming men and tough women: Stereotype inconsistent immoralities can have positive consequences. Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

Seuntjens, T., & Ratliff, K. A. (2012). Negativity bias in (implicit) attitude formation. Meeting of the Society for Personality and Social Psychology, San Diego, CA.

Ratliff, K. A. & Oishi, S. (2011). Gender differences in self-esteem following a romantic partner's success or failure. Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

Smith, C. T, Ratliff, K. A., & Nosek, B. A. (2010). Consequences of discrepant implicit and explicit attitudes. Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.

Smith, C. T, Ratliff, K. A., & Nosek, B. A. (2008). Instant assimilation: Automatically integrating new information with existing beliefs. Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.

Ratliff, K. A., & Nosek, B. A. (2007). Distinct implicit and explicit attitudes from a single learning episode. Meeting of the Society for Personality and Social Psychology, Memphis, TN.

Ratliff, K. A., & Nosek, B. A. (2006). Covariation detection and attitude formation. Meeting of the Society for Personality and Social Psychology, Palm Springs, CA.

Ratliff, K. A., & Nosek, B. A. (2005). Distinguishing automatic and controlled components of attitudes. Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

## **STUDENT COMMITTEE MEMBERSHIPS**

### *Doctoral Committees*

Current	Benjamin Crozier, Social, University of Florida
Current	Engin Ege, Counseling, University of Florida
Current	Maartje Meijs, Social, Tilburg University, <i>Co-chair</i>
Current	Hanna Suh, Counseling, University of Florida
Current	Shraddha Sundharam, Counseling, University of Florida
Current	Lana Tolaymat, Counseling, University of Florida
Current	Jimmy Yip, Criminology, University of Florida

### *Master's Thesis Committees*

Current	Kelsey Austin, Counseling, University of Florida
Current	Kathleen Connelly, Counseling, University of Florida
Current	Rick Klein, Social, University of Florida, <i>Chair</i>
Current	Kirsten Nielsen, Social, University of Florida

### *Undergraduate Honors Thesis Committees*

2013	Rachel Greenspan, University of Florida
2013	Jonathan Hirschauer, University of Florida
2013	Devon Price, University of Florida