CRAM &
MCGILL PSYCHOLOGY
PRESENT

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USING SIGNAL DETECTION AND DRIFT DIFFUSION ANALYSES TO BETTER UNDERSTAND DISCRIMINATION IN SOCIAL JUDGMENT

Discrimination based on social information can be a subtle but highly consequential phenomenon. In this talk, I will present a measure for assessing discrimination and review studies showing that discrimination can often occur without conscious awareness or intention. We use a signal detection perspective to argue that in many cases, the magnitude of discrimination can be understood as a combination of noise—the number of overall errors made in evaluation—plus bias—the degree to which those errors benefit one group over another. The degree of noise and bias in social judgment differentially respond to various interventions and likely rely on distinct psychological mechanisms. A drift diffusion modeling analysis further shows how discrimination both emerges quickly and exacerbates during judgment, and how novel interventions can separately alter these two processes.

ROOM 1552
2001 MCGILL COLLEGE
OCTOBER 4TH, 2019
12-1PM