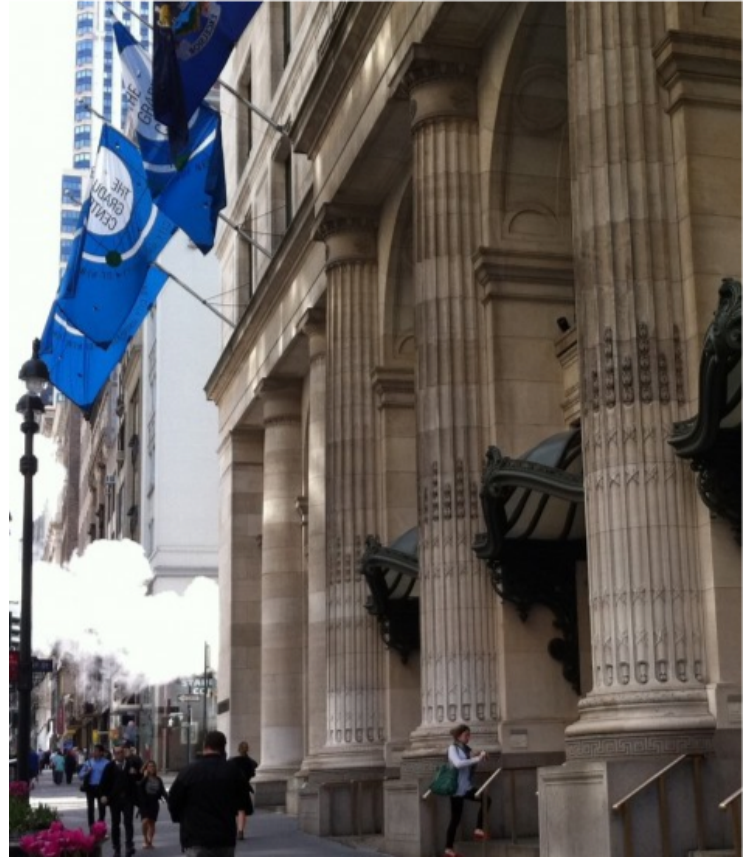


# Basic and Applied Social Psychology

## *Spring 2015 Colloquium Series*

CUNY Graduate Center  
365 Fifth Avenue  
Room 6304.01

**April 1<sup>st</sup>**  
**3:00pm – 4:30 pm**



### **Actual, Imagined, and Implied: Stigma and fear in the end of AIDS**

**Sarit Golub**  
**Hunter College, CUNY**

Sarit Golub is Professor of Psychology at Hunter College and the CUNY Graduate Center. Dr. Golub is a social psychologist with a strong background in public health, and her work integrates findings across disciplines to inform new approaches to HIV prevention and care. Dr. Golub will present data from two NIH-funded studies to discuss the role of anticipated stigma in HIV testing behavior, the use of pre-exposure prophylaxis (PrEP) as an anti-anxiolytic, and the rise of implicit stigma in social media. These findings have implications for the ways in which HIV prevention campaigns and biomedical prevention strategies activate reciprocal relationships among behavior, cognition, and affect.

