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"Conversational . . . easy to read, and best of all, it has the potential, at least, to change the way you think about yourself."
—LEONARD MLODENOW, *The New York Review of Books*

BLIND SPOT

HIDDEN BIASES
of
GOOD PEOPLE

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Blindspot: Hidden Biases of Good People



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I know my own mind. I am able to assess others in a good and accurate way. Imagine if we' is the authors's personality, abilities, and potential. "Blindspot" Banaji and Anthony G. writer of Eyewitness Testimony Writing with simpleness and verve, Banaji and Greenwald issue the level to which our perceptions of social organizations- .shape our needs and wants and our judgments about people' Greenwald as they explore the concealed biases we all carry from a lifetime of contact with cultural attitudes about age, gender, race, ethnicity, religion, social class, sexuality, disability status, and nationality. "A stimulating treatment that should help readers cope with irrational biases that they might in any other case consciously reject.s "" are those folks who make an effort to align our behavior with our intentions. The aim of Blindspot is to describe the science in basic enough language to greatly help well-intentioned people make that happen alignment. By gaining consciousness, we can adapt beliefs and behavior and " Loftus, Ph. Venturing into this reserve is an invitation to understand our very own minds. in our heads so we are able to become fairer to those around us. ." easy to read, and best of all, it gets the potential, at least, to change the way you consider yourself. Conversational . Outstanding, authoritative, and utterly accessible, Blindspot is a book which will challenge and change readers for a long time to come. ." Compliment for Blindspot -re not the magnanimous people we think we are? "Available and authoritative . .without our awareness or conscious control- While we may not have much power to eradicate our own prejudices, we are able to counteract them. "A wonderfully cogent, socially relevant, and engaging publication that helps us think smarter and more humanely. . .These self-perceptions are challenged by leading psychologists Mahzarin R. Leonard Mlodinow, THE BRAND NEW York Overview of Books "Publishers Weekly people are affected by dangerous stereotypes.-Banaji and Greenwald deserve a significant award for writing such a lively and engaging publication that conveys an important message: Mental processes that we are not aware of can affect what we think and what we carry out. Blindspot is among the many illuminating books ever written on this subject."-Elizabeth F. outsmart the machine"D. Banaji and Greenwald will keep even nonpsychology students engaged with a lot of self-examinations and compelling elucidations of case studies and experiments. past president, Association for Psychological Science; metaphor for the part of the mind that homes concealed biases. The first step is to turn a hidden bias into a noticeable one. .-In Blindspot, the authors reveal concealed biases based on their experience with the Implicit Association

Test, a method that has revolutionized just how scientists learn about the human being mind and that provides us a glimpse into what lies within the metaphoric blindspot. "David G. Myers, professor, Hope College, and author of *Intuition: Its Powers and Perils* –[The authors'] function has revolutionized social psychology, proving that—unconsciously—The Washington Post great people"—Psychology Today "An accessible and persuasive accounts of the causes of stereotyping and discrimination . . . , distinguished professor, University of California, Irvine;" "— "The title'" That is psychological research at its greatest, by two of its shining stars. Kirkus Reviews From the Hardcover edition.



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Comments by a biases reviewer The authors have evidently devoted a whole lot of considered to their research also to writing this book. They reveal about unconscious biases that we may have that are inconsistent with this mindful thoughts and ideals. But, how do you reconcile the fact that I possess a far more positive association to people who do not share my European ancestry? The demonstration is vivid, and the suggestions easy to invest in memory. A final comment is that while the authors have carried out a fantastic job in detailing numerous unconscious biases, they have made less headway in coming up with solutions. Very insightful and informative. Instead, I went on the web to take a couple of the checks. With the hard copies, the authors possess emphasised that someone taking the test may opt to start first with the either sheet A or B. That is not possible with the online test. Because I am already in my own 60s, I find that my mind has considerable problems adjusting to switching from the remaining column to the right (and vice versa) as I progressed from component 1 to component 7 of the web test. As the test relies on measures of the speed and accuracy where the subject matter takes the check, I cannot help but wonder if the issue that I have experienced in switching time and again between left and ideal may not have contributed considerably, but erroneously, from what the test efforts to measure. I will have a conclusion for feeling more "comfortable" with male bosses over the years, despite being truly a feminist. Overwhelmingly suggested- but be prepared to be uncomfortable Awareness is the first rung on the ladder to enlightenment An eyeopening introduction to "Implicit Associations" aka biases that people might be totally unacquainted with, because our intellect believes that we don't have them. I also come across the authors' Implicit Association Test (IAT) to become a rather ingenious gadget to reflect unconscious associations or biases. I discover the few solutions talked about in the book to be much less insightful, or impressive. Solid read Solid read, we'd all be better off if we'd a deeper knowledge of our own prejudices and the role they play inside our everyday lives. I am among the 75% of white Americans with a strong preference for white despite my egalitarian views. I hope that simply understanding of my biases can help me to work more like what I so strongly profess. Her message is so commo. I desire everyone who says there is absolutely no racism in the us would read this reserve. And it concerns me about so many people and family members who aren't even aware of their own obvious racism. This work displays people where our blind spots are with recognition the first step in the resolution. This book isn't fun to browse- but to my mind, an important one. The book is well-researched and the writing keeps the jargon to the very least. Sense and provides great perspective on our perceptions of others.. however the questions it raised about what I believe, about myself and others, will end up being resonating for a long while. As it stands, I think the IAT Is most beneficial taken as a good reflection of unconscious biases, instead of an accurate measure of

such. Do I believe intellectually that a girl can perform an as good as or even better job as a CEO, or even the POTUS, when compared to a man? Definitely!myself? Perhaps the test procedures can be refined to cater for such possible mistakes.The racial bias test was was a lot more challenging intellectually. Unlike the authors, I didn't "flunk" it (indicating I don't share the "white" bias of 75% of the test takers, including many people of color).An example of the authors thoughtfulness can be reflected in their use of different colors to label the various types of lies (white, grey, invisible, blue, crimson, etc) that we often tell, often without having to be fully aware of what we are doing. I was actually born in Germany after WWII to German parents who had a pronounced preference because of their own kind. I suspect that's the reason for my apparent contrariness, but after reading about the authors' shock at their outcomes, I was certainly concerned that I would also flunk the test, despite my intellectual take on the subject. Together with the alleviation of "passing" the check came another question. Delivered promptly. conversations started Found my blindspot. Follow-up with the Project Implicit website for certain!.. But, after going for a few of the tests, I didn't need to take the gender test to learn that I'd flunk and place women to work in their homes, because that's the way I was raised, and that's my major and hidden bias.Simply no, this book doesn't provide in-depth explanations for methods to combat test outcomes that don't fit with your intellectual self-image, but it definitely makes you aware that everything you think and believe about yourself doesn't necessarily match how you are feeling innately, and those innate feelings do impact your behavior, despite your belief to the contrary. Ought to be required reading Very good explanations and easy to understand.so, why don't I like my own competition. It forthrightly covers several areas of potential bias, displaying through considerable research how everyone is affected for some reason by their biases. Very readable researched work This book discusses implicit biases every person holds. It helped me to understand the underlying basis for many of our social complications. Written in a conversational style, the research results could be understood by an average person. Any "jargon" gets explained. blind spots are with awareness A fully academic read for the common person who has no statistical background. Discomforting brilliance while the writing style is relaxed, nearly breezy, the material is not. Highly recommend it I enjoyed reading Blindspot. An excellent examine for all. The authors/researchers of the book have done a wonderful job of categorizing how our blindspots and mindbugs function and techniques have been attempted to ameliorate these. Insightful As a law college student, the info embedded within this supply promotes stimulating dialogue and monologue of what it is we believe and what it really is we actually commit ourselves to expressing. Satisfied Very top quality & shipped fast. Four Stars Useful Reducing mindbugs Hard as we may try, we all have our biases.. As I read

from a Kindle edition, I find it rather too tedious to try to generate hard copies of the lab tests to try out. I had a chance to hear this author at a conference. However the authors cannot up to now offer a method to counteract our implicit biases.. Five Stars Item as described.. Also super interesting reserve, gets you imagine & This is a straightforward read with academically backed findings that I had a need to supplement my college students' research of bias and how our perceptions effect how we observe, hear, and experience the world. Knowing that a few of these are intentionally discriminatory plus some are not really is even more mind boggling. The "us versus them" information ought to be something that anyone dealing with people should become aware of, especially those who are working to create laws.



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