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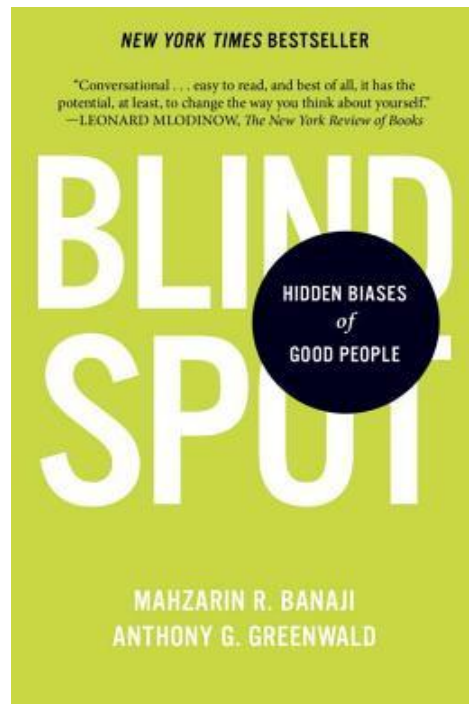
—LEONARD MLODINOW, *The New York Review of Books*

BLIND SPOT

HIDDEN BIASES
of
GOOD PEOPLE

MAHZARIN R. BANAJI
ANTHONY G. GREENWALD

* Blindspot: Hidden Biases of Good People *



Books Details

Author : Mahzarin R. Banaji Pages : 272 pages Publisher : Bantam Language
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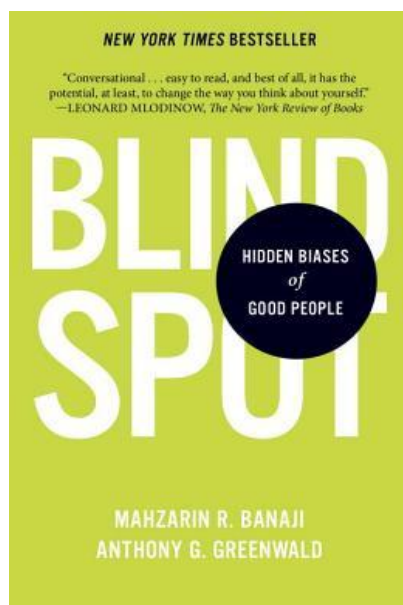
Books Descriptions

I know my own mind. I am able to assess others in a fair and accurate way. These self-perceptions are challenged by leading psychologists Mahzarin R. Banaji and Anthony G. Greenwald as they explore the hidden biases we all carry from a lifetime of exposure to cultural attitudes about age, gender, race, ethnicity, religion, social class, sexuality, disability status, and nationality. *Blindspot* is the authors' metaphor for the portion of the mind that houses hidden biases. Writing with simplicity and verve, Banaji and Greenwald question the extent to which our perceptions of social groups—without our awareness or conscious control—shape our

likes and dislikes and our judgments about people's character, abilities, and potential. In *Blindspot*, the authors reveal hidden biases based on their experience with the Implicit Association Test, a method that has revolutionized the way scientists learn about the human mind and that gives us a glimpse into what lies within the metaphoric



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