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Blindspot: Hidden Biases of Good People

Mahzarin R. Banaji, Anthony G. Greenwald

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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 blindspot.

The title's "good people" are those of us who strive to align our behavior with our intentions. The aim of *Blindspot* is to explain the science in plain enough language to help well-intentioned people achieve that alignment. By gaining awareness, we can adapt beliefs and behavior and "outsmart the machine" in our heads so we can be fairer to those around us. Venturing into this book is an invitation to understand our own minds.

Brilliant, authoritative, and utterly accessible, *Blindspot* is a book that will challenge and change readers for years to come.

Praise for *Blindspot*

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

"Accessible and authoritative . . . While we may not have much power to eradicate our own prejudices, we can counteract them. The first step is to turn a hidden bias into a visible one. . . . What if we're not the magnanimous people we think we are?"***—The Washington Post***

"Banaji and Greenwald deserve a major award for writing such a lively and engaging book that conveys an important message: Mental processes that we are not aware of can affect what we think and what we do. *Blindspot* is one of the most illuminating books ever written on this topic."**—Elizabeth F. Loftus, Ph.D., distinguished professor, University of California, Irvine; past president, Association for Psychological Science; author of *Eyewitness Testimony***

"A wonderfully cogent, socially relevant, and engaging book that helps us think smarter and more humanely. This is psychological science at its best, by two of its shining stars."**—David G. Myers, professor, Hope College, and author of *Intuition: Its Powers and Perils***

“[The authors’] work has revolutionized social psychology, proving that—unconsciously—people are affected by dangerous stereotypes.”***—Psychology Today***

“An accessible and persuasive account of the causes of stereotyping and discrimination . . . Banaji and Greenwald will keep even nonpsychology students engaged with plenty of self-examinations and compelling elucidations of case studies and experiments.”***—Publishers Weekly***

“A stimulating treatment that should help readers deal with irrational biases that they would otherwise consciously reject.”***—Kirkus Reviews***

From the Hardcover edition.

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Lucille Roller:

Reading can called brain hangout, why? Because while you are reading a book specially book entitled Blindspot: Hidden Biases of Good People the mind will drift away trough every dimension, wandering in each aspect that maybe unfamiliar for but surely can be your mind friends. Imaging each word written in a book then become one contact form conclusion and explanation in which maybe you never get ahead of. The Blindspot: Hidden Biases of Good People giving you yet another experience more than blown away your brain but also giving you useful info for your better life on this era. So now let us demonstrate the relaxing pattern here is your body and mind will probably be pleased when you are finished examining it, like winning a sport. Do you want to try this extraordinary spending spare time activity?

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