Blindspot: Hidden Biases of Good People

In Blindspot, Mahzarin Banaji and Anthony Greenwald explore hidden biases that we all carry from a lifetime of experiences with social groups – age, gender, race, ethnicity, religion, social class, sexuality, disability status, or nationality.

"Blindspot" is a metaphor to capture that portion of the mind that houses hidden biases. The authors use it to ask about the extent to which social groups – without our awareness or conscious control – shape our likes and dislikes, our judgments about people's character, abilities, and potential.

The title's "good people" are the many people – the authors included – who strive to align their behavior with their good intentions. The aim of *Blindspot* is to explain the science in plain enough language to allow well-intentioned people to better achieve that alignment. Venturing into this book is an invitation to understand our own minds.

http://blindspot.fas.harvard.edu

At the heart of the book is a method called the **Implicit Association Test (**IAT) which was designed by Tony Greenwald to detect the hidden contents of the mind. Its original application was to explore the group-based preferences, stereotype, and identities that may not be accessible to conscious awareness. Since then, it has been used widely to study preferences, beliefs, and identity, and found applications in domains of health, education, business, government, the law and law enforcement. The test is currently available at 39 country sites, in 25 languages.

The IAT technique, described in depth in Chapter 3 of the book has been available since 1998 at a **website** devoted to public education and research. Stand-alone tests are also available in the e-book version of *Blindspot*.

These demonstration tests are available at **Harvard's Project Implicit**.

Examples of demonstration tests:

Gender-Science IAT	Gender – Science. This IAT often reveals a relative link between liberal arts and females and between science and males.
Gender-Career IAT	Gender – Career. This IAT often reveals a relative link between family and females and between career and males.