

[PDF] Blindspot: Hidden Biases Of Good People

Mahzarin R. Banaji, Anthony G. Greenwald - pdf download free book



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Description:

Review “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***

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"[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.

About the Author Mahzarin R. Banaji and Anthony G. Greenwald, collaborators for more than thirty years, are kindred spirits in their search to understand how the mind operates in social contexts. Banaji teaches at Harvard University, Greenwald at the University of Washington. With their colleague Brian Nosek, they are co-developers of the Implicit Association Test, a method that transformed them, their research, and their field of inquiry. In this book, for the first time, research evidence from their labs and from the more than fourteen million completed tests at implicit.harvard.edu is made available to the general reader.

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