



Blindspot: Hidden Biases of Good People

Mahzarin R. Banaji, Anthony G. Greenwald

Download now

[Click here](#) if your download doesn't start automatically

Blindspot: Hidden Biases of Good People

Mahzarin R. Banaji, Anthony G. Greenwald

Blindspot: Hidden Biases of Good People Mahzarin R. Banaji, Anthony G. Greenwald

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*

 [Download Blindspot: Hidden Biases of Good People ...pdf](#)

 [Read Online Blindspot: Hidden Biases of Good People ...pdf](#)

Download and Read Free Online Blindspot: Hidden Biases of Good People Mahzarin R. Banaji, Anthony G. Greenwald

From reader reviews:

Amanda Haskin:

Why don't make it to be your habit? Right now, try to ready your time to do the important take action, like looking for your favorite e-book and reading a reserve. Beside you can solve your trouble; you can add your knowledge by the book entitled Blindspot: Hidden Biases of Good People. Try to make book Blindspot: Hidden Biases of Good People as your close friend. It means that it can to become your friend when you truly feel alone and beside regarding course make you smarter than in the past. Yeah, it is very fortunated for you personally. The book makes you a lot more confidence because you can know almost everything by the book. So , let me make new experience and knowledge with this book.

Candice Foushee:

Spent a free time for you to be fun activity to do! A lot of people spent their sparetime with their family, or their friends. Usually they carrying out activity like watching television, going to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Can be reading a book can be option to fill your free of charge time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the guide untitled Blindspot: Hidden Biases of Good People can be good book to read. May be it might be best activity to you.

Rhonda Silva:

Beside this Blindspot: Hidden Biases of Good People in your phone, it can give you a way to get nearer to the new knowledge or information. The information and the knowledge you may got here is fresh in the oven so don't always be worry if you feel like an older people live in narrow village. It is good thing to have Blindspot: Hidden Biases of Good People because this book offers for your requirements readable information. Do you often have book but you rarely get what it's facts concerning. Oh come on, that would not happen if you have this in your hand. The Enjoyable arrangement here cannot be questionable, similar to treasuring beautiful island. So do you still want to miss the item? Find this book and also read it from at this point!

Thomas Ellis:

As a college student exactly feel bored to help reading. If their teacher requested them to go to the library as well as to make summary for some book, they are complained. Just minor students that has reading's soul or real their leisure activity. They just do what the teacher want, like asked to go to the library. They go to at this time there but nothing reading seriously. Any students feel that reading is not important, boring and can't see colorful pics on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever we would like. Likewise word says, many ways to reach Chinese's country. So , this Blindspot: Hidden Biases of Good People can make you really feel more

interested to read.

**Download and Read Online Blindspot: Hidden Biases of Good
People Mahzarin R. Banaji, Anthony G. Greenwald
#YGPAXSJ3BT8**

Read Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald for online ebook

Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald books to read online.

Online Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald ebook PDF download

Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald Doc

Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald Mobipocket

Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald EPub