COMP1205

Equality and Diversity Additional Readings and videos

Unconscious Bias @ Work | Google Ventures

Unconscious biases are created and reinforced by our environments and experiences. Our mind is constantly processing information, oftentimes without our conscious awareness. When we are moving fast or lack all the data, our unconscious biases fill in the gaps, influencing everything from product decisions to our interactions with coworkers. There is a growing body of research – led by scientists at Google – surrou

https://youtu.be/nLjFTHTgEVU

Making the unconscious conscious

 - a follow up video explaining the context

Unconscious biases influence our actions every day, even when—by definition—we don't notice them. These biases are shaped by our experiences and by cultural norms, and allow us to filter information and make quick decisions. We've evolved to trust our guts. But sometimes these mental shortcuts can lead us astray, especially when they cause us to misjudge people. We developed a workshop, Unconscious Bias @ Work, in which more than 26,000 Googlers have taken part. The workshop highlights four bias busting techniques which can help mitigate the potentially negative influence of unconscious bias:

- Gather facts
- Rely on consistent structure and criteria when making decisions
- Watch for subtle cues
- Foster awareness and accountability

  https://youtu.be/NW5s_-NI3JE

Blind Spot

Book on unconscious bias for the general audience

Banaji, M.R. and Greenwald, A.G., 2013. *Blindspot: Hidden biases of good people*. Delacorte Press.

http://spottheblindspot.com/the-book/

BCS Unconscious bias programme

http://policy.bcs.org/content/unconscious-bias-programme

Department for Business Innovation and Skills, 2013. *The Business Case for Equality and Diversity: a survey of the academic literature*, London. Available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/49638/the _business_case_for_equality_and_diversity.pdf.

https://library.gv.com/unconscious-bias-at-work-22e698e9b2d#.9kmpnez58

Project Implicit

https://implicit.harvard.edu/implicit/

Research cited in the google ventures video

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- Martin, Ann M., [Gender Distribution in Google Doodles: 2013 Year in Review](#), Speaking Up, Feb 4, 2014.