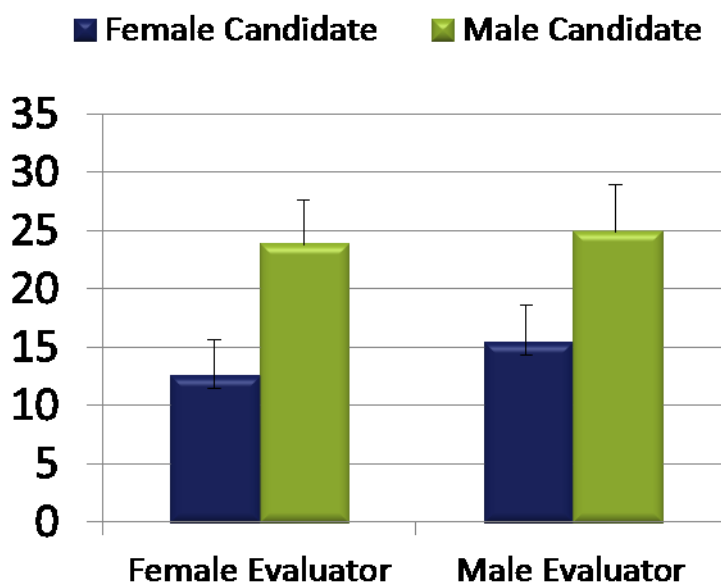


Unconscious Bias

Research shows that when presented with two equal candidates, one male and the other female, most evaluators prefer the male candidate – regardless of the evaluator’s gender.

The Experiment:

- Experienced evaluators were given a resume and asked if they would hire the candidate for a position in engineering.
- Groups of evaluators had a balanced ratio of men to women.
- The same resume was given to all evaluators, with the exception of the name at the top.
- Some groups were asked to evaluate “Karen” and others were asked to evaluate “Brian.”



Both male and female evaluators rated the male candidate as more viable than the female candidate.

The Results

- Since the resumes were identical except for the candidate’s name, this study clearly demonstrates gender bias at work.
- Because both female and male evaluators rated the male candidate higher than the female candidate, this is clearly not a malicious or overt stereotype, but an unconscious bias that associates science more strongly with men.

The solution?

Bring unconscious bias out into the open.

¹ Steinpreis, Anders & Ritzke (1999) *Sex Roles* 41(7/8): 509-528.