Avoiding Bias Pitfalls in Recruiting & Hiring

FUN & INFORMATIVE VIDEOS

Unconscious Bias: How Your Brain Gets Tricked
This short video describes the impact of fast and slow thinking and provides several interactive examples of how our brains get easily tricked into taking shortcuts that lead to incorrect conclusions and beliefs.

Moonwalking Bear
Selective Attention is the phenomenon of focusing our resources on looking for selected pieces of information, and missing other obvious information.

Moral Monkeys
This fairness study illustrates how primates are hard-wired for attunement to unfair and inequitable treatment. The video illustrates the anger and frustration that results from exclusion.

EVIDENCE OF IMPACT OF UNCONSCIOUS BIAS

Priming Effect: Can a Warm Handshake Get You Hired?
A recent study in Science found that people who had been holding a warm cup of coffee were kinder towards others and viewed them in a more flattering light than those who had been holding a cold cup. This suggests an interviewer might look more favorably on someone they’ve shaken hands with if their hand is warm.

Joe or Jose: Who Would You Hire?
Jose Zamora applied to 50 to 100 jobs every day for several months — without receiving a single response. One day, he decided to drop the ‘s’ from his resume and go by the name of Joe. A week later, "Joe" was flooded with emails from prospective employers who wanted to meet with him.

Blind Orchestra Auditions Shield Female Musicians from Invisible Bias
When audition candidates play from behind a screen, it has a powerful impact. Researchers have determined that eliminating visual clues to a musician’s gender makes it 50% more likely that a woman will advance to the audition finals.

GET STARTED

Ready to explore strategies to raise awareness and minimize unconscious bias? Want a copy of our tip sheet on reducing bias in recruiting, hiring, performance assessment, and talent development? Just ask.

Contact: Howie Schaffer at howie@inclusionworld.com or (202) 744-6885.