

# Avoiding Bias Pitfalls in Recruiting & Hiring

## FUN & INFORMATIVE VIDEOS

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### [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

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### [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

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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](mailto:howie@inclusionworld.com) or (202) 744-6885.

