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.”

**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.

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