Abstract

We discuss the incorporation in the literature on discrimination of the psychology of bias and stereotyping and the literature on methods to contrast bias presenting evidence (where it exists) of their effectiveness. We then present results of an experiment in revealing unconscious bias based on three stages: revealing bias, licensing bias (by eliciting it again) and exercising biased choices. Our results show that revealing gender bias does not lead to corrective behaviour by men in our sample, but it does on average lead to correction and thereafter to a larger gender biased choice by women. The effects are different depending on the initial level of bias of the subjects as well as their gender. This kind of work needs to be replicated to much larger scales to be meaningful, but it does illustrate the need for caution when advocating bias revelation beyond one-shot interactions, when people might revert to biased views and choices.