

U7.2

Unconscious Bias Quiz

1

Researchers have found that the best-looking people make, on average, during their lifetime, a lot more money than less attractive people.

TRUE OR FALSE

This statement is true.

1

Good-looking people make more money, on average than less attractive individuals.

The economist Daniel Hamermesh, in the book *Beauty Pays: Why Attractive People Are More Successful*, claims that beautiful people make, on average, during their lifetime, \$250,000 more than less attractive people.



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2

What percentage of hiring managers in the UK admit to a negative attitude towards individuals with certain (regional or foreign) accents?

- a. 80%**
- b. 5%**
- c. 30%**

Answer a. is correct.

2

A British law firm ran a survey in which 80% of UK managers admitted discriminating against people based on regional accents.

Listening to someone speaking with a foreign accent makes human brains work harder, which can lead to unintentional discrimination against people communicating in languages other than their own, new research suggests.



3

In America, only 14.5% of men are estimated to have this attribute. However, almost 60% of CEOs in Fortune 500 companies have it.

What is it?

- a. A college degree**
- b. A standing height of over 1.80 meters**
- c. IQ above 130**

Answer b. is correct.

3

Studies tell us that people have a more positive reaction to people who are tall. This is one type of unconscious bias linked to one's physical appearance that may lead to wrong impressions and conclusions.



4

A group of researchers in America sent two fictional job applications to 127 professors for a position of laboratory manager.

Both candidates were 22 years of age, had the same grades and the same references. The only difference was that one was called 'John' and the other one 'Jennifer'.

Can you guess what happened?

- a. 'Jennifer' was more likely to be hired than 'John', with a higher starting salary.**
- b. Both 'John' and 'Jennifer' were as likely to be hired and with the same starting salary.**
- c. 'John' was more likely to be hired than 'Jennifer', with a higher starting salary.**

Answer c. is correct.

4

According to a 2012 Yale University study, male applicants were more likely to be hired and with a higher salary than female applicants. This is despite having otherwise identical characteristics.

This is partly rooted in *Gender Bias*. Gender Bias refers to a person receiving different treatment based on the person's real or perceived gender identity, which can lead to severe inequality between men and women, especially in the business world.



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5

Dark-skinned candidates are often less likely to get the jobs they applied for than lighter-skinned applicants.

TRUE OR FALSE

This statement is true.

5

A University of Georgia study shows that dark-skinned African-Americans face a distinct disadvantage when applying for jobs, as compared to lighter-skinned applicants.

This is rooted in colourism. Colourism can be described as “discrimination against individuals with a dark skin tone, typically among people of the same ethnic or racial group.” It is one type of unconscious bias.



6

A father and son were involved in a car accident in which the father was killed and the son was seriously injured. The father died at the scene of the accident. The son was taken by ambulance to a hospital and was taken into the emergency room. A surgeon arrived and after seeing the patient cried out 'Oh my God, it's my son!'

How can you explain this situation?

- a. The man in the car has a child, but the child in the car is not his own.**
- b. Father and son were involved in two different car accidents.**
- c. The surgeon is the mother of the child.**

Answer c. is correct.

6

The surgeon in the story is female and the boy's mother.

When given this riddle, the majority of people tend to ignore the probability of the surgeon being female. This is due to Gender Bias and existing gender stereotypes. These stereotypes lead to society allotting competence rather to men than to women.

