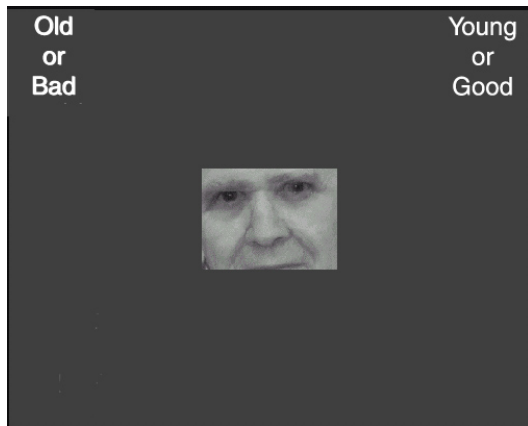
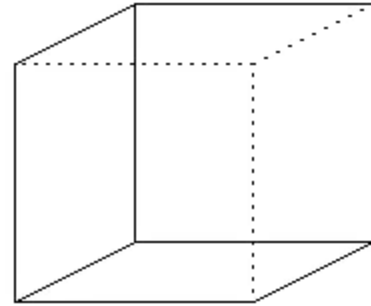
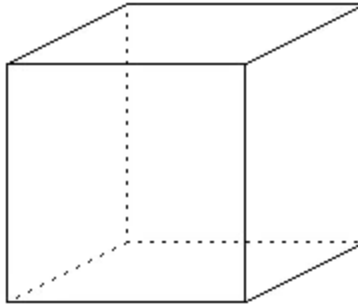
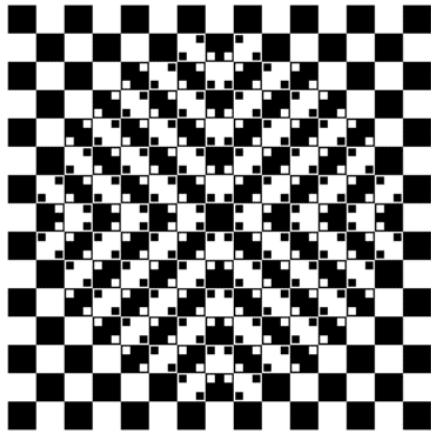
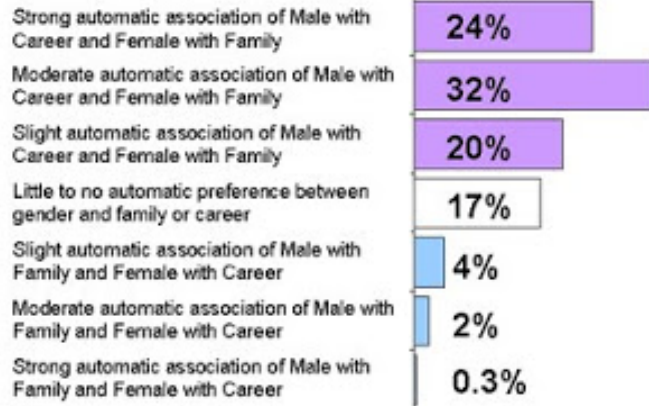


February 5, 2013



Percent of web respondents with each score



[Click for detailed summary](#)

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pretty
& playful
for her,
pp. 6-23



rugged
& ready
for him,
pp. 24-39

Suggested Reading

Websites –

- <https://implicit.harvard.edu/implicit/> (Project Implicit – including demonstration IAT tests)
- <http://www.lawandmind.com/> (Project on Law and Mind Sciences)

Popular books about cognitive bias –

- Thomas Gilovich, *How We Know What Isn't So: The Fallibility of Human Reasoning in Everyday Life* (1991)
- Massimo Piattelli-Palmarini, *Inevitable Illusions: How Mistakes of Reason Rule Our Minds* (1994)
- Thomas Kida, *Don't Believe Everything You Think: The 6 Basic Mistakes We Make in Thinking* (2006)
- Carol Tavris & Elliot Aronson, *Mistakes Were Made (But Not By Me): Why We Justify Foolish Beliefs, Bad Decisions, and Hurtful Acts* (2007)
- Madeleine L. Van Hecke, *Blind Spots: Why Smart People Do Dumb Things* (2007)
- Dan Ariely, *Predictably Irrational: The Hidden Forces that Shape Our Decisions* (2008)
- Robert A. Burton, *On Being Certain: Believing You Are Right Even When You're Not* (2008)
- Jim Benson, *Why Plans Fail: Cognitive Bias, Decision Making, and Your Business* (2011)

Academic books about cognitive bias –

- *Heuristics and Biases: The Psychology of Intuitive Judgment* (Thomas Gilovich, Dale Griffin, & Daniel Kahneman, eds. 2002)
- *Cognitive Illusions: A Handbook on Fallacies and Biases in Thinking, Judgement, and Memory* (Rüdiger F. Pohl, ed. 2004).
- *Behavioral Economics and Its Applications* (Diamond & Vartiainen, eds. 2007)

On law and debiasing –

- Christine Jolls & Cass R. Sunstein, *Debiasing through Law*, 35 J. of Legal Studies 199 (2006)
- *NYU Selected Essays on Labor and Employment Law: Behavioral Analysis of Workplace Discrimination* (Yelnosky & Gulati, eds. 2007)
- Samuel R. Bagenstos, *Implicit Bias, "Science," and Antidiscrimination Law*, 1 Harv. L. & Pol'y Rev. 477 (2008)
- Jerry Kang & Kristin Lane, *A Future History of Implicit Social Cognition and the Law*, draft version (2009); electronic copy available at: <http://ssrn.com/abstract=1458678> (includes discussion of debiasing techniques)
- Curt Rice, *6 Steps to Gender Equality* (2012), available at <http://curt-rice.com/wp-content/uploads/2012/11/6-Steps-to-Gender-Equality1.pdf>