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[How Gender Bias Corrupts Performance Reviews. And What To Do About It](#)

The Limitations of Language

HOW UNCONSCIOUS BIAS PERVADES LANGUAGE AND HINDERS ADVANCEMENT

By Jane Griffith

Unconscious bias is persistent and toxic, pervading our daily interactions even when we think we've controlled for it. This is not a new phenomenon or research area. In 1952, The [Boston Symphony started conducting blind auditions](#) as an attempt to address gender bias in hiring. In the initial stages of the experiment, The Boston Symphony asked musicians to audition from behind a screen to conceal their genders. However, males were still selected more frequently than women until the musicians were asked to remove their shoes. Why? Adjudicators had unconsciously voted against female musicians after hearing their high heels on the floor as they entered the room. The lesson was that the unconscious brain finds ways to enable bias, even when we've ostensibly gone to great lengths to override it.

Today, gender bias affecting hiring continues to be present in the workplace and researchers are now looking at the use of language as an enabler of this. Our use of language can limit gender diversity in the workforce, from hiring, to assessments, to terminations. Biased language can be found in everything from job postings, to candidate screening processes and resumé and performance reviews, perpetuating the status quo inside industries, companies, functions and roles.

WHY THE WORDS YOU USE MATTER

A recent [Harvard Business Review piece](#) found that individuals tend to use language to describe people in ways that support traditionally held stereotypes and beliefs. The article addresses the different words used to describe male and female leaders. This study found that women not only had fewer positive descriptors (four to men's 10), they also had six times the number of negative descriptors (12 to men's two). However, the words themselves were also very powerful. The top positive female words were "compassionate" and "enthusiastic," while the words for men were "analytical" and "competent." These words can have harmful consequences for women as the male words align more closely with business language and descriptions for ideal candidates in many senior executive roles.

Research also shows that another powerful example of bias can be seen in how we process the traditional male versus female voice. In an interview with [Fast Company](#), Stanford University linguistics professor, Meghan Sumner, discussed numerous studies that she conducted which uncovered how listeners make social judgements



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about a speaker based on voice. Sumner found that even when a female voice is defined as "trustworthy, clear and comprehensible," that voice receives less credence when compared with a man's voice. Conversely, a male voice that is initially defined as "unreliable" or "lacking in intelligence," receives an upgrade when compared to a woman's voice.

UNCONSCIOUS GENDER BIAS HINDERS HIGH PERFORMERS

In her [article](#) on gender bias in performance reviews, behavioural scientist and lawyer Paola Cecchi-Dimeglio asserts that in a performance review, women were 1.4 times more likely than men to receive critically subjective feedback (as opposed to either positive

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Cecchi-Dimeglio, P. (2017, April). How gender bias corrupts performance reviews and what to do about it. Harvard Business Review.. How Gender Bias Corrupts Performance Reviews, and What to Do About It. Paola Cecchi-Dimeglio, Harvard Business Review, April 12, 2017.. ... Gender Bias Corrupts Performance Reviews, and What to Do About It. Fairer data is better data, for employees and for companies. Business AdviceBusiness In How Gender Bias Corrupts Performance Reviews, and What to Do About It, Paola Cecchi-Dimeglio writes,. One of my findings, using content Gender bias in the workplace can rear its ugly head in many ways, including performance reviews. Let's dive into some common problems and These biases can lead to double standards — a similar situation gets a positive or a negative spin depending on gender. For example, one review described a ...

What steps can companies take to ensure all their employees are treated fairly? Unconscious Biases. In spite of many CEOs' intentions to prioritize gender Let's take a look at some examples of gender bias in the workplace and what we can do to alleviate the problem. Unconscious gender biases.. How Gender Bias Corrupts Performance Reviews, and What to Do About It. hbr.org. The annual performance review already has many strikes How Gender Bias Corrupts Performance Reviews, and What to Do About It.. Still, while judging employees in small groups can reduce gender bias, it's likely to backfire if the group is too big, for largely the same reason as ...

I found that these biases can lead to double standards, in that a situation can get a positive or a negative spin, depending on gender. In one review I read, the How Gender Bias Corrupts Performance Reviews, and What to Do About It. Harvard Business Review. 8 Koenig, A. M., Eagly, A. H., Mitchell, How Gender Bias Corrupts Performance Reviews, and What to Do About It. Fairer data is better data, for employees and for companies.. I don't know whether Jessica got her promotion, but the exchange got me wondering how often this perception of female abrasiveness I found that these biases can lead to double standards, in that a situation can get a positive or a negative spin, depending on gender. In one Harvard Business Review: How Gender Bias Corrupts Performance Reviews, and What to Do About It, by Paola Cecchi-Dimeglio (Harvard Law Source:https://hbr.org/2017/04/how-gender-bias-corrupts-performance-reviews-and-what-to-do-about-it. Tagged: 2017. Newer PostUpping the They perform at the same level. Numbers prove that. Their boss feels they both need to improve how they interact with clients. In Todd's annual How Gender Bias Corrupts Performance Reviews, and What to Do About It. fbf833f4c1

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