



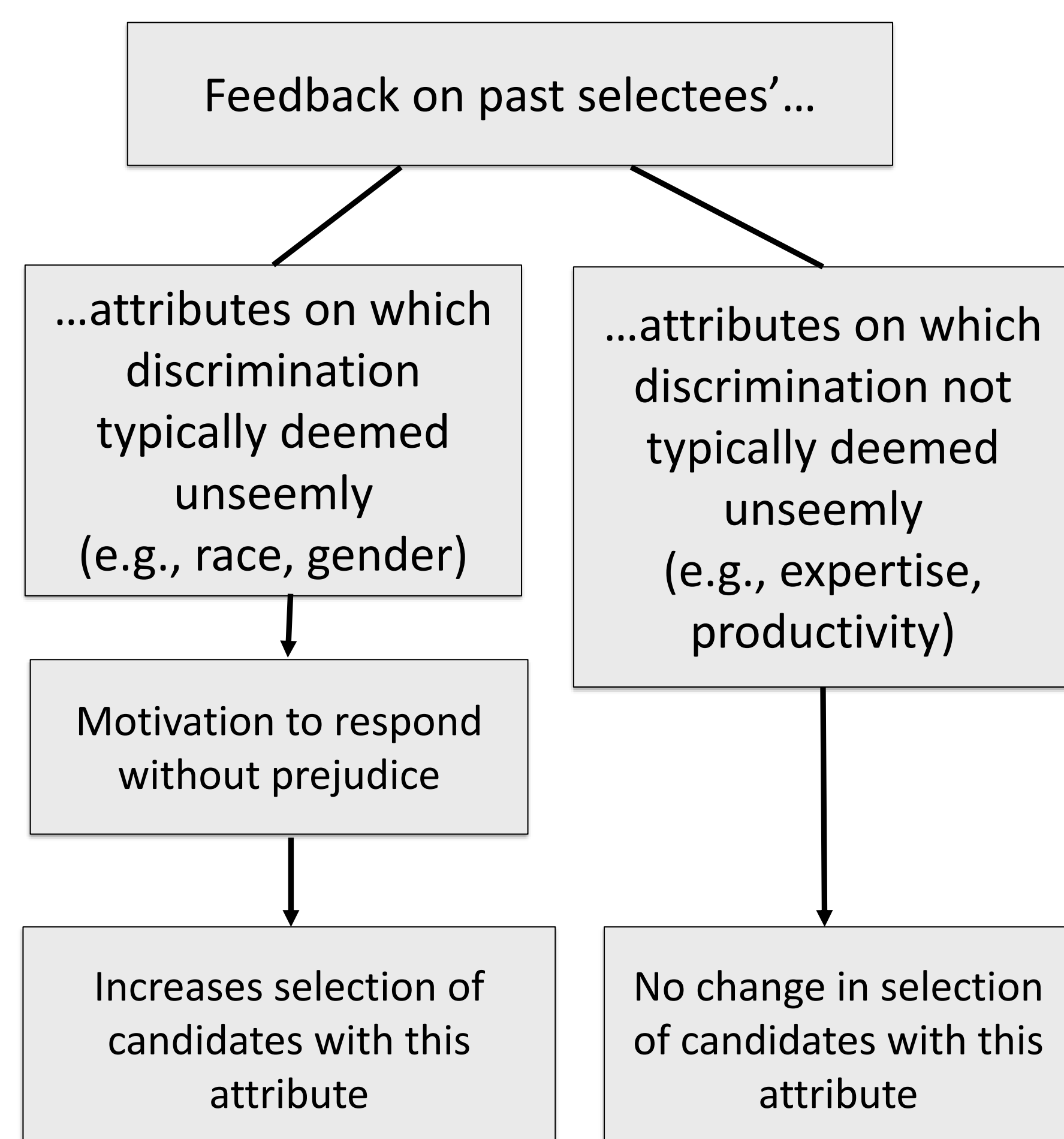
PRESENTER:
Jose Cervantez

What Happens When We Learn What Fraction of Our Last Few Selectees Were Women (or Racial Minorities)?

Background

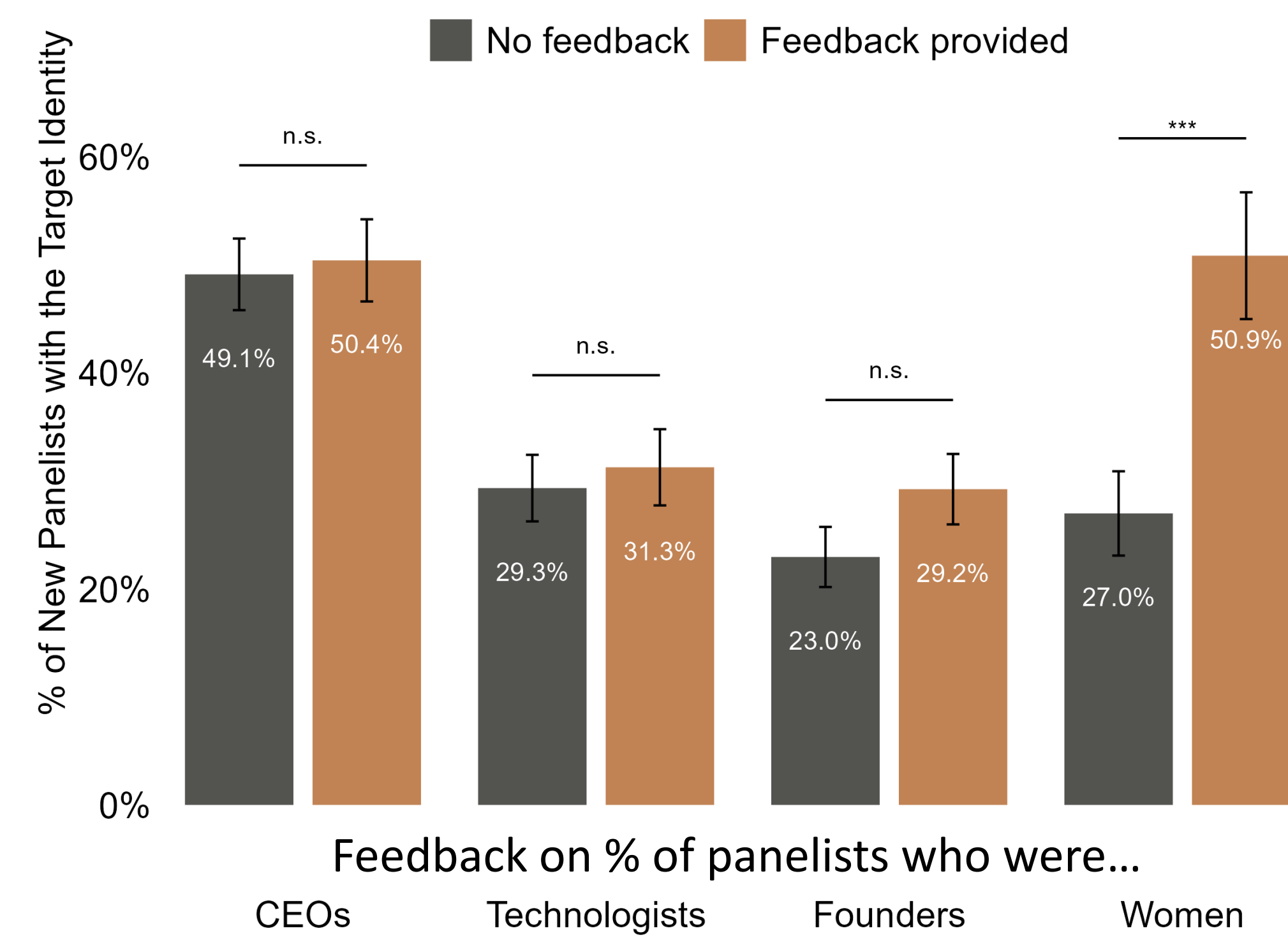
Decisions about who we select, promote, and assign to groups shape who holds positions of power. Feedback focuses attention and helps us calibrate our goals. We show providing feedback on past selectees' gender and race - attributes on which discrimination is unseemly - leads to increased future selections of women and racial minorities. Conversely, feedback on more neutral attributes of past selectees (e.g., expertise, productivity) does not change future decisions.

Prediction

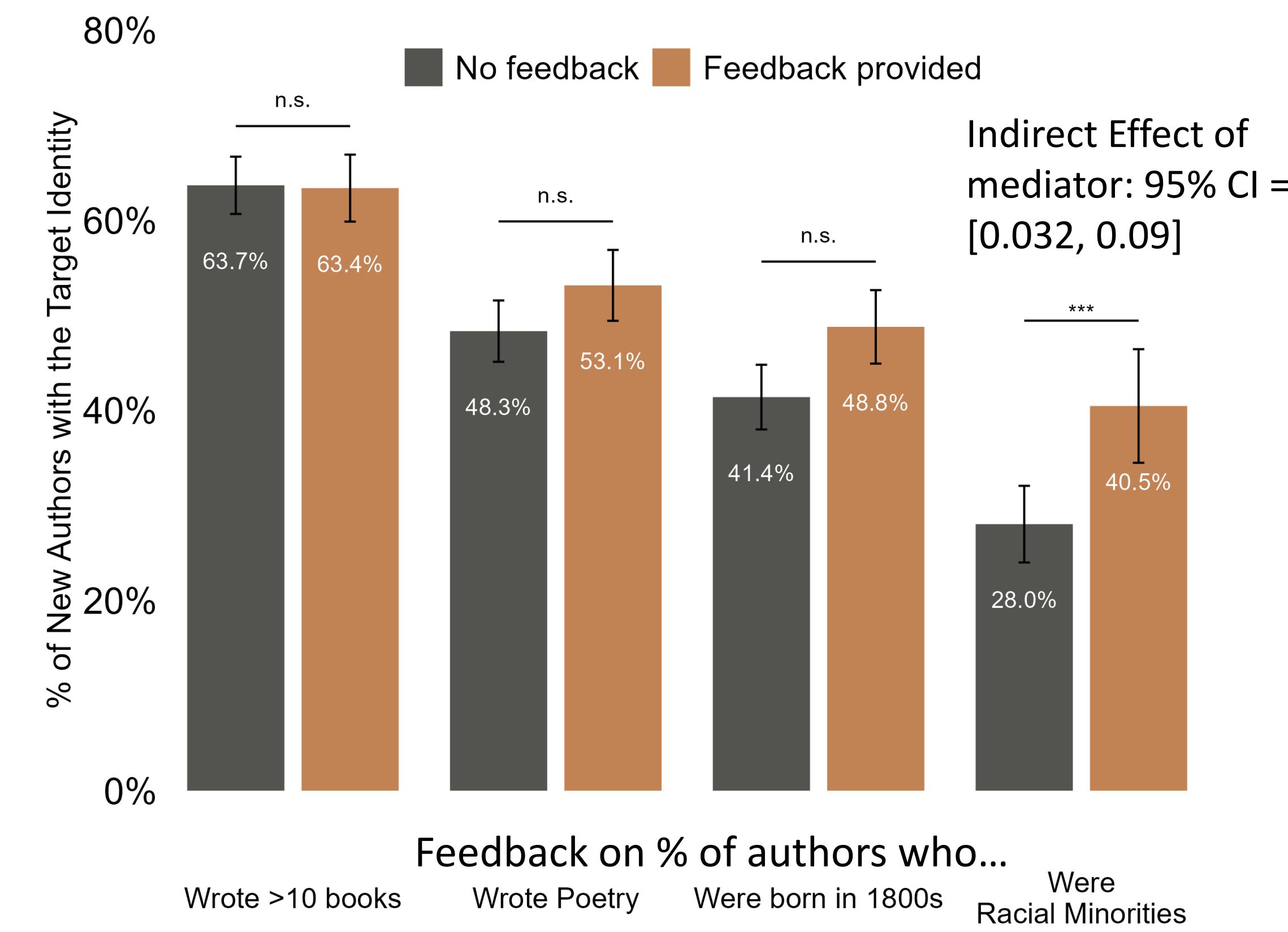


Study 1 (N=1,000)

- (Gender feedback promotes selecting women)
- Select 6 business leaders for panel
 - Random assignment to receive feedback targeting 3 of the following 4 attributes of 6 panelists selected:
 - % CEOs
 - % Technologists
 - % Founders
 - % Women
 - Asked to add a 7th panelist
 - DV:** Identity of the 7th panelist



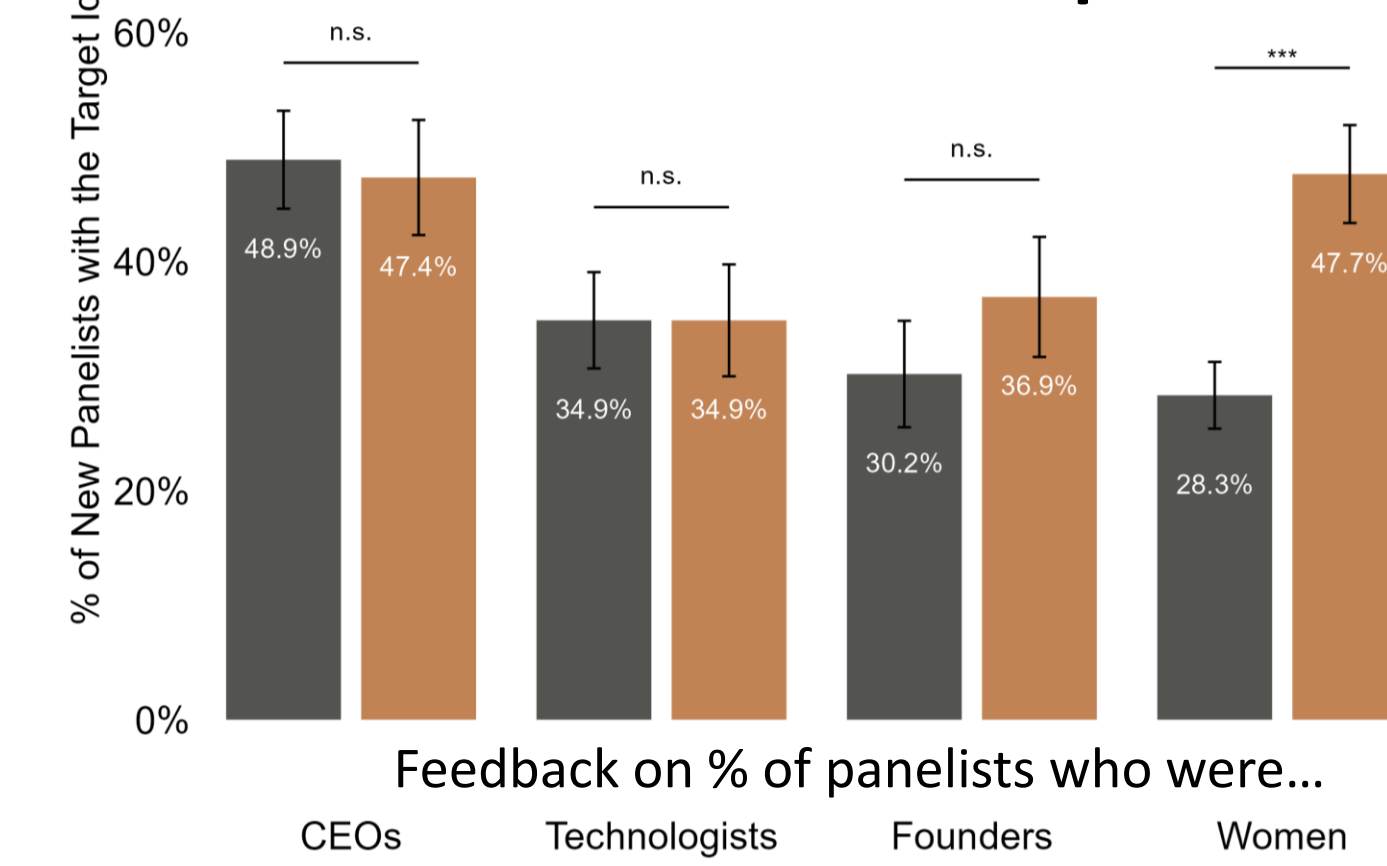
Study 2 (continued)



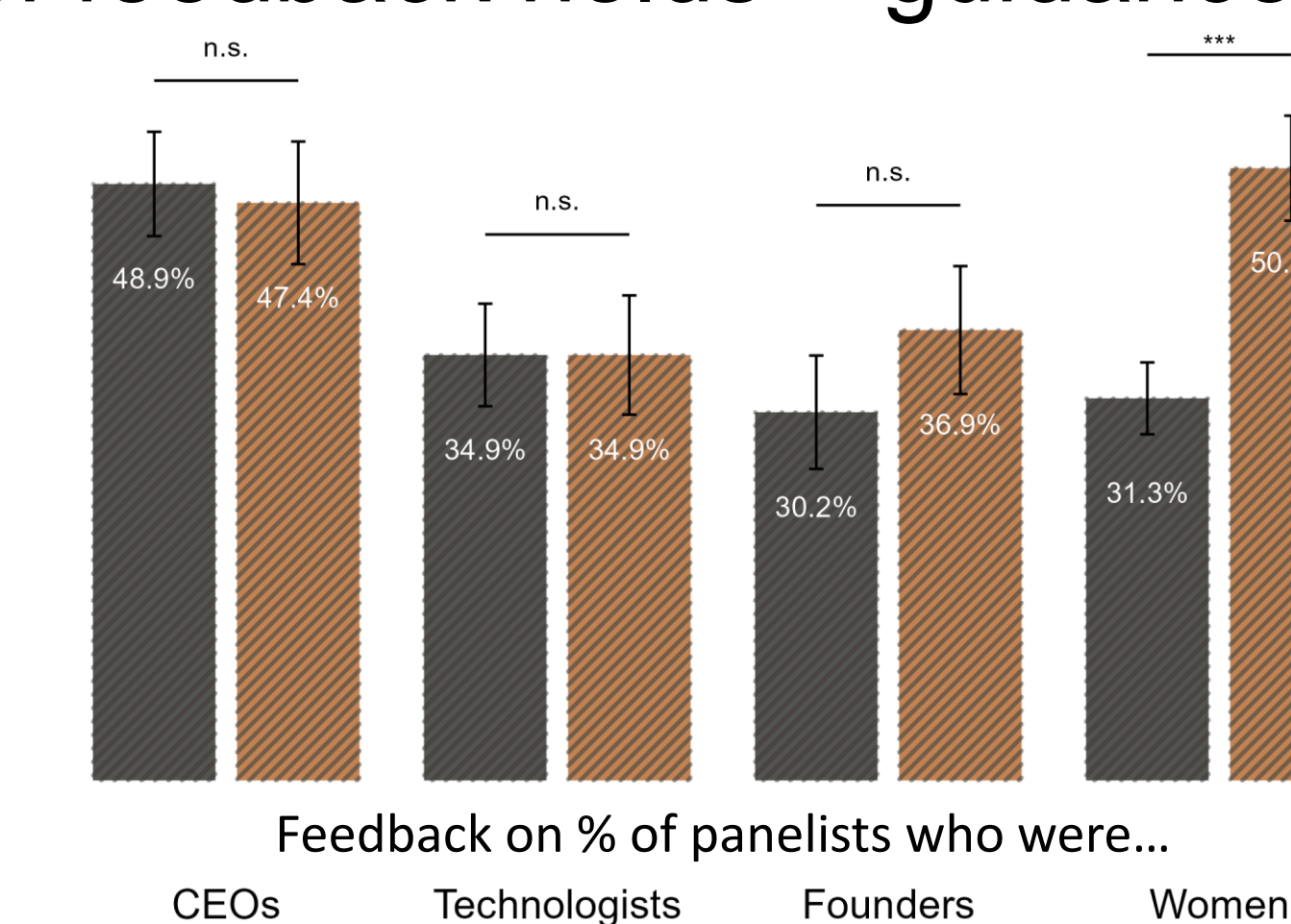
Study 3 (N=1,000)

- (Encouraging diversity does not moderate the effect)
- Replication of Study 1
 - 2 x 2: Half of participants also encouraged to focus on diversity when adding a 7th panelist

As usual: direct replication

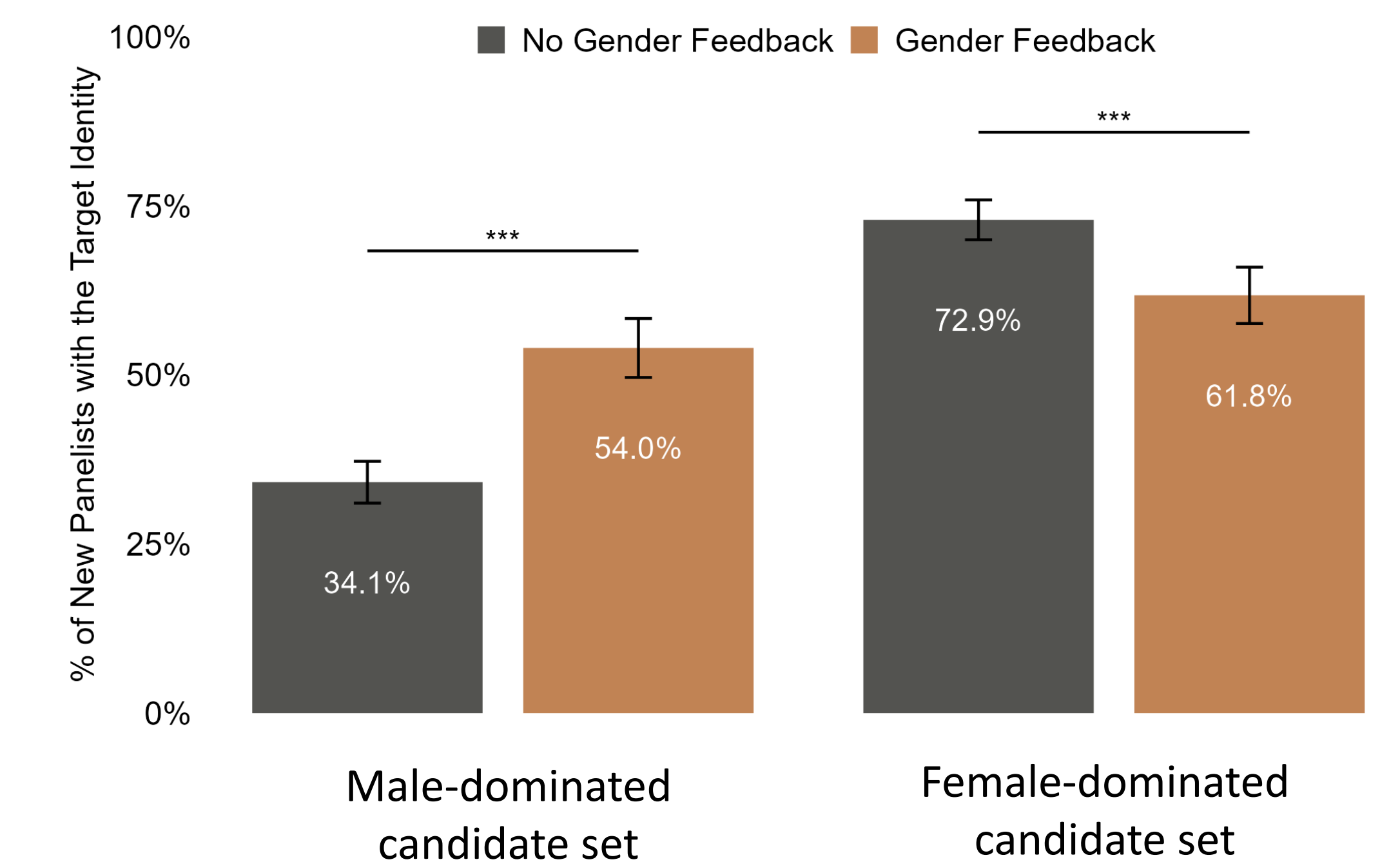


With guidance to focus more on diversity:
effect of feedback holds + guidance is impotent



Study 4 (N=1,000)

- (Base rate moderates the effect of feedback)
- Select 6 business leaders for panel
 - Random assignment to receive feedback targeting:
 - % Founder & % Technologist
 - % Founder, % Technologist & % Women
 - 2 x 2: Half of participants assigned to select panel from a *male-dominated* set of leaders, half from a *female-dominated* set.



Summary

Providing feedback about the gender and race of past selectees leads to significant increases in the subsequent selection of women and racial minorities, respectively. By contrast, feedback on other attributes of past selectees (on which discrimination isn't unseemly), such as expertise or productivity, does not alter the subsequent selection of those with the targeted attributes (e.g., greater expertise or productivity).

Study 2 (N=1,000)

- (Race feedback promotes selecting URM)
- Select 6 authors for library reading list
 - Random assignment to receive feedback targeting 3 of the following 4 attributes of authors selected:
 - % Poets
 - % Wrote >10 books
 - % Born in 1800s
 - % Racial Minorities
 - Asked to add a 7th author
 - DV:** Identity of the 7th author
 - Mediator:** Motivation to respond without prejudice (Plant & Devine, 1998)