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# When Talking About Bias Backfires

Ada Grata d Sheryl Sa dberg o Discriminatio a

leading them to discriminate more rather than less.

In several experiments, Prof. Michelle D

stereotypes. If everyone else is biased, we don't need to worry as much about censoring ourselves.

If awareness makes it worse, how do we make it better? The solution isn't to stop pointing out stereotypes. Instead, we need to T

