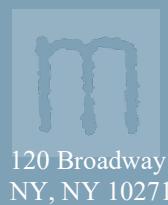


NEWS FROM METROPOLITAN BOOKS

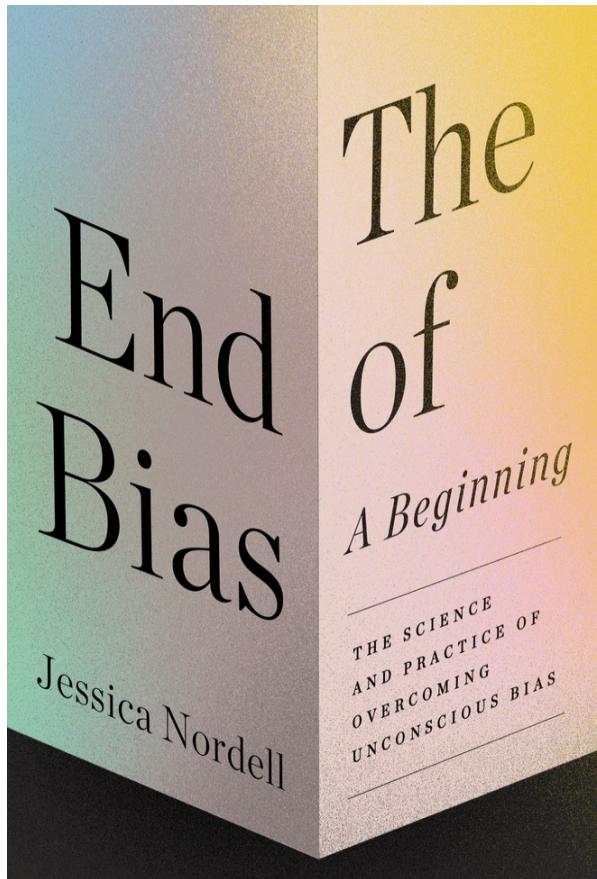


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“Despite revolutions in our understanding of bias, we’re still much better at documenting the problem than solving it. When it comes to prevention and cure, Jessica Nordell’s powerful book is a breakthrough.”

—Adam Grant, #1 *New York Times* bestselling author of *Think Again*



In recent years, recognition of implicit or unconscious bias and microaggression has produced an industry of DEI workshops, handbooks, action items, and anti-racist trainings, yet bias continues to plague our culture, with consequences ranging from professional to lethal. A survey of anti-bias interventions and their efficacy—or lack thereof—might prompt one to ask whether implicit bias can be countered at all.

This is the sticky topic to which science and culture reporter **Jessica Nordell** has dedicated her career. After ten years of investigating unconscious bias for major national media, Nordell felt driven to answer that question by searching for evidence-based solutions. Nordell has now written a landmark guide to the subject in **THE END OF BIAS: A BEGINNING: The Science and Practice of Overcoming Unconscious Bias** (Metropolitan Books | September 21, 2021). The product of hundreds of interviews, an exhaustive review of the studies, and immersive reporting from a vast and

diverse range of institutions and environments, the book examines biased behavior as a historical, cultural, psychological, and scientific phenomenon—and it ranges widely to find approaches that have brought proven change. The result is at once a monumental feat of research, a gripping narrative, and a game-changing work of solutions journalism.

To defeat bias, Nordell first seeks its source. She breaks down the cognitive processes essential to human function, reveals the forces that shape our unconscious assumptions, and illuminates the components of bias that hold the keys to eradicating it. Vividly depicting the way bias operates—and harms—Nordell draws on both data and anecdote. Affecting portraits emerge: of trans individuals who find themselves suddenly either freed from or newly subjected to gender-based bias; pioneering women who abandon their fields, worn down by mistreatment; cops who turn to mindfulness in an effort to reduce the use of force; inventive preschool teachers who think beyond gender. Reporting on the ground, Nordell is especially attuned to the failures and frailties of organizations and environments where consequential—often life-or-death—decisions are made rapidly, such as emergency rooms and police units.

In her quest for solutions, Nordell focuses on that which can be replicated, studied, and scrutinized. She finds some emerging popular models to be disappointing and even injurious, while anti-racism trainings, she learns, are rarely evaluated. Successful anti-bias operations can take a few different forms (changing minds, changing processes, or changing the systems in which people function); a multipronged approach is also effective. Most important is that Nordell sees cause for real hope: promising correctives that stand up to scrutiny.

Nordell's distinct background—she studied physics at MIT and Harvard, earned her MFA in poetry, worked on advertising campaigns and as a journalist with American Public Media—gives her unusual authority. She has a scientist's affinity for research and evidence, a poet's ear for language, and a reporter's knack for investigation and storytelling.

Sweeping, groundbreaking, and urgent, **THE END OF BIAS: A BEGINNING** delivers what we need most: reason for optimism that we are not fated to remain creatures of bias and a roadmap to reach our better selves, as individuals, as communities, and as a nation.



ABOUT THE AUTHOR:

Jessica Nordell is a science and culture journalist who has been covering unconscious bias and its antidotes for ten years. Her essays and reporting on the subject have appeared in the *Atlantic*, the *New York Times*, the *New Republic*, the *Washington Post*, and many other publications. Educated at MIT and Harvard in physics, and the University of Wisconsin–Madison in poetry, she is a former writer and radio producer for American Public Media. She lives in Minneapolis, Minnesota. *The End of Bias: A Beginning* is her first book.

ADVANCE PRAISE FOR THE END OF BIAS: A BEGINNING

“Despite revolutions in our understanding of bias, we’re still much better at documenting the problem than solving it. When it comes to prevention and cure, Jessica Nordell’s powerful book is a breakthrough. With state-of-the-art science and gripping narratives, she reveals what concrete steps individuals, groups, and institutions can take to fight prejudice.”

—**Adam Grant**, #1 *New York Times* bestselling author of *Think Again* and host of the TED podcast WorkLife

“Journalist Nordell debuts with a virtuoso survey of scientific research on the causes of prejudice and programs that have ‘successfully reduced everyday bias and discrimination.’ . . . Throughout, Nordell holds her own biases up to scrutiny, lucidly describes the methodology and findings of the copious psychological and sociological studies she cites, and draws vivid character sketches of her profile subjects. The result is a refreshingly optimistic and immersive look at how society can solve one of its thorniest problems.” —

Publishers Weekly (starred review)

“In this highly engaging and well-researched book, Jessica Nordell weaves together a cogent blend of neuroscience and social science to explain the pervasiveness of unconscious bias and, most importantly, what we can do about it. Full of real-life examples and evidence-based interventions, *The End of Bias: A Beginning* demonstrates that change is possible. In need of some hope? Start here!”

—**Beverly Daniel Tatum**, author of *Why Are All the Black Kids Sitting Together in the Cafeteria?*

“*The End of Bias: A Beginning* is a personal testament not only to the fiery mind of Jessica Nordell but to her heart’s yearning for a world in which equity and justice prevail. It is a reckoning with the tools of our time in confronting the problem of our time.”

—**Kao Kalia Yang**, author of *Somewhere in the Unknown World*

“In an age of snap judgments and empty moralizing, *The End of Bias: A Beginning* is a salve and a lifeboat. Nordell accompanies her incredible depth of research with the kind of attention to nuance, self-examination, and genuine compassion that marks the difference between information and wisdom. This book will not just want to make you be a better person—it will convince you that others can be better, too, all while patiently lighting the way forward.”

—**Jenny Odell**, author of *How to Do Nothing: Resisting the Attention Economy*

THE END OF BIAS: A BEGINNING
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