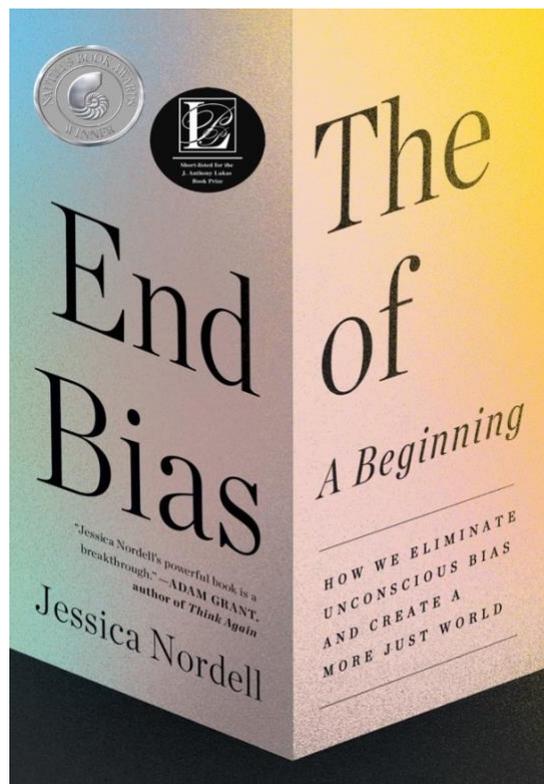


FOR IMMEDIATE RELEASE
ON SALE in trade paperback: August 16, 2022
Also available in ebook and audiobook

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**The landmark, inspiring, and indispensable book that reveals ways to
dismantle unconscious bias—out in paperback August 16**



“Hope for meaningful change.” —Jennifer Szalzai, *New York Times*

“[E]mphasizes, above all, the urgent need for systemic solutions.” — *New Yorker*

“Skillfully and sensitively explores ways to eradicate bias in society and oneself.” — *Nature*

“Too often people think in terms of discrete moments—a degrading meeting here, a fleeting comment there—but Nordell points out that bias is often iterative and chronic . . . This isn’t a book that lets anyone off the hook. ***The End of Bias* argues for a more profound sense of responsibility.**”
— *The New York Times Book Review*

“When it comes to prevention and cure, Jessica Nordell’s powerful book is a breakthrough.”—Adam Grant

“I submit to you that prejudice is a habit that can be broken.” — Patricia Devine, psychology professor and director of the Prejudice Lab at University of Wisconsin, as quoted in *The End of Bias*

“The contradiction between the values of fairness and the reality of real-world discrimination has come to be called ‘unconscious bias’....It describes the behavior of people who want to act one way but in fact act another,” explains Jessica Nordell in her award-winning work, **THE END OF BIAS—A Beginning: How We Eliminate Unconscious Bias and Create a More Just World** (Metropolitan Books Trade Paperbacks; on-sale August 16, 2022). Despite the latest DEI workshops or anti-racist training, unconscious bias continues to ripple throughout society, negatively impacting our lives in myriad ways. Are humans just wired to always be biased or, as Nordell posits, can we learn to unlearn our biases?

Drawing on more than a thousand laboratory, field, and case studies—as well as interviews with hundreds of researchers, practitioners and everyday people—science and culture reporter Nordell unpacks how unconscious bias works, why it’s so persistent, and, most importantly, reveals successful stories of bias reduction that have the potential to inspire replication everywhere.

In 2022, the call to end unconscious bias is as urgent as it’s ever been, with many global calamities needing immediate solutions—solutions that are best created *together*. “By not excluding talented individuals or their ideas, we increase our chances of success,” says Nordell. The book underscores that we *all* have a stake in eradicating unconscious bias, not just those whom the bias is directed against.

THE END OF BIAS is broken into three sections. **Part I, “How Bias Works,”** shows that bias isn’t just overt, singular incidents but chronic behavior that happens systemically, often unconsciously, over time. For people of color and women of color in particular, the book provides scientific validation of their lived experience. **Part II, “Changing Minds,”** highlights examples of “de-biasing solutions” through self-awareness and refashioned relationships and in **Part III, “Making it Last,”** readers learn about changing systems, structures, and organizations— and that *persistence* is the key to success.

Nordell also shares specific **de-biasing solutions**, examples that others can take up now to make meaningful change in the future, such as:

- The “**contact theory**” approach to policing—joining police and citizens on shared goals—changed police behavior in Watts neighborhood of Los Angeles, California, decreased crime, and increased mutual trust between law enforcement and citizens. (pg 143- 172)
- **The contact theory approach to reducing caste bias in India, through the game of cricket**, reduced prejudice toward men of different castes (pg 162-163). Collaborative relationships on meaningful shared goals has been shown to measurably reduce stereotyping and build trust
- **Psychologist Jason Okonofua's teacher intervention that dramatically reduced suspensions of Black and Latino students** (pg 99-100). Here he had teachers bring empathy to student discipline, avoid labeling students, consider the situational reasons for a student's behavior, and work on building trust and mutual respect. It halved student suspensions within a year
- **Changing structures by “unbreaking the culture”** can pave the way to altering people’s behaviors. In France, a major poster campaign featuring *a diversity* of people of Arab origin, reduced bias against Arabs. **The less we see a group as monolithic, the harder it is to stereotype them** (pg 251-252)
- Bias requires a firm division between self and the other. **Mindfulness meditation** and compassion meditation **helps change the distinction between self and other** (pg 127-128)
- **Structured decision-making** at Johns Hopkins Hospital—modeled after the “humble checklist” pilots use to ensure they won’t miss any routine yet crucial safety steps while flying—improved treatment for all patients and **eliminated gender disparities in medical treatment** (pg 185-188).

While solutions like those above exist, execution can prove challenging, underscoring an important reason unconscious bias is so difficult to resolve. “This is work that requires *a willingness to keep at it*, even as mistakes are inevitably made by both individuals and institutions,” says Nordell.

But the benefits of debiasing are well worth it. For individuals: increased trust in their communities, deeper relationships, expanded social circles, less isolation and alienation. For organizations: more engaged employees, lower turnover, greater staff commitment, achieving DEI goals and fostering talent. And for society: better ideas and more progress across science, climate, art, politics and more.

One reader told Nordell, “*Life-changing* is not a phrase to throw around lightly, but it really feels like I can't be the same person after reading this.” **THE END OF BIAS** is a road map to create a better world for everyone. Or as author Beverly Daniel Tatum (*Why Are All the Black Kids Sitting Together in the Cafeteria*) says of the book: “**THE END OF BIAS** demonstrates that change *is* possible. In need of some hope? Start here!”

THE END OF BIAS—A Beginning: *How We Eliminate Unconscious Bias and Create a More Just World*

By Jessica Nordell

Metropolitan Books Trade Paperback

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Named a **Best Book of the Year** by *World Economic Forum*, *AARP, Inc.*, and *Greater Good*

Winner, 2022 Nautilus Award

Finalist: 2022 Columbia/ Nieman J. Anthony Lukas Prize for Excellence in Nonfiction, NYPL Helen Bernstein Book Award for Excellence in Journalism, Royal Society Science Book Prize



ABOUT THE AUTHOR: Jessica Nordell is an award-winning author, science writer, and speaker known for blending rigorous science with compassionate humanity. She was a 2022 keynote speaker at SXSW. Her first book, The End of Bias: A Beginning, shortlisted for the 2022 Columbia Journalism/Lukas Prize for Excellence in Nonfiction, the 2022 NYPL Bernstein Book Award for Excellence in Journalism, and the 2021 Royal Society Science Book Prize, is the culmination of fifteen years of reporting and writing on the subject of bias and discrimination and how to solve it, for publications including the *New York Times*, *The Atlantic*, and *New Republic*. The End of Bias was named a Best Book of the Year by the World Economic Forum, Greater Good, AARP, and Inc. and is currently being used by organizations from newsrooms and startups to universities, healthcare organizations, and faith communities to solve their biggest cultural challenges.

Deeply engaged with connecting across differences to expand and heal the human experience, Jessica's own early-career experience with workplace bias inspired her passion for tackling discrimination and for seeing others in their full complexity and humanity. With degrees in physics from Harvard and poetry from the University of Wisconsin, Jessica undertakes pioneering collaborations across disciplines; her work with computer scientists to simulate the real-world impact of workplace bias became a 2021 viral NYT story. She is the recipient of a Gracie Award from American Women in Radio and Television and was named a Best New Poet by Tracy K. Smith. Jessica is a direct descendent of the last woman to be tried for witchcraft in the state of Massachusetts, and is an amateur rock drummer. Learn more at www.jessicanordell.com