**DAILY ASSESSMENT FORMAT**

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| **Date:** | **17/07/2020** | **Name:** | **Lavanya B** |
| **Course:** | **Machine learning** | **USN:** | **4al17ec043** |
| **Topic:** | **Module 04 & 05** | **Semester & Section:** | **6th A** |
| **Github Repository:** | **Lavanya-B** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
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| **Date:** | **17/07/2020** | **Name:** | **Lavanya B** | |
| **Course:** | **Salesforce** | **USN:** | **4al17ec043** | |
| **Topic:** | **Trialhead** | **Semester & Section:** | **6th A** | |
| **AFTERNOON SESSION DETAILS** | | | |
| **Image of session** | | | |
| **Report**  **Bias and Unconscious Bias**  **The Impact on Race and Gender, Research on bias conducted by UK-based business psychologists Tinu Cornish and Dr. Pete Jones (2011) showed that nearly 40% of people have unconscious biases against particular genders and ethnicities. This shows that we need to make a conscious effort to mitigate unconscious bias to ensure equal opportunity in our organizations and society.**  **Here are some additional examples of the dangers of our unconscious bias. Researchers at the Women in Science & Engineering Leadership Institute, University of Wisconsin, Madison, conducted a study on racial bias and assumptions. Here’s what they found.**  **When shown photographs of men with similar body types, evaluators rated the athletic ability of black men as higher than that of white men.**  **When evaluating the quality of verbal skills as indicated by vocabulary definitions, evaluators rated the subjects lower when they were told they were black, compared to when they were told they were white.**  **Randomly assigning different names to resumes showed that job applicants with “white-sounding names” were more likely to be interviewed for open positions than were equally qualified applicants with “black-sounding names.”**  **In a now famous study called the Heidi/Howard Roizen case, researchers from Columbia’s Business School asked students to appraise the resume of an entrepreneur called Howard Roizen. He worked at Apple, launched his own software company, and had been a partner at a venture capital firm. He was a proficient networker and had very powerful friends, including Bill Gates. Colleagues described him as a “catalyst” and “captain of industry.” The students thought he would be an excellent person to have within a company because he was someone who got things done and was likeable.**  **Interestingly enough, the same resume was evaluated by students, only it was in the name of Heidi Roizen. The result? The student appraisal of Heidi differed dramatically from their appraisal of Howard. They judged Heidi to be more selfish and less desirable than Howard, even though she was viewed as equally effective. About Howard the evaluators said, “I’d like to meet him, he seems like a successful guy.” About Heidi they said she seems “out for herself” and “aggressive.”** | | | |