

# Download The User Unconscious On Affect Media And Measure

A baton or truncheon is a roughly cylindrical club made of wood, rubber, plastic or metal. It is carried as a compliance tool and defensive weapon by law-enforcement officers, correctional staff, security guards and military personnel. In 1998, the incoming freshman class at Yale University was shown a psychological test that claimed to reveal and measure unconscious racism. The implications were intensely personal. The more choices technology gives us in nearly every domain of our lives (information, events, places to go, friends, dating, jobs) — the more we assume that our phone is always the most empowering and useful menu to pick from. A vast body of research shows that the hiring process is biased and unfair. Unconscious racism, ageism, and sexism play a big role in who gets hired.