

Ch 6. Prejudice

I. -isms

A. Definitions

1. Stereotypes: Assumption (accurate or otherwise) about an individual based on perceived (accurate or otherwise) group membership
 - There are positive and negative Stereotypes.
 - Positive Stereotypes: Asians are smart, Women are nurturing, attractive people are competent, rich people are happy.
 - Negative Stereotypes: poor people are lazy, women are irrational, people who do drugs are hippies and hippies suck

2. Prejudice - Feelings (typically negative) toward an individual based on perceived group membership
3. Discrimination - Behaviors (typically negative) directed toward the object of one's prejudices, resulting in negative outcomes.
4. Ism - Justification for prejudice and discrimination, based on dispositional and pseudo-scientific theories.

B. Racism

1. **Racism** - Justification for prejudice and discrimination, based on pseudo-scientific theories of Racial Superiority.

The Myth of Race - No Necessary and Sufficient Criteria for Class Inclusion

Race has been a concept used to justify the slave trade.

Carolus Linnaeus

- Homo sapiens Europaeus (ruled by custom)
- Homo sapiens Afer (ruled by caprice)

2. Traditional/Overt Racism : Publicly expressed and legally codified racism.
- Jim Crow Laws
 - Anti-Miscegenation Laws (Still on books today)
 - The Separate but equal Doctrine (*Plessy vs. Ferguson*, 1896)
 - Ended by *Brown vs. Board of Ed. Of Topeka* 1954
 - Hate Groups today.

3. Modern Racism
- People may still privately hold racist attitudes, but are unwilling to express them publicly.
 - may be expressed in more indirect ways.
 - Deny the existence of prejudice and discrimination
 - Derogate the values of the group in question
 - "I hate you because your are a poor, drunk, lazy, thieving, god hating, unpatriotic, welfare junky, not because you're a Q."
 - MRS - The Moderns Racism Scale (McConahay, 1986)
 - Sample items
 - Old Fashioned Racism**
 - Black people generally are not as smart as whites.
 - Generally speaking I favor full racial integration (rev).
 - I am opposed to open and fair housing laws.
 - It was wrong for the United States Supreme Court to outlaw segregation in its 1954 decision.

Modern Racism

- Discrimination against Blacks is no longer a problem in the United States.
- Blacks are getting too demanding in their push for equal rights.
- It is easy to understand the Anger of Black People in America (rev.).
- Blacks should not push themselves where they are not wanted.
- In the past few years blacks have gotten more economically than they deserve.

C. Sexism

- Prejudice justified by theories of “Sex Differences” - both “biologically” based and socially mandated (e.g., religion, legal codification).
- **Hostile Sexism**: If not completely inferior to men, women are viewed as having many negative traits (seek special favors, are too sensitive, seek to take power from men they don't deserve and should not have). Still generally reflects male superiority.



Benevolent Sexism : Positive Stereotypes about women ultimately lead to negative discriminatory Practices.

3 Types of Benevolent Sexism

- a. Protective Paternalism – Women should be protected by men
 - Women and children first
 - Holding the Door, helping to be seated
 - Cherish the ladies – Put them on a pedestal
 - It's a man's duty to provide financial security for his women (wife, daughter, etc.)

b. Complimentary Gender Differentiation – Women are superior to men in some ways

- Women are pure
- Women are Nurturing
- Women have better taste and are more cultured
- Women are Angels of Mercy
- Women have superior moral sensibility

c. Heterosexual Intimacy – Men and women complete each other.

- A man is not complete without the love of a good woman
- Every man should have a woman whom he adores.

- Underlying Assumptions

They are revered for their roles as mothers and wives (assuming that the only appropriate roles are as mothers and wives), but not as social agents. Ultimately, men are still viewed as superior.

“Even though stereotypes of women contain many positive traits, the positive traits relate to social-emotional, not agentic dimensions, so women are portrayed as being nice but incompetent at many important tasks (e.g., analytical thinking).” (Glick & Fiske, 1996, p. 492)

D. Explicit vs. Implicit attitudes

- People are reluctant to express racist attitudes publicly (social desirability of self report measures).
- People may not be aware of some of their prejudices (self-deceptive positivity)
- So, how do you measure prejudice?

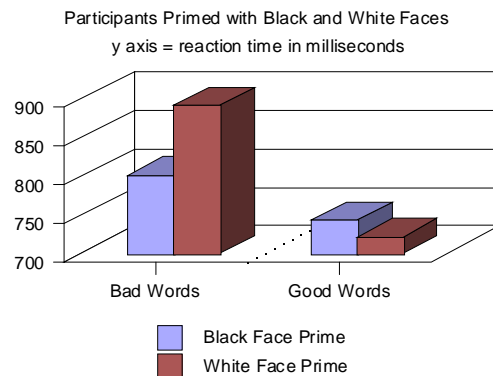
1. The Bogus Pipeline

- Have people self report attitudes, while hooked to a “Lie Detector” machine.
- They tend to give more “accurate” reports of their attitudes (though it does not prevent self-deceptive positivity).

2. The Bona Fide Pipeline (Reaction Time Paradigms)

- Are thought to measure schema's directly, unaltered by conscious self presentation strategies and self-deceptive strategies.
- Participants make a decision about a target word [often an evaluative dimension (pleasant vs. unpleasant, good vs. bad)]
 - E.g. Lexical Decision Task – Is it a word or a non-word.

- Primed with either the target category or the evaluative dimension.
- When the prime and the target are associated in one's mental-representation for the Social category, then performance is faster.
- Take the [IAT](#) for extra credit



II. Social Identity Theory (Tajfel)

- 1) We categorize the world: Ingroups vs. Outgroups
 - 2) Group memberships influence self esteem
 - 3) People are motivated evaluate the ingroup positively, relative to the outgroup.
- Ingroup Favoritism vs. Outgroup Derogation= members of the outgroup are viewed negatively and negative traits are associated with them
(e.g., ingroup is resourceful, but same behavior in outgroup is viewed as devious).
 - Ingroup Similarity = We assume ingroup members have characteristics and attitudes similar to our own (birds of a feather)
 - Outgroup Homogeneity = tendency to underestimate the amount of variation in traits among outgroup members. (E.g., they are all alike).

- Group Competition

- Sherif and the Robber's Cave study

- ingroup/outgroup effects easily occur under conditions of competition

http://www.ppu.org.uk/learn/peaceed/pe_robbers_cave.html

- Minimal Groups Paradigm (Tajfel & Turner)

- Even when groups are formed on a random (or near random) basis (e.g., randomly picked, eye color, color preferences, art evaluations, etc.) with no background of competition or interaction, outgroup derogation and homogeneity effects occur.

III. Reducing Prejudice

- The contact hypothesis
 - Increasing contact between ingroup and outgroup members should reduce prejudice, stereotyping, and conflict.
 - This was the logic behind desegregation, though as Sherif's Robber's Cave study demonstrated, contact alone is not enough, and may increase conflict.

- Conditions of effectiveness
 - a. groups equal in social status
 - need group equality norms
 - b. equality must be supported by authority
 - b. getting to know outgroup members as individuals
 - Reducing outgroup homogeneity
 - c. individuals viewed as typical of their respective groups
 - Changing Stereotypes – avoid subtyping
 - d. contact involves cooperation and interdependence
 - Recategorizing the ingroup in the Face of Common External Threat
 - The Common Ingroup Identity Model – Creating Superordinate Categories. The more groups see themselves as members of a larger group (e.g., American's) the more positive the interactions are expected to become.