

## Ch. 6 Prejudice

### I. -isms

#### Definitions

Prejudice - Assumption (negative or positive) about an individual based on perceived group membership

Discrimination - Negative behaviors directed toward the object of one's prejudices

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 is a concept used to justify the slave trade.

Markus Linnaeus

- *Homo sapiens Europaeus* (ruled by custom)

- *Homo sapiens Afer* (ruled by caprice)

#### Racism

- Traditional/Overt Racism : Publically 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.

- Modern Racism

- People may still privately hold racist attitudes, but are unwilling to express them publicly.

- may be express in more indirect ways.

- 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.

- Black should not push themselves where they are not wanted.

- In the past few years blacks have gotten more economically than they deserve

#### Sexism

- Prejudice justified by "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**: Women are superior to men in some ways, and should be

protected by men (more pure, have better taste, more nurturing, but need help from men) and are necessary for men's happiness. They are revered for their roles as mothers and wives (assuming that the only appropriate role 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)

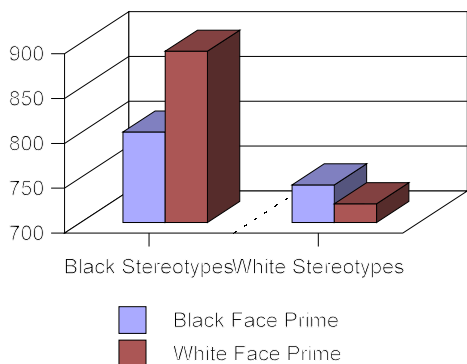
### - Subtle Discrimination

- Differential Respect
- The Glass Ceiling
- Roll Expectations
- Confidence and Self-Fulfilling stereotypes
- Women in Authority

### Explicit vs. Implicit attitudes

- People are reluctant to express racist attitudes publically (social desirability of self report measures).
- People may not be aware of some of their prejudices (self-deceptive positivity)
- 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)

Participants Primed with Black and White Faces  
y axis = reaction time in milliseconds



### - 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 [either a social category (black person vs. white person) or a evaluative dimension (pleasant vs. unpleasant, good vs. bad)]
- 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 (announced in e-mail)

## II. Ingroup/Outgroup effects

- 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).
- Outgroup Homogeneity = tendency to underestimate the amount of variation in traits among outgroup members. (E.g., they are all alike).
- Under conditions of Competition
  - Sherif and the Robber's Cave study (p. 216 - 217)
- 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
    - groups equal in social status
    - need group equality norms
    - getting to know outgroup members as individuals
      - Reducing outgroup homogeneity
    - individuals viewed as typical of their respective groups
      - Changing Stereotypes
    - contact involves cooperation and interdependence
      - Recategorizing the ingroup in the Face of Common External Threat
      - The Common Ingroup Identity Model (p. 236). The more groups see themselves as members of a larger group (e.g., American's) the more positive the interactions are expected to become.
- The Extended Contact Hypothesis
  - Group member's prejudice/stereotyping can be reduced simply by knowing that other ingroup members have friendships with outgroup members.
  - Works by Attacking Pluralistic Ignorance
    - People tend to think that the group is more prejudice than they themselves are (everyone in the group thinks this).
    - Extended contact works by shifting peoples estimates of group attitudes.
- Cognitive Interventions
  - Return of the Motivated Tactician (We can avoid using our automatic stereotypes when we are motivated to do so)
    - Motivation to use controlled processes when evaluating others.
    - Stereotyping goes down when we need to make use of information bout specific individuals from other groups.
  - Reducing the Automatic Activation of Stereotypes
    - Stereotype negation training (p. 236-237)
      - having participants push the "yes" button when they receive stereotype inconsistent information and "no" when they receive stereotype consistent information, reduces stereotyping as measured by the Bona Fide Pipeline technique.
    - Kawakami et al. 2000