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,
    Hispanics are family oriented,
    African-Americans are athletic,
    Women are nurturing, Men are instrumental
- Negative Stereotypes:
    poor people are lazy,
    women are irrational,
    people who do drugs are hippies and hippies suck

- Stereotypes are adaptive
  - We use them to simplify a complex world
    - Allow us to
      - generalize
      - make decision quickly
      - Generate expectancies
  - They lead to problems
    - Stereotypes can be based on false information
      - Our dispositional tendencies distort the "Kernel of Truth"
      - We see associations between outgroup membership and negative behaviors that do not really exist (Illusory Correation – Ch. 3 p. 70)
    - Often, we over-generalize
      - Assume everyone in the group is the same (Outgroup Homogeneity Effect).

2. Prejudice - judgments (typically negative) of 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

– Race is a Scientifically Questionable Concept
- appears shortly after start of the slave trade Carolus Linn<u>aeus</u>
- Homosapiens Europ<u>aeus</u> (ruled by custom)
- Homosapiens Afer (ruled by caprice)
-- No Necessary and Sufficient Criteria for Class Inclusion
-- Phenotypic Diversity seems to follow Cline Gradation
-- Little agreement on the number of "races" (3-40)
-- Racial categories are poor predictors of behavior

While race may not exist, racism certainly does.

2. Traditional/Overt Racism : Publicly expressed and legally codified racism.
- Jim Crow Laws
- Anti-Miscegenation Laws
- The Separate but equal Doctrine (*Plessy vs. Ferguson,* 1896)
  - Ended by *Brown vs. Board of Ed. Of Topeka* 1954
- Hate Groups today.
- Racial Theory
  - Hurnstein & Murray – *The Bell Curve*
  - J.P. Rushton – *Race, Evolution, and Behavior: A Life History Perspective*

3. Modern Racism

- People may still privately hold racist/dispositional
    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 have many negative traits (seek special favors, are too sensitive, seek to take power they don't deserve and should not have). Still generally reflects male superiority.

<u>Benevolent Sexism</u> : 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.)

This is ultimately negative, in that it reinforces the notion that women are generally fragile and incompetent and are objects to be acquired.

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

- It restricts the boundaries of where women ought to be.

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 women whom he adores.

- Implies that women are little more than extensions of men.

- Underlying Assumptions

Women are revered for their roles as mothers and wives.

- Serve as **Legitimizing Myths** (p. 180). It is assumed that these are the only appropriate roles for women.

Women are not viewed as social agents.

"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)

-Ultimately, men are still viewed as superior.

D. Explicit vs. Implicit attitudes

- People are reluctant to express racist attitudes publicly (social desirability/ impression management).

- People may not be aware of some of their prejudices (self-deceptive positivity-maintaining a unrealistically positive view of the self)

- Attitudes are implied by our actual behavior

- 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).

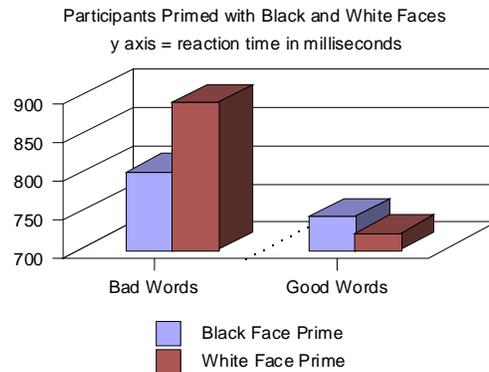2. The Bona Fide Pipeline (Reaction Time Paradigms)

- Thought to measure schema's directly, unaltered by conscious self presentation strategies and self-deceptive strategies.

- For Example:

- ½ Ps primed with Black Face

- ½ Ps primed with White Face

- Next Ps shown evaluation words (good, bad) and non-words (wuug, zav)

  - Ps decide - Is it a word or a non-word - and push a button Yes vs. No

-When the primed social group and the target word are associated in one's Schema for the group, then performance is faster.
-Whites faster with white good and black bad
-Blacks faster with black good and white bad
- Take the IAT for extra credit

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

Black Face Prime
White Face Prime

II. Theories Explaining Prejudice
A. Realistic Conflict Theory
 Group Competition leads to prejudice
- 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
B. 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).
- 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 homogenity
    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.