Prejudice versus Discrimination

Prejudice: Negative feelings, opinions, and beliefs associated with a stereotype (page 521).

Discrimination: The inappropriate and unjustified treatment of people as a result of prejudice (page 521).

<table>
<thead>
<tr>
<th>Prejudice (attitude)</th>
<th>no</th>
<th>yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrimination (behavior)</td>
<td>no</td>
<td>A restaurant owner who is bigoted against gays treats them fairly because he needs their business.</td>
</tr>
<tr>
<td>yes</td>
<td>An executive with favorable attitudes toward blacks <em>doesn’t hire</em> them because he would get in trouble with his boss.</td>
<td>A professor who is hostile towards women <em>grades his female students unfairly</em>.</td>
</tr>
</tbody>
</table>
Which of the following is an example of
(a) a stereotype
(b) prejudicial attitudes
(c) discriminatory behavior

1. Accountants are good at math
2. Chinese tend to have brown eyes

3. Men are more physically aggressive than women
4. Teachers call on boys more often than girls in math class

5. Teachers encourage boys to try harder or try again more often than they encourage girls to try harder and to try again
6. Women are more emotionally aggressive than men

7. Women are no good at math and shouldn’t go to engineering school
8. Women are rejected to engineering school based on the fact that they are women
Sources of Prejudice: Where does Prejudice come from?

Members of different groups tend to be more alike than they are different. There is greater variation within your own group members, than between different groups.

Prejudicial attitudes can arise from various sources. Two listed in your book are

1. We tend to favor those within our group than outside our group
2. We tend to stigmatize those who pose threats to our group.
Sources of Prejudice: Outgroup Homogeneity Effect

Once we categorize people into the ingroup and outgroup members, we treat them accordingly (page 522)

Outgroup homogeneity effect: The tendency to perceive members of the outgroup as more similar and uniform (homogenous) than they really are, and perceive the ingroup as diverse.

Examples

• Women are all the same (implied is that men are quite different from one another)
• All New Yorkers are the same. Oregonians are different.
• People from Eugene are quite diverse. All those from Springfield are all the same.
• All those Democrats/Republicans are the same.
• All those Middle Eastern people are terrorists.
• The American population is quite diverse, however, those Europeans, Iraqis, etc. are all alike (you know “those kind of people”).
• All those artist, accountants, blondes, etc are all alike.
Sources of Prejudice: Ingroup/Outgroup Bias

Stereotypes of groups can lead to discrimination, prejudice and affect our memory by influencing our thinking process.

In-group/Outgroup favoritism: The tendency to make favorable, positive attributions to members of the “in-group” and unfavorable, negative attributions to members of “out-groups”. You give the benefit of the doubt to members of your own "in-group" and not the benefit of doubt to members of the "out-group".

There is a discrepancy or bias when explaining the same behavior. Quite often these discrepancies occur over a period of time and are more difficult to detect.

<table>
<thead>
<tr>
<th>Ingroup</th>
<th>Outgroup</th>
</tr>
</thead>
<tbody>
<tr>
<td>When we attack, it is because we were provoked.</td>
<td>When you attack, it is because you are aggressive.</td>
</tr>
<tr>
<td>We are successful because of hard work.</td>
<td>They are successful because they are lucky.</td>
</tr>
<tr>
<td>When we save money, we are being thrifty.</td>
<td>When they do it, it is being stingy.</td>
</tr>
<tr>
<td>There is the tendency to give the benefit of the doubt to white applicants who do not meet the minimum requirements for a loan,</td>
<td>while rejecting black applicants (and thus not providing an opportunity for them, or forcing them to borrow money by other means at a higher interest</td>
</tr>
</tbody>
</table>
• When “our president” is the president during an economic downturn, we say it is partly due to circumstances he inherited.
• When “our president” is president during unprecedented economic growth, it is due to his leadership. (also see self-serving bias)
• When we support “terrorists” such as the Northern Alliance, it is because we have no other choice.
• When “we” provide information, it is the truth and for educational purposes.
• We are taking a break.
• We disagree with the president on principle
• Our “pork barrel spending” stimulates the economy.
• We are an community interest group
• When “your president” is president during an economic downturn, it is due to incompetence.
• When the economy grows under “your president”, it is due to his circumstances.
• When they support “terrorists” it is because they are evil.
• When “they” provide information, it is propaganda and spin.
• They are lazy.
• They disagree with the president as partisan
• Their “pork barrel spending” are unfair subsidies.
• You are a special interest group.
• Our militants are extremists or fanatics.
• I know what he means
• Our team won because we are very skilled.

• The KKK is not a terrorist organization.
• When Jerry Falwell says that Mohammed is a terrorist, we say…
• When we “torture” it is for a good reason
• When the Federation attacks the Klingons, it is because the Federation was provoked (situational).
• When we go to war, it is in the defense of our way of life.

• Their militants are terrorists.
• She is vague
• Our team lost because we were tired.* (not ingroup bias but…)

• Al-Qaida is a terrorist organization.
• When a Muslim cleric says Jesus or the U.S. is a terrorist…
• When they “torture” it is because they are evil.
• When Klingons attack the Federation, it is because Klingons are aggressive (dispositional).
• When they go to war, it is because they are war mongers
Cognitive Sources of prejudice: Beliefs/Expectations/Stereotypes

Beliefs, expectations and stereotypes: Our expectations, beliefs and stereotypes influence what we see and what we don’t see. There is a tendency for us to “see” things that are consistent with our beliefs, expectations and stereotypes and fail to see things that are inconsistent with our beliefs, expectations and stereotypes.
Beliefs, Expectations and Stereotypes

Beliefs, expectations and stereotypes can influence the language that you use. These differences can be very subtle. These inconsistencies can be difficult to notice if they occur far apart in space or time.
The Implicit Attitude Test

Many prejudicial attitudes and associations are unconscious. The implicit attitude association measures the reaction time in how long it takes you to make a judgment between the color of a person’s skin and positive or negative words.

Image source: Lillenfeld
Associative Networks and the Implicit Attitude Test
Associative Networks and the Implicit Attitude Test

![Diagram of associative network with words like Joy, Knife, Vehicle, Car, Truck, Ambulance, House, Fire, Pears, Apples, Cherries, Sunsets, Sunrises, Clouds, Flowers, Roses, Violets, Green, Orange, Yellow. The diagram is centered around the words Joy and Knife.]
Associative Networks and the Implicit Attitude Test
The Implicit Attitude Test

FIGURE 12.13  Scientific Method: Payne’s Experiments on Stereotypes and Perception

**Hypothesis:** Social attitudes can influence basic perceptual processes.

**Research Method:**

1. White participants were shown a white or black face.
2. Immediately after viewing a face, participants were shown an object and asked to classify it as a gun or a tool as quickly as possible.

**Results:** Participants primed by seeing black faces identified guns more quickly and mistook tools for guns.

**Conclusion:** Implicit stereotypes affect perception.
Early research found that college students are less willing to endorse prejudicial attitude toward minority groups and stigmatized groups, originally suggesting that a college education helps reduce prejudicial attitudes and negative stereotypes.

However, further investigation found that college students have similar levels of prejudicial attitudes toward minorities and stigmatized groups as those without a college education. Those with a college education were less willing to express these negative stereotypes and prejudicial attitudes.

Stereotypes, prejudicial attitudes and discrimination have become more subtle and difficult to detect. Most research is compares how groups (not individuals) react to members of minority groups.

- People are less likely to help a black person in need of medical assistance than a white person.
- People are more likely to mail a letter to the American Medical Association than the Klu Klux Klan.
- People more likely to sit farther away from a minority in a mostly empty theater than a non-minority.
- People attribute the success of a Caucasian quarterback to leadership, while attributing success of a black quarterback to athleticism.

These behaviors tend to occur automatically without thinking about it.
Motivational / Emotional Sources of Prejudice

Frustration breeds hostility and fear, which is sometimes vented on scapegoats, and sometimes expressed more directly against competing groups that are perceived as responsible for one’s frustration.

- Competition for limited resources (jobs, land, prestige, etc.) fosters prejudicial attitudes—especially when the competition threatened (physically or psychologically) one’s ingroup
  - Social change (civil rights, homosexuality, immigration, bans on fox hunting, women voting, etc.) can trigger prejudicial attitudes because it can threaten the way the individual views themselves.
- Enhancing self-esteem: When our self-esteem is threatened, some individuals derogate others to help restore their own self-esteem. Prejudice can provide a feeling of social superiority and may also help cover one’s feelings of inferiority.
Dealing with Prejudice and Stereotypes

The problem is that the activation of stereotypes, discrimination, and prejudice is unconscious, automatic and we are not aware of our own thinking processes and our behavior.

For example,
- fundamental attributional error (FAE),
- actor-observer bias,
- self-serving bias,
- the ingroup-bias,
- reduction of cognitive dissonance,
- belief bias, and
- confirmation bias

are all thinking processes that occur without our awareness and distort our perception of reality.

If your self-concept (see chapter 13) consists of being fair and unprejudiced, this information can be perceived as being threatening your self-concept and you will … (insert answer). Have dissonance, get angry, deny JWB, adjust behavior.

So what? Does treating groups of people differently affect behavior?
- The Baraku people in Japan achieve lower scores on intelligence tests than other Japanese. When they come to America and are treated like Japanese, they difference disappears (Chapter 8).
• It increases the perception of helplessness and decreases self-efficacy
• Can it make some individuals or groups experience more stress?
Strategies for Dealing with Prejudice

- Inhibiting prejudicial attitudes
- Mutual Cooperation
- Jigsaw method
- Mere contact (the contact hypothesis)
Dealing with Prejudice at the Individual Level

People who are not consciously prejudiced against others may react in prejudicial ways. Stereotypes are automatically activated, and can affect our behavior without our awareness.

Patricia Devine argue that prejudice reduction at the individual level is a three-step process (I have slightly modified it).

- The individual must decide that prejudiced responses are wrong and consciously reject prejudiced and stereotyped thinking.

- They must internalize their non-prejudiced attitudes so that those beliefs become part of your personal self-concept.
  - The person must recognize that they act in a discriminatory manner, have stereotypes of groups, and have some prejudicial attitudes.

- Individuals must learn to inhibit automatic prejudicial reactions and deliberately replace them with non-prejudiced responses that are based on their personal standards.
  - Individuals need to recognize the thinking process that lead to and reinforce prejudicial attitudes (eg. the confirmation bias, the belief bias, ingroup-bias, illusory correlations, actor-observer bias, just-world belief, FAE, self-serving bias).
If you are unaware of how prejudicial attitudes and discrimination occur, it makes it difficult to address the problem.
Mutual Cooperation:
The Jigsaw Method

Groups are established by a common theme or topic (e.g. perspective of personality) where each group member studies their topic or theme.

<table>
<thead>
<tr>
<th>Psychoanalytic</th>
<th>Humanist</th>
<th>Social-cognitive</th>
<th>Trait</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Ann            | Carole   | Eric             | Fred  |
| Ashley         | Christy  | Edward           | Frank |
| Alfred         | Caleb    | Elaine           | Felicia|
| Aaron          | Cecil    | Erin             | Fiona |

After each group has learned their theme or topic, they form new groups where each member of the original group (perspective of psychology) will teach each other member their perspective.

<table>
<thead>
<tr>
<th>Group W</th>
<th>Group X</th>
<th>Group Y</th>
<th>Group Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann</td>
<td>Ashley</td>
<td>Alfred</td>
<td>Aaron</td>
</tr>
<tr>
<td>Carole</td>
<td>Christy</td>
<td>Caleb</td>
<td>Cecil</td>
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<tr>
<td>Eric</td>
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<td>Elaine</td>
<td>Erin</td>
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Reducing Prejudicial Attitudes: The Contact Hypothesis

Another strategy that has been hypothesized to reduce prejudice is that the mere contact with out groups/minorities will decrease group conflict. This is called the contact hypothesis or contact theory.

Does the contact hypothesis/theory work? Why?
- It was argued that John Rocker (Atlanta Braves pitcher who publicly expressed prejudicial attitudes), will become less prejudiced against minorities over time because he has to work with them.
- At UC Berkley, there is a lot of group diversity. Is there less inter-group conflict at UC Berkley?
- Many people may believe that African-Americans are not intelligent and are lazy. People who work with Colin Powell will find that he does not match this stereotype (I am not accusing or suggesting anyone in the Bush Administration of having these beliefs—Colin Powell is an easy example to illustrate the thinking process). How do they resolve this apparent conflict while maintaining their belief?

Prejudice is most likely to be reduced when they
1. engage in sustained close contact,
2. have equal status
3. work to achieve a common goal that requires cooperation
4. are supported by the broader social norms
Who should learn about these the psychology of stereotypes, discrimination and prejudice? Why should they learn about them?