

Chapter 12 Stereotyping, Prejudice, and Discrimination

Characterizing Intergroup Bias

- Modern Racism
- Benevolent Racism and Sexism
- Measuring Implicit Attitudes

The Economic Perspective

- Realistic Group Conflict Theory
- The Robbers Cave Experiment
- Evaluating the Economic Perspective

The Motivational Perspective

- The Minimal Group Paradigm
- Social Identity Theory
- Frustration-Aggression Theory
- Evaluating the Motivational Perspective

The Cognitive Perspective

- Stereotypes and Conservation of Mental Reserves
- Construal Processes and Biased Assessments
- Explaining Away Exceptions
- Automatic and Controlled Processing
- Evaluating the Cognitive Perspective

Being a Member of a Stigmatized Group

- Attributional Ambiguity
- Stereotype Threat

Reducing Stereotypes, Prejudice, and Discrimination

Understanding Prejudice: What is Prejudice?

Stereotype	<p>A cluster of characteristics that is associated with all members of a specific social group that often include qualities that are unrelated to the objective criteria that define the group.</p> <ul style="list-style-type: none">• Women can get pregnant• Christmas trees are conifers and green• Chinese tend to have brown eyes
Prejudice	<p>A negative <u>attitude</u> towards individuals based on their membership in a group (racial, ethnic, sexual orientation, gender, elderly, etc).</p> <ul style="list-style-type: none">• Women are no good at math and shouldn't go to engineering school
Discrimination	<p><u>Treating</u> people unfairly based on the group to which they belong.</p> <ul style="list-style-type: none">• Women are rejected to engineering school based on the fact that they are women• Cognitive dissonance will “help create” explanations when you reject women for engineer school based on reasons unrelated to succeeding.

Prejudice versus Discrimination

Prejudice: A negative attitude towards individuals based on their membership in a group (racial, ethnic, sexual orientation, gender, elderly, etc).

Discrimination: Treating people unfairly based on the group to which they belong.

		Prejudice (attitude)	
		no	<u>yes</u>
Discrimination (behavior)	no	A hotel clerk believes that ex-felons are good people and will consider them for a job as non-felons as long as they have the same skills.	A restaurant owner who is <u>bigoted against gays</u> treats them fairly because he needs their business.
	yes	An executive with favorable attitudes toward blacks <i>doesn't hire</i> them because he would get in trouble with his boss.	A professor who is <u>hostile towards women</u> <i>grades his female students unfairly.</i>

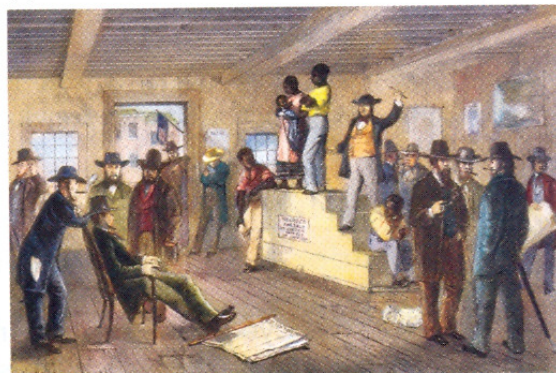
Why should we learn about Prejudicial Attitudes?

Figure 52.2 *The price of prejudice.* Here are several examples of atrocities associated with prejudice: (a) the Holocaust, when millions of Jews, and other minorities, were exterminated by the Nazis, (b) slavery in the United States, where Africans were bought and sold as slaves and (c) recent acts of genocide in Sudan, where thousands have been slaughtered.



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(b)



Granger Collection

(c)



Anthony Njuguna/Reuters/Corbis

Modern Racism or Symbolic Racism

Prejudice directed at other racial groups that exist alongside rejection of explicitly racist beliefs ([page 445](#)).

Racism and prejudice are often consciously rejected. However, prejudicial attitudes can occur unconsciously through automatic thinking processes (see previous chapters) or through rationalizing unequal behavior (see cognitive dissonance and system justification theory).

To demonstrate how pervasive negative stereotypes are in our culture, take the Implicit Attitude Test (IAT). This can be found on a weblink on the website.

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.

PREJUDICE AND DISCRIMINATION 409

Set 1:

Press left key if: Photo of a Black person or Positive word (JOY)

Press right key if: Photo of a White person or Negative word (ANGRY)

Set 2:

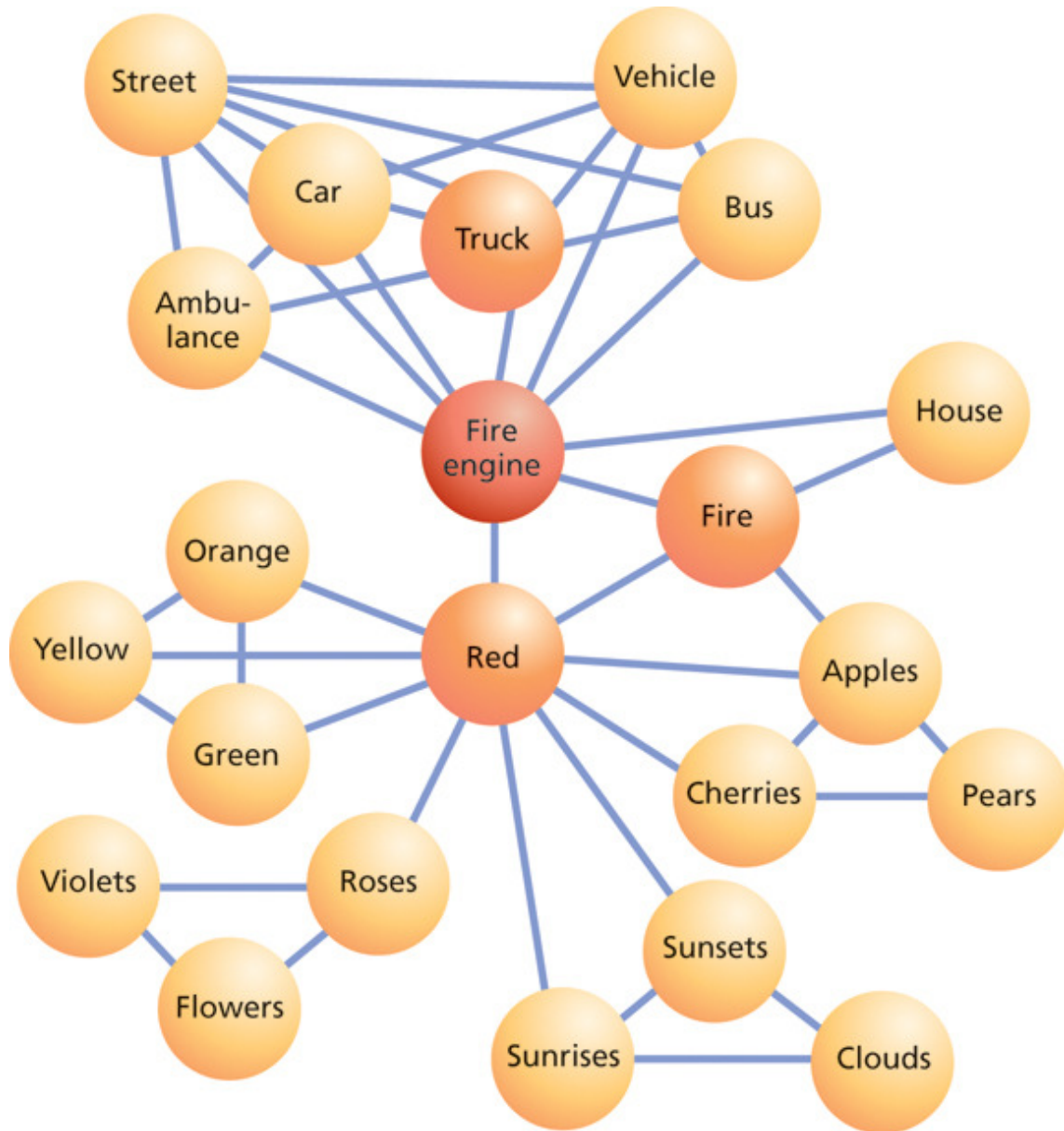
Press left key if: Photo of a Black person or Negative word (KNIFE)

Press right key if: Photo of a White person or Positive word (SMILE)

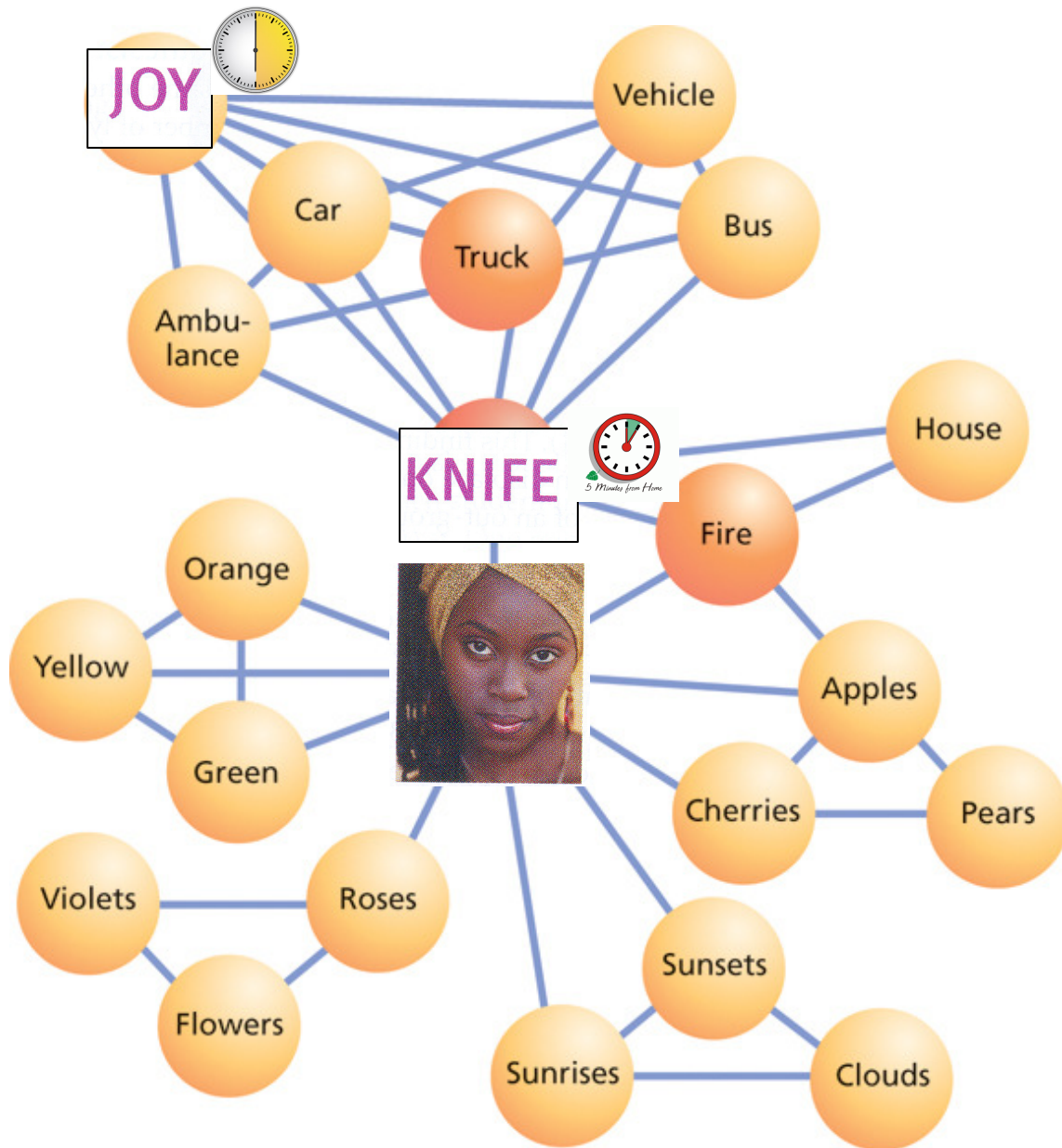
Figure 11.11 The Implicit Association Test. The Implicit Association Test (IAT) is the most widely researched measure of implicit or unconscious prejudice using examples like this one. Many people (across races) associate negative words more readily with African American than Caucasian faces. But does the test really measure unconscious prejudice, or does it measure something else?

Image source: Lillienfeld

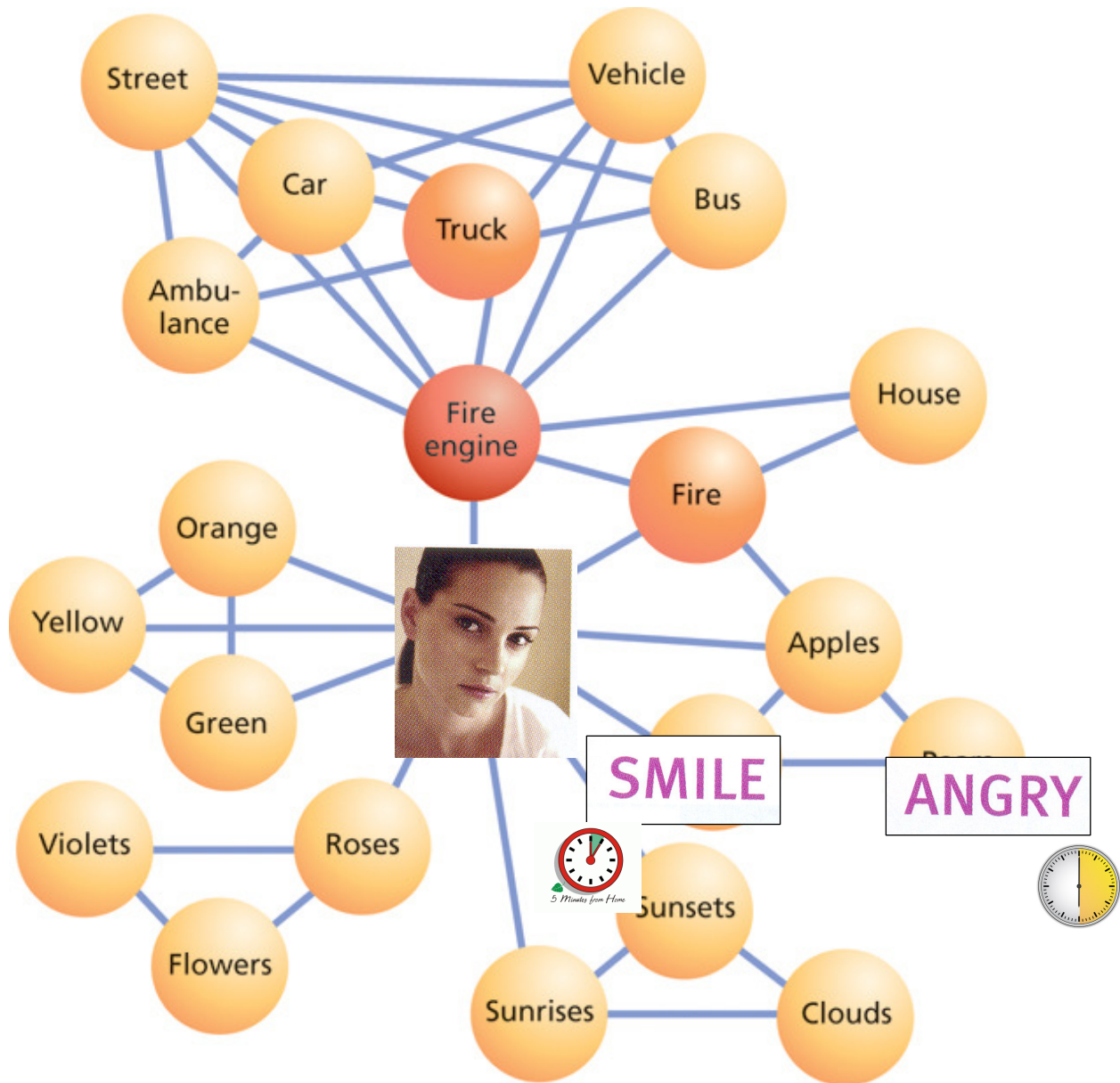
Associative Networks and the Implicit Attitude Test



Associative Networks and the Implicit Attitude Test



Associative Networks and the Implicit Attitude Test



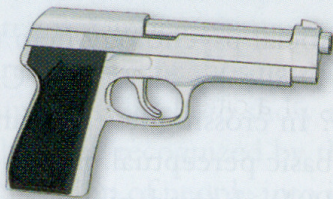
The Implicit Attitude Test

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.

Prejudicial Attitudes

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 ([page 445](#))
- 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.

How do Psychologist Explain Prejudice?

Like explanations for behavior and thinking, there are many sources of prejudice

Economic	Emotional	Cognitive	Social*
			
<ul style="list-style-type: none"> • Realistic Group Conflict Theory • Robbers Cave Experiment 	<ul style="list-style-type: none"> • The minimal group paradigm • Social Identity theory • Frustration-Aggression Theory 	<ul style="list-style-type: none"> • Stereotype and Conservation of Mental Reserve • Construal Processes and Biased Assessment • Explaining Away Exceptions • Automatic and Controlled Processing 	

*not in the textbook