

Prejudice

- **Prejudice:** A negative **attitude** toward people who belong to a specific social group.
- As an attitude, prejudice has:
 - **Cognitive components:** beliefs about members of the social group
 - **Affective components:** feelings about members of the group.
 - **Behavioral components:** behaviors we do in the presence of group members.

Social Normative Approach

(e.g., Crandall et al., 2002)

- Prejudice is a result of exposure to, and acceptance of, the social norms of a group one belongs to.
- Minard (1952): Pocahontas coal mines – high levels of prejudice above ground, low levels below ground
- It's not **contact with the targeted group** that causes prejudice; it's **contact with one's own reference group**.
- People learn to suppress prejudices that are prohibited by their social group, and express prejudices that are accepted by their social group
- Eventually the expressed prejudices are internalized

What are the Current Norms for Prejudice?

- Who is it OK to be prejudiced against?
- Crandall et al., 2002:
- Found over 500 "groups" mentioned in the media
- Took a sample of 105 of them
- Measured acceptability of expressing prejudice toward each group:
 - Had 150 undergrads rate each group on whether it was "OK to have negative feelings toward them" (i.e., normatively prescribed to be prejudiced) or "not OK" (normatively prohibited to be prejudiced)

Results:
**If it's Acceptable to Be Prejudiced Against A Group,
 It's Acceptable to Discriminate Against the Same Group**

Table 2
 Discrimination Acceptability Ratings for 10 Potential Prejudice Targets

Group	Acceptability of prejudice	Acceptability of discrimination			Overall
		Dating	Housing	Employment	
Racials	1.840	5.17	2.33	3.17	3.56
Drug users	1.213	6.08	4.67	4.17	4.97
Ex-convicts	0.980	5.09	2.09	3.64	3.61
Rednecks	0.725	3.50	1.92	2.08	2.50
Welfare recipients	0.620	1.83	2.83	1.58	2.50
Environmentalists	0.313	2.17	1.50	1.27	1.65
Fat people	0.228	2.36	1.27	1.33	1.66
Hispanics	0.141	2.42	1.42	1.25	1.70
Black Americans	0.120	2.67	1.00	1.00	1.56
Native Americans	0.114	2.27	1.00	1.17	1.48
<i>r</i> with acceptability		.32**	.71*	.87**	.86**

Note. Acceptability of prejudice scores are from Study 1. The acceptability of discrimination scores are the mean scores across participants. The overall acceptability of discrimination score equals the mean acceptability of discrimination over dating, housing, and employment.
 * $p < .025$. ** $p < .005$.

Social Identity Theory

(Tajfel & Turner)

- We have a **Social Identity**:
- A set of beliefs about ourselves that come from our knowledge and feelings about our different group memberships.
 - Race/Ethnicity
 - Gender
 - Affinity groups
- We're motivated to enhance self esteem through social identity enhancing processes:
 - Expressing preference for our social groups
 - Derogating other social groups

Activity

- Break up into groups and think of a social group in the U.S. (e.g., Cub Scouts, Skateboarders).
- Think of an out-group that members of that group might uniquely consider it **acceptable** to be prejudiced against.

Activation of Different Social Group Memberships

- **Different aspects of our social identity become accessible depending on the situation.**
- **The part of our social identity that's accessible affects our behavior.**
- Situations that activate social identities in our minds:
- **Direct reminders of membership:**
 - Being in a classroom; Being on an all-women or all-men team
- **Presence of members of another group.**
 - In Canada, French-speaking Canadians use stronger French accents when with English-speaking Canadians than when they're with French-speaking Canadians
- **Being in a situation when your group is a minority:**
 - Elementary school students, when asked to describe themselves, are more likely to mention their racial or ethnic background if it's a minority at their school.

Social Identity and Prejudice

- **Group membership activation: when one social group is activated, the response of that social group to outsiders is also activated.**
- **Cub Scouts hate skaters, I'm a Cub Scout, I hate skaters.**
- **Self-esteem maintenance is the motivation:**
 - People who are marginal members of a group enhance position in the group by derogating outgroups.
 - People in groups that are marginal enhance group's status by derogating outgroups.

Two-Stage Processing Theory of Prejudice Devine, 1989

We learn **universally shared stereotypes** about social groups from our culture when we are growing up.

Whenever we meet a member of a social group we go through two steps:

1. **Automatic step:** the target automatically activates a stereotype or schema about that group.
 - Prejudiced people **stop** at this step.
 - Unprejudiced people go to a second step:
2. **Controlled Correction step:** we realize that the stereotype is wrong and that we should pay attention to the person as an individual and not a stereotype.

This step takes mental effort, and only unprejudiced people do it.

Factors Influencing Correction Step

- Prejudiced people don't do the correction step.
- Unprejudiced people do the correction step, **usually.**
- **When will unprejudiced people be prejudiced?**
- **When they don't do the correction step:**
 - Too distracted or mentally busy to correct
 - Mentally impaired
 - Prejudice is operating on unconscious level such as a prime
- So unprejudiced people may be prejudiced in an emergency, when they're under stress, drunk, etc.

Study 1: Knowledge of Stereotypes is Shared

- Study 1: Prejudiced and Nonprejudiced whites know the same stereotypes.
- When asked to list “what are stereotypical characteristics of African-Americans, whether you believe the stereotype or not” there were no differences in the lists generated by prejudiced and non-prejudiced whites.

Study 2: Unaware Primes of Stereotype Affect Subsequent Processing

- P and Non-P whites, when their “**African-American**” schema is primed, interpret an ambiguous stimulus person as more **violent** than they do when the schema is not primed.
- Part 1 of Procedure: Unconscious prime
- **African-American Schema Primed:** Jazz, busing, Harlem, plus neutral words
- **Or --**
- **Neutral Prime:** water, then, would, about, things, completely, people
 - All Participants Read neutral “Donald” Description
- **Regardless of Measured Prejudice, people who had African-American schema primed initially then rated neutral person (Donald) more negatively**
- **Conclusion:** even non-prejudiced whites have “hostile” schema for African-Americans that affects their interpretations of behavior

Unlearning Automatic Stereotypes

- Blair et al., 2001 – counter-stereotypic mental imagery
 - Spend five minutes imagining what a strong woman would be like...
- Reduces sexism as measured on IAT
- Kawakami et al., 2000 Negating stereotypes
 - Elderly – Weak
 - Press NO
 - Elderly – Iron Man
 - Press YES

Effect of Stereotypes about Oneself On One's Own Behavior

- When stereotype about oneself is activated in one's mind, it influences one's own behaviors and performance.
- **Objectification theory:** Fredrickson & Roberts, 1997)
- Self-objectification – becoming aware of oneself from an outsider's perspective – activating a membership schema for oneself.

Stereotype Threat

- **If a stereotype for *your* group is activated in *your* mind, it will affect your performance in areas related to the stereotype.**
- **Activation of stereotype produces concern that one will act in accordance with it. Resulting “psychological burden” reduces performance.**
- Initial Research; Steele & Aronson, 1995
