

# Psychology 3201: Introduction to Social Psychology

Elliott Hall Room N119

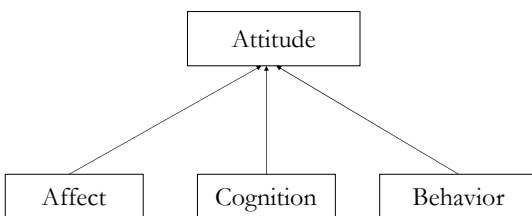
Monday, October 24

2:30-4:25PM

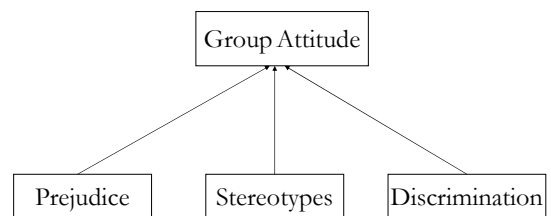
## Today

- Stereotypes, Prejudice, and Discrimination

## Attitudes



## Group Attitudes



## Group Attitudes

- Stereotype
  - A generalization about a group of people in which identical characteristics are assigned to virtually all members of the group, regardless of actual variation among members
    - A set of beliefs about the personal attributes shared by a group of people
    - Overgeneralization
    - A type of schema

## Group Attitudes

- Prejudice
  - Attitude towards a distinguishable group of people, based solely on membership in that group (AWA)
    - Evaluation of a group or of a single individual based on that person's group membership
    - Referred to as both the affective component and group attitude

## Group Attitudes

- Stereotypes and Prejudice can be positive
  - Most concerned with negative

## Group Attitudes

- Discrimination
  - Unjustified negative or harmful action toward a member of a group, simply because of his or her membership in that group
    - Both a source and a consequence of group attitude
    - Often apparent only through a pattern of behavior

## -isms

- Institutional practices that subordinate or discriminate against members of a group
  - Height, literacy, age requirements for job

## Proving Discrimination

- Discrimination is difficult to prove on a case by case basis
  - May not know how others are being treated
    - Crosby (1981)
      - Women acknowledged gender discrimination, but didn't believe they were personally victims of discrimination

## Proving Discrimination

- Radlet (1981)

	First-degree murder sought	Death penalty sought
White victim/ Black defendant	90	20
Black victim/ Black defendant	50	10
White victim/ White defendant	50	15
Black victim/ Black defendant	40	5

## Proving Discrimination

- Men encouraged to apply for masculine jobs, women for feminine jobs (despite equal qualifications) (Levinson, 1975)
- Resumes with women's names pursued for feminine positions, whereas resumes with men's names pursued for masculine positions, despite cross-qualifications and activities (Glick et al., 1988)

### **Focus on Racism?**

- Historical
  - Blacks were the largest minority group at the beginning of the research endeavor
- Conceptual
  - Processes of -isms same across all different divides

### **Whites toward Blacks?**

- Historical
  - Blacks have been mistreated by Whites more so than the other way around

### **Origins of Negative Group Attitudes**

- Authoritarianism
  - Individual difference approach
  - People who are reared in an environment that stresses obedience become
    - Submissive to authority
    - Hostile towards deviants
    - Conform to conventional standards

### **Origins of Negative Group Attitudes**

- Categorization
  - Assigning qualitative distinctions where they are not warranted
  - “The human mind must think with the aid of categories...Once formed, categories are the basis for normal prejudgment. We cannot possibly avoid this process. Orderly living depends upon it.” (Allport, 1954)

### **Origins of Negative Group Attitudes**

- Ingroups and Outgroups
  - Us vs. them

### **Origins of Negative Group Attitudes**

- Ingroups and Outgroups
  - Assimilation and contrast
    - Seeing all outgroup members as the same, but different from ingroup

### Origins of Negative Group Attitudes

- Nelson, Biernat, & Manis (1990)
  - Participants were asked to judge as accurately as possible the heights of men and women
    - Series of photographs of individuals
  - Participants were told that men and women in photographs were matched for height

### Origins of Negative Group Attitudes

- Nelson, Biernat, & Manis (1990)
  - Participants were asked to judge as accurately as possible the heights of men and women
    - Series of photographs of individuals
  - Participants were told that men and women in photographs were matched for height
  - Males judged to be taller than females, on average

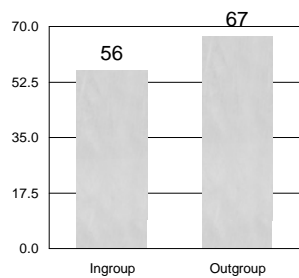
### Origins of Negative Group Attitudes

- Ingroups and Outgroups
  - Outgroup homogeneity
    - Assuming that all members of the outgroup are the same

### Origins of Negative Group Attitudes

- Quattrone & Jones (1980)
  - Male participants at Princeton and Rutgers watched tapes of students making decisions
    - "Do you want to listen to rock or classical music?"
  - Predicted percentage of men at that school that would choose the same

### Origins of Negative Group Attitudes



### Origins of Negative Group Attitudes

- Ingroups and Outgroups
  - Ingroup bias
    - Preferring our own over others

## Origins of Negative Group Attitudes

- Ingroups and Outgroups
  - Ingroup bias
    - Social identity
      - Self-esteem (Tajfel and Turner)

## Origins of Negative Group Attitudes

- Social Identity Theory (Tajfel & Turner, 1986)
  - People categorize the social world into ingroups and outgroups
  - People derive a sense of self-esteem from their social identity as members of an in-group
  - People's self-concept depends on how they evaluate their ingroup relative to outgroups

## Origins of Negative Group Attitudes

- Social Identity Theory (Tajfel & Turner, 1986)
  - "Minimal Group Paradigm"
    - In group bias results from groups formed on the basis of any type of distinction

## Origins of Negative Group Attitudes

- Social Identity Theory (Tajfel & Turner, 1986)
  - "Minimal Group Paradigm"
    - In group bias results from groups formed on the basis of any type of distinction
  - Locksley et al. (1980)
    - Groups determined by lottery drawing
    - Participants could allocate up to 100 chips per person, regardless of group membership
    - Participants allocated, on average, 20 more chips to ingroup members

## Origins of Negative Group Attitudes

- Attributions
  - Ultimate attribution error
    - Attributing negative outgroup behavior to dispositional causes
    - Attributing positive outgroup behavior to situational causes

## Origins of Negative Group Attitudes

- Attributions for success and failure of men and women

	Success	Failure
Men	Ability	Lack of effort/bad luck
Women	Hard work/effort	Lack of ability

### Origins of Negative Group Attitudes

- Attributions
  - Ultimate attribution error
  - Just world theory
    - Assuming people get what they deserve

### Origins of Negative Group Attitudes

- Illusory Correlations
  - Positing relationships between unrelated events because of their distinctiveness

### Origins of Negative Group Attitudes

- Hamilton & Gifford (1976)
  - Participants were asked to rate the frequency of behaviors by members of a group

### Origins of Negative Group Attitudes

- Hamilton & Gifford (1976)

	Desirable behaviors	Undesirable behaviors
Group A (2x)	70%	30%
Group B	70%	30%

### Origins of Negative Group Attitudes

- Hamilton & Gifford (1976)

	Desirable behaviors	Undesirable behaviors
Group A (2x)	65%	35%
Group B	48%	52%

### Origins of Negative Group Attitudes

- Socialization
  - Social learning
    - Support for laws against racial intermarriage

## Origins of Group Attitudes

	Currently Residing in North	Currently Residing in South
Grew up in North	36	26
Grew up in South	20	15

## Origins of Negative Group Attitudes

- Cultural/group norms
  - Conformity to the group norm can influence prejudice
    - Normative conformity
      - Going along with others for acceptance
    - Informational conformity
      - Assuming information in environment is correct and should be followed

## Origins of Negative Group Attitudes

- Social dynamics
  - Realistic Group Conflict Theory (Levine & Campbell, 1972)
    - Competition over scarce resources leads to conflict

## Origins of Negative Group Attitudes

- Sherif et al. (1961)
  - Male 12 year old participants were assigned to one of two groups at a camp
    - Completely segregated
  - Resources made scarce
  - Direct conflict ensued

## Origins of Negative Group Attitudes

- Social dynamics
  - Social Dominance Theory
    - Societies organize into hierarchies, and people strive to maintain those hierarchies
      - Benevolent paternalism
      - Legitimizing myths
      - Social dominance orientation

## Origins of Negative Group Attitudes

- Scapegoat theory
  - Displacing hostility onto members of disliked outgroups

## Persistence

- Self-fulfilling prophecies
  - Snyder, Tanke, & Berscheid (1977) revisited
    - Physical attractive stereotypic beliefs lead to confirmation of beliefs

## Persistence

- Stereotype Threat
  - Apprehension by members of a minority group that their behavior might confirm a negative stereotype

## Persistence

- Steele & Aronson (1995)
  - African American and White participants
  - difficult verbal task
  - IV: intellectual ability (threat) or verbal task (no threat)
  - DV: performance on the verbal task

## Persistence

- Steele & Aronson (1995)
  - no threat condition: AA and White participants performed equally
  - threat condition: AA performed more poorly than the White participants
  - also shown to occur when race is made salient

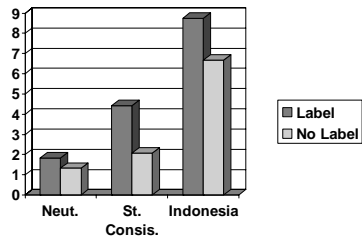
## Efficiency

- Stereotypes make information processing more efficient

## Efficiency

- Macrae, Milne, & Bodenhausen (1994)
  - Participants were asked to form impressions of a person while listening to a tape recorded passage about the geography and economy of Indonesia
  - Some were given a category label (doctor, skinhead) while listening to the passage

## Efficiency



## Accuracy

- Are stereotypes accurate?
  - Kernel of truth...but
  - Flexibility in subjective stereotype words
- How can you tell?
  - Assumption = all members of the group are the same

## Links

- Are stereotypes and prejudice linked?

## Links

- Are stereotypes and prejudice linked?
  - Stereotypes and prejudice  $r = .25$  (Dovidio et al., 1996)
    - Prejudice against those with handicaps without stereotypes?

## Links

- Gaertner & McLaughlin (1983)
  - Participants categorized whether stereotypic words were characteristic of "black" or "white" as quickly as possible
    - Regardless of prejudice level, participants responded faster to positive words paired with white, but equally fast to negative words regardless of whether they were paired with black or white

## Links

- Devine (1989)
  - High and low prejudice White people's free-response listed beliefs about Blacks were very similar
  - Both high and low prejudice people were equally affected by category (black or white) and stereotype (lazy, athletic, etc.) primes

## Links

- Lepore & Brown (1997)
  - High and low prejudice people free-response listed beliefs about blacks were very similar
  - High and low prejudice listed same amount of negative and positive thoughts when primed with category and stereotype

## Links

- Devine (1989)
  - When given opportunity to write their own thoughts about outgroup -- not just whether a belief can be ascribed to outgroup, beliefs are different for high and low prejudice people

## Links

- Lepore & Brown (1997)
  - High prejudice people listed more negative and less positive thoughts than low prejudice when primed only with the category, and not with stereotypic associations (black or white only)

## Changing Nature

- Explicit prejudice?
  - Over time, self-report surveys reveal less prejudicial attitudes
    - 1942
      - 33% of whites support desegregation of schools
    - 1980
      - 90% of whites support desegregation of schools

## Changing Nature

- Explicit prejudice?
  - But...
    - Rise in hate crimes over time
    - 1988
      - 97% support desegregation
      - 60% oppose interracial marriage

## Changing Nature

- Modern/subtle prejudice
  - Duncan (1976)
    - 70% of white participants viewed a black man shoving a white man as aggressive
    - 20% of white participants viewed a white man shoving a black man as aggressive
  - White people are less likely to help a Black person when they think they aren't being observed

## Changing Nature

- Modern/subtle prejudice
  - Aversive racism
    - Attitudes towards a racial group combining egalitarian values and negative emotions, resulting in avoidance of that group
      - Non-prejudice self-concept, personal aversion
    - Whites are prejudiced but don't believe they are, and will only reveal prejudice when it will not go against a norm and is socially safe
      - Egalitarian norm? = no prejudice
      - Ambiguous norm?

## Changing Nature

- Modern/subtle prejudice
  - Aversive racism
    - Whites tend to sit farther away, use less friendly voice tones, make less eye contact, terminate interactions quickly when interacting with Blacks (Pettigrew, 1985)

## Changing Nature

- Modern/subtle prejudice
  - Aversive racism
    - Gaertner & Dovidio (1977)
      - Participants viewed an emergency
        - Victim was black or white
      - Participants witnessed emergency with 1 or 3 other people
      - By themselves? Help black victim more than white victim
      - With others? Help white victim more than black victim

## Changing Nature

- Modern/subtle racism
  - Symbolic racism
    - Attitudes based on values and prejudice rather than self-interest
      - Negative affect associated with perceived violation of traditional values (effort, hard work, etc.)
      - "principled objection"
      - Prejudice expressed through opposition to policies

## Changing Nature

- Modern/subtle prejudice
  - Symbolic racism
    - "It's really a matter of some people not trying hard enough; if blacks would only try harder, they could be as well off as whites"
    - "Over the past few years, blacks have gotten more economically than they deserver"
  - Do you oppose affirmative action?

## Changing Nature

- Affirmative action myths (Plous, 2003)
  - The only way to create a color-blind society is to adopt a color-blind policy
    - Color blind policies reinforce inequalities
      - Earlier advantages would continue to advantage whites

## Changing Nature

- Affirmative action myths (Plous, 2003)
  - A large percentage of white workers will lose out if affirmative action is continued
    - There are plenty of jobs to go around

## Changing Nature

- Affirmative action myths (Plous, 2003)
  - Affirmative undermines the self-esteem of the racial minorities and women
    - AA may actually raise self-esteem through employment

## Changing Nature

- Affirmative action myths (Plous, 2003)
  - Support for affirmative action means support for preferential selection procedures that favor unqualified candidates over qualified candidates
    - Supporters do not agree with this, and in some cases, it is prohibited

## Changing Nature

- Affirmative action
  - Unfair advantage?
  - Equalling the advantage?

## Changing Nature

- Dual attitudes
  - Devine (1989) revisited
    - All whites tend to understand culturally shared negative stereotypical beliefs about blacks
    - But, high and low prejudice whites differ in the extent to which they endorse these beliefs publicly
  - Greenwald & Banaji
    - IAT