

Psychology 3201: Introduction to Social Psychology

Elliott Hall Room N119
Wednesday, October 26
2:30-4:25PM

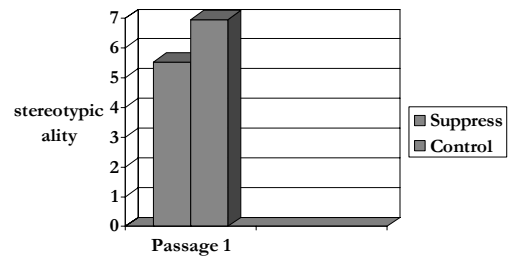
Today

- Changing Negative Group Attitudes

Changing Negative Group Attitudes

- Stereotype suppression
 - Macrae et al. (1994)
 - Participants were asked to write about the typical day of a skinhead
 - ½ were told to avoid stereotypic thinking
 - Passages were coded for stereotypicality

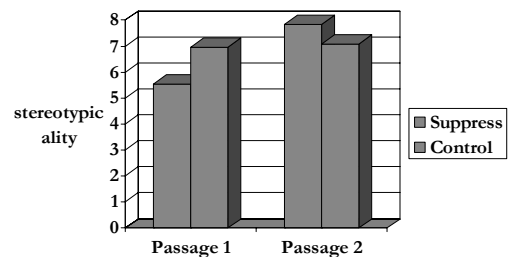
Changing Negative Group Attitudes



Changing Negative Group Attitudes

- Stereotype suppression
 - Macrae et al. (1994)
 - Participants were asked to write about the typical day of a skinhead
 - ½ were told to avoid stereotypic thinking
 - Passages were coded for stereotypicality
 - Participants were asked to write for a second time about the typical day of a skinhead
 - None were told to avoid stereotypic thinking

Changing Negative Group Attitudes

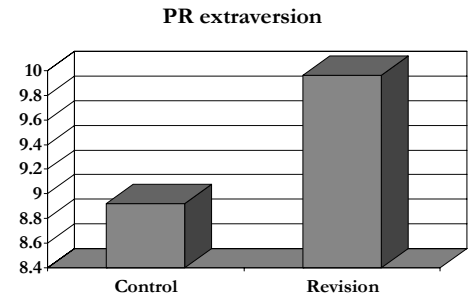


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Changing Negative Group Attitudes

- Stereotype revision
 - Kunda & Oleson (1997)
 - Participants who strongly believed that PR agents are extraverted read about an extremely introverted PR agent

Changing Negative Group Attitudes



Changing Negative Group Attitudes

- Stereotype revision
 - Kunda & Oleson (1997)
 - Participants who strongly believed that PR agents are extraverted reported that the introverted PR agent...
 - Was not typical of PR agents
 - Was not informative about the nature of PR agents

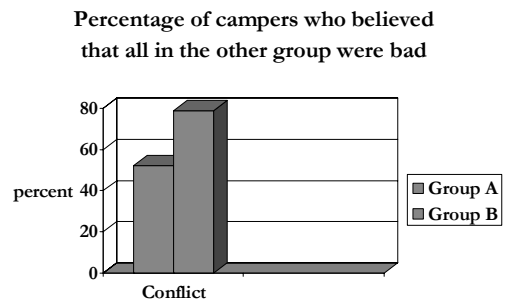
Changing Negative Group Attitudes

- Contact
 - Increasing exposure to members of outgroups can increase positive evaluations of the outgroup and decrease prejudice and stereotyping

Changing Negative Group Attitudes

- Sherif et al. (1961)
 - Male 12 year old participants were assigned to one of two groups at a camp
 - Completely segregated
 - Ingroups vs. outgroups

Changing Negative Group Attitudes



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Changing Negative Group Attitudes

- Sherif et al. (1961)
 - Groups were brought together for social events
 - Negative attitudes and conflict persisted

Changing Group Attitudes

- School desegregation in the 1950's
 - Prejudice increased

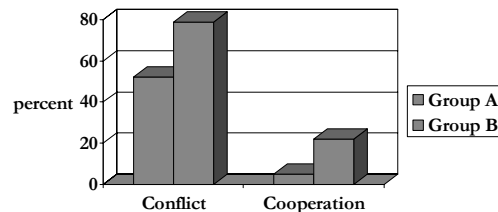
Changing Negative Group Attitudes

- Sherif et al. (1961)
 - Groups were brought together for social events
 - Negative attitudes and conflict persisted

- Groups were brought together to interdependently accomplish common goals

Changing Negative Group Attitudes

Percentage of campers who believed that all in the other group were bad



Changing Negative Group Attitudes

- Contact Hypothesis
 - "Prejudice may be reduced by *equal status* contact between majority and minority groups in the pursuit of common goals. The effects is greatly enhanced if this contact is sanctioned by institutional supports (i.e., by law, custom, or local atmosphere), and provided it is of a sort that leads to the perception of common interests and common humanity between members of the two groups," (Allport, 1954)

Changing Negative Group Attitudes

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Changing Negative Group Attitudes

- Contact Hypothesis
 - Friendship potential

Changing Negative Group Attitudes

- Learning about the outgroup

Changing Negative Group Attitudes

- Learning about the outgroup
- Behavior change

Changing Negative Group Attitudes

- Learning about the outgroup
- Behavior change
- Generating affective ties

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Changing Negative Group Attitudes

- Learning about the outgroup
- Behavior change
- Generating affective ties
- Ingroup reappraisal

Changing Negative Group Attitudes

- Learning about the outgroup
- Behavior change
- Generating affective ties
- Ingroup reappraisal
- Recategorization