

Lecture Outline

Prejudice

Prejudice

Definition:

A positive or negative attitude, belief, or feeling about a person generalized from attitudes, beliefs, or feelings about the person's group.

Components of Prejudice

Stereotypic beliefs
typical attributes

Symbolic beliefs
values, traditions, customs

Emotions
affective reactions (e.g., disgust)

Theories of Racism

Old Fashioned Racism

Modern (Symbolic) Racism

Old Fashioned Racism

Premise:

People are consciously aware they are racist, but may conceal that from others.

Examples of Self-Report Measures of Prejudice

Old Fashioned Racism Scale

Generally speaking, do you feel blacks are smarter, not as smart, or about as smart as whites?

If a black family with about the same income and education as you moved next door, would you mind it a lot, a little or not at all?

Modern (Symbolic) Racism

Premise:

People feel ambivalent toward the stigmatized - torn between the egalitarian values they truly hold and the racism they harbor.

Modern (Symbolic) Racism

Theory proposes that....

People deal with their ambivalence by letting it come out in disguised form - as support for conservative American values.

Examples of Self-Report Measures of Prejudice

Modern Racism Scale

Over the past few years,
blacks have gotten more
economically than they
deserve

Blacks are getting too
demanding in their push for
equal rights

Self-Reported Prejudice

General pattern:

Prejudice is subsiding

Explanations

People are less prejudiced
now

Social Desirability

Social Desirability

People lie about their
prejudiced to appear
unbiased to others

Bogus Pipeline

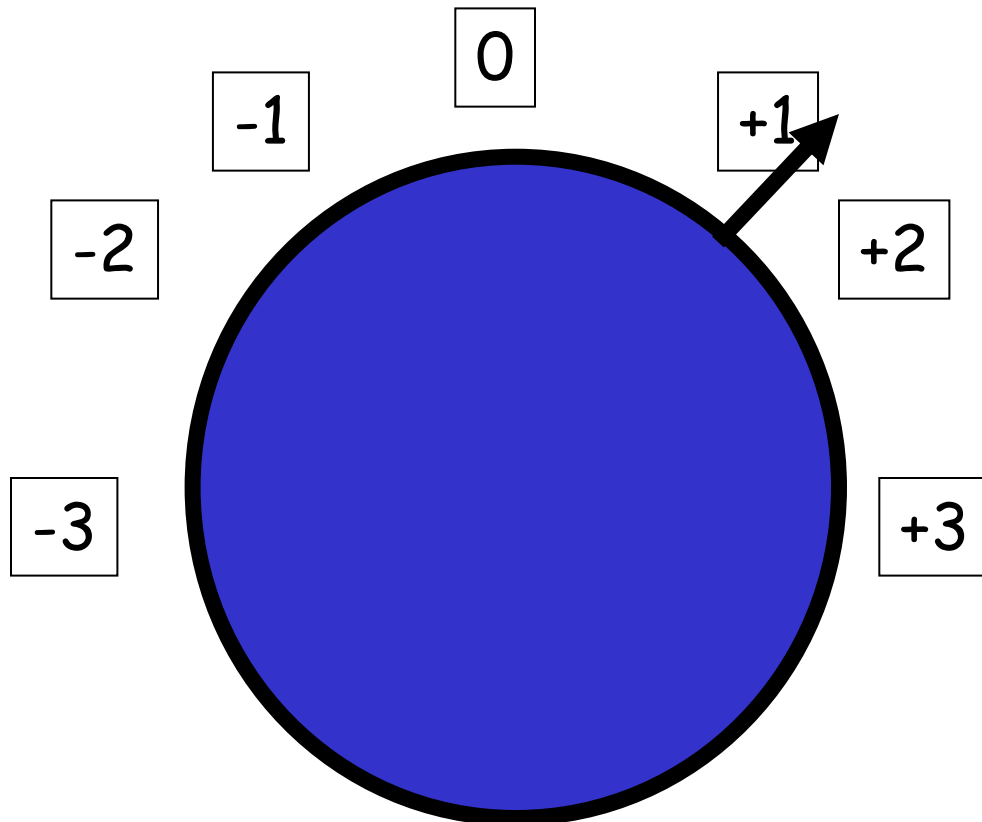
An experimental paradigm

Experimenter claims to
have access (a pipeline)
to participants' true
reactions

Bogus Pipeline Study

Sigall & Page (1971)

Participants seated in front of machine w/steering wheel attached



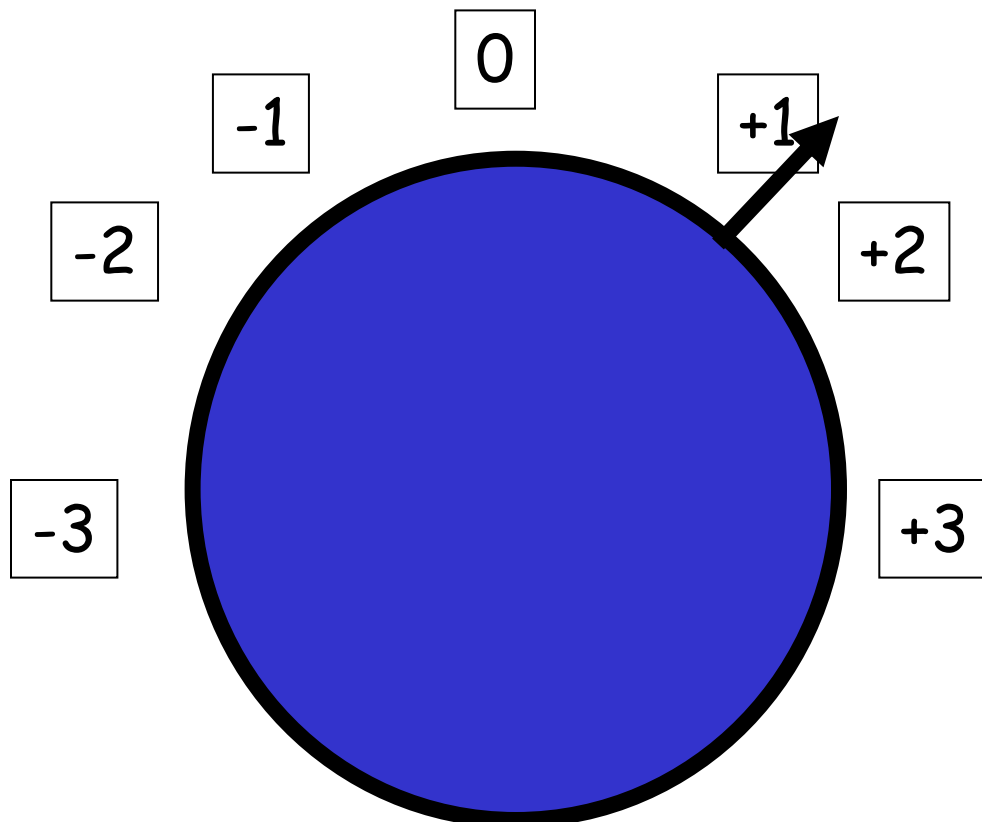
Bogus Pipeline Study

Sigall & Page (1971)

Completed survey about self
Rated African Americans on
traits by turning wheel

-3 (very uncharacteristic)

+3 (very characteristic)



Bogus Pipeline Study

Sigall & Page (1971)

Manipulation

Bogus pipeline group

Control group

Bogus Pipeline Study

Sigall & Page (1971)

If people lie on self-report measures to appear unbiased then....

Attributes	
Negative	Positive
Bogus Pipeline > Control	Control > Bogus Pipeline

Bogus Pipeline Study

Sigall & Page (1971)

<u>Neg. Attributes</u>	<u>Bogus Pipeline</u>	<u>Control</u>
Happy-go-lucky	.93	-.13
Ignorant	.60	.20
Stupid	.13	-1.00
Physically dirty	.20	-1.33
Unreliable	.27	-.67
Lazy	.60	-.73
Aggressive	1.20	.67

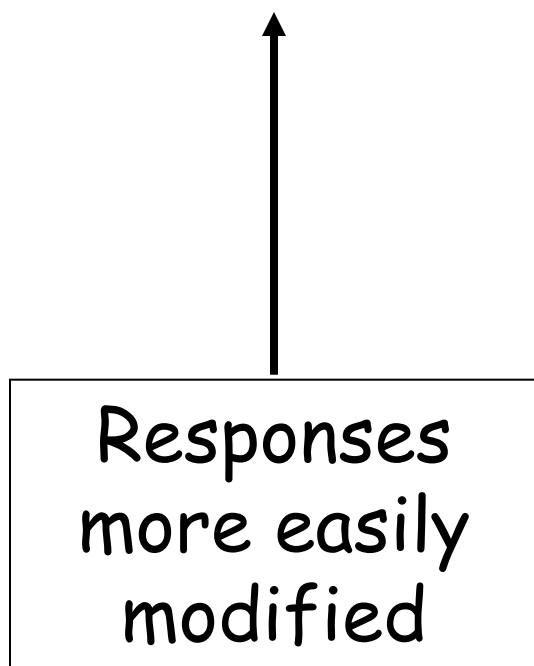
Bogus Pipeline Study

Sigall & Page (1971)

<u>Pos. Attributes</u>	<u>Bogus Pipeline</u>	<u>Control</u>
Intelligent	.00	.47
Ambitious	.07	.33
Sensitive	.87	1.60

Explicit and Implicit Prejudice

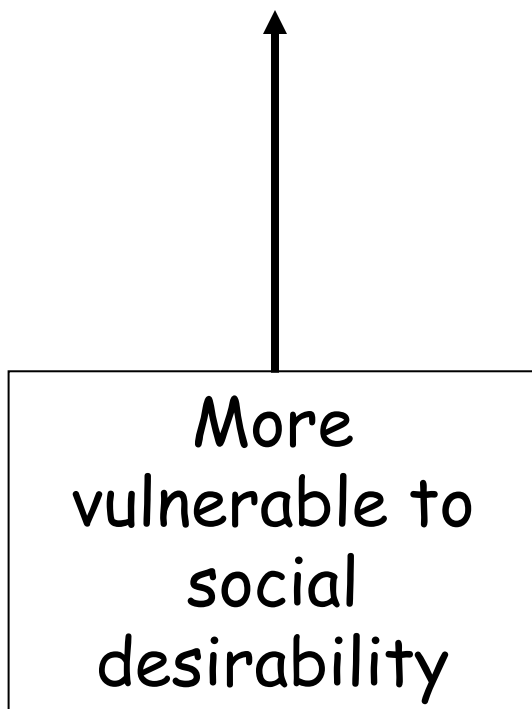
Explicit Measures Implicit Measures



Explicit and Implicit Prejudice

Explicit Measures

Implicit Measures



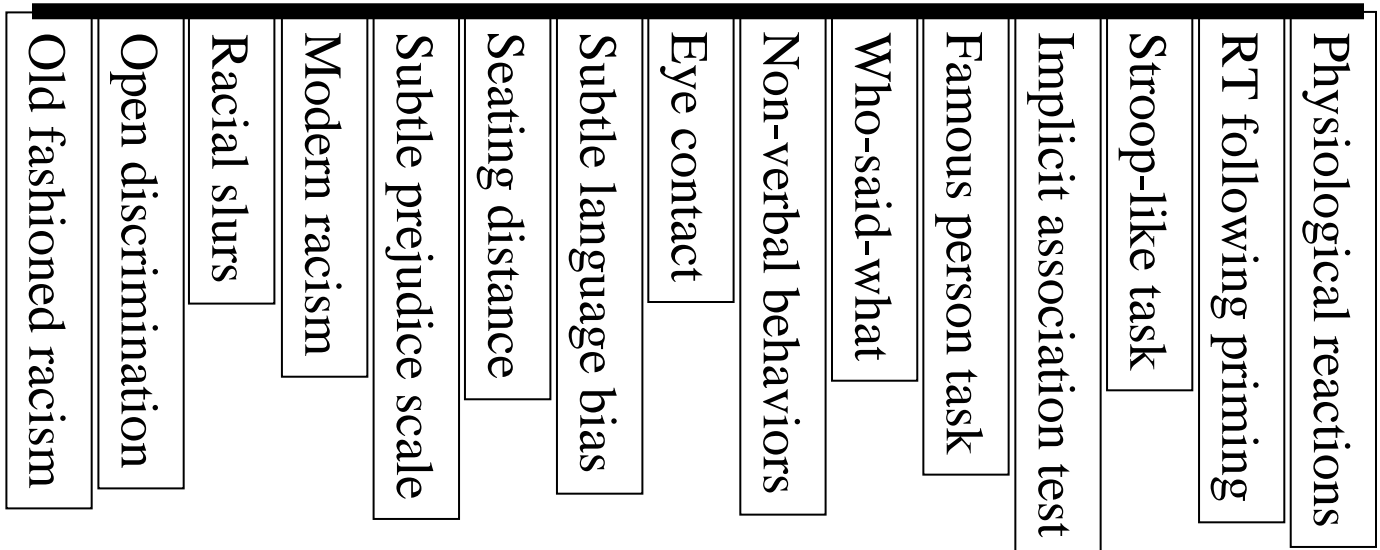
Taxonomy of prejudice measures

Maass, Castelli & Arcuri (2000)

Controlling Responses

Easy

Difficult



IAT: Implicit Association Test

The IAT measures RT:

- how quickly people categorize stimulus words.

Faster RT = stronger association

IAT responses correlate mildly with explicit responses

Realistic Group Conflict Theory

Competition between groups causes prejudice & intergroup conflict

Mayor's Race Study

Kinder & Sears (1981)

Examined whether racial prejudice stems from:

➤ competition over scarce resources

(realistic group conflict theory)

➤ belief that African Americans violate cherished values (symbolic/modern racism)

Mayor's Race Study

Kinder & Sears (1981)

Mayoral elections in Los Angeles:

➤ 1969 and 1973

Mayor's Race Study

Kinder & Sears (1981)

Election Results:

1969: Samuel Yorty won with
53% of vote

1973: Thomas Bradley won
with 56% of vote

Mayor's Race Study

Kinder & Sears (1981)

Scarce Resources Prediction

If racial prejudice stems from competition over scarce resources, then...

Whites who are in greater competition for resources with African Americans should be more prejudiced than those who are in less competition.

Mayor's Race Study

Kinder & Sears (1981)

Symbolic Racism Prediction

If racial prejudice stems from symbolic racism, then.....

The more strongly Whites believe that African Americans violate traditional values, the more prejudice they will show.

Mayor's Race Study

Kinder & Sears (1981)

Participants:

White residents of Los Angeles, CA
1969 (n = 198); 1973 (n = 239)

Most lived in suburbs

Homeowners

33% attended college

Most were Protestant, others Catholic

Nearly all were married

Most had children

Prejudice = Voting behavior

Mayor's Race Study

Kinder & Sears (1981)

Competition over scarce
resources:

Measured via questionnaire
responses spanning four
domains
of racial threat.....

Mayor's Race Study

Kinder & Sears (1981)

Domains of Racial Threat

1. Interracial social contact

Example Question

How strongly would you object if a member of your family wanted to bring an African American friend home to dinner

Mayor's Race Study

Kinder & Sears (1981)

Domains of Racial Threat

2. Economic competition

Example Question

Have the economic gains of African Americans been about the same, much greater than, greater than, or less than yours over the past 5 years?

Mayor's Race Study

Kinder & Sears (1981)

Domains of Racial Threat

3. Racial Busing

Example Question

How likely is it that African American children will be bused into the elementary schools of this neighborhood?

Mayor's Race Study

Kinder & Sears (1981)

Domains of Racial Threat

4. Perception of violence
committed by African Americans

Example Question

How likely is it that African
Americans will bring violence to
this neighborhood?

Mayor's Race Study

Kinder & Sears (1981)

Symbolic Racism:

Measured via questionnaire
responses spanning two
domains of value systems...

Mayor's Race Study

Kinder & Sears (1981)

Domains of Value Systems

1. Expressive Racism

Example Question

Do you think that most African Americans who receive money from welfare programs could get along without it if they tried or do they really need the help?

Mayor's Race Study

Kinder & Sears (1981)

Domains of Value Systems

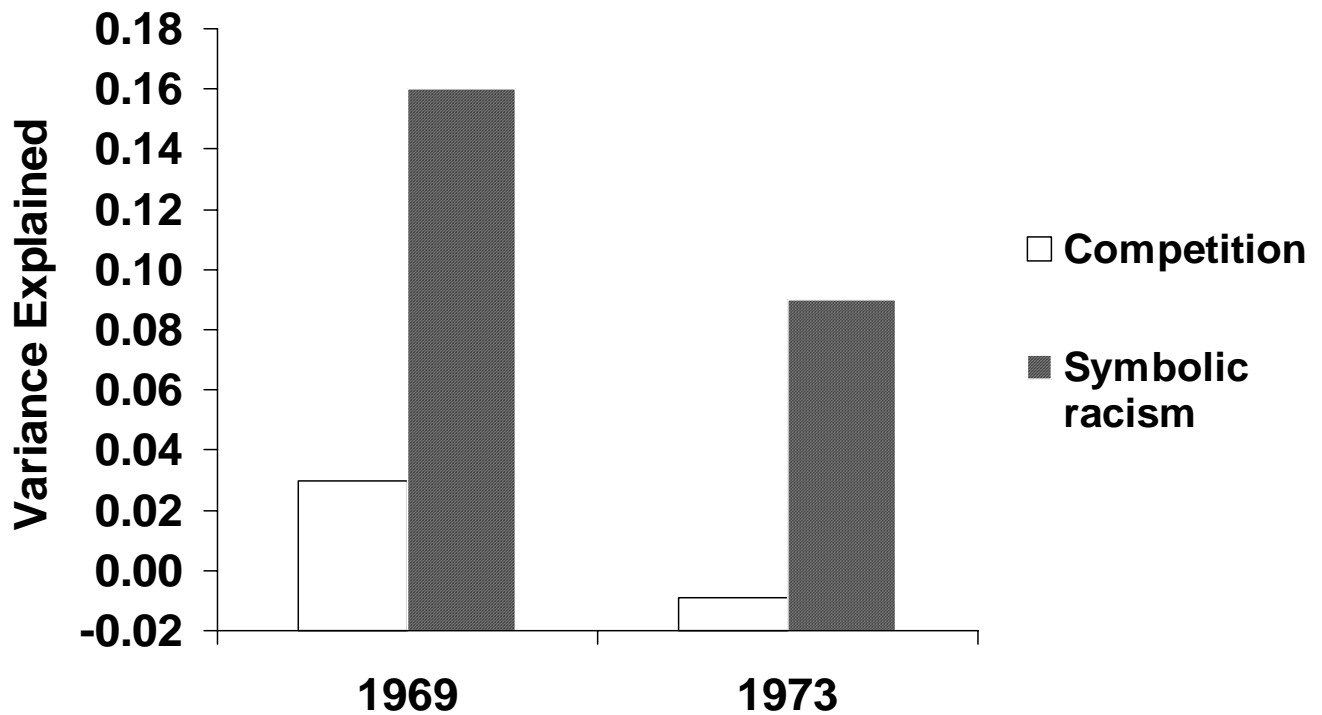
2. Opposition to racial busing

Example Question

Busing elementary school children to schools in other parts of the city only harms their education

Mayor's Race Study

Kinder & Sears (1981)



Only symbolic racism significantly explained voting behavior

Mayor's Race Study

Kinder & Sears (1981)

Symbolic (modern) racism
disguised as endorsement
of conservative values

Enables symbolic racists to
believe they are non-
prejudiced, while still
supporting political
positions that favor Whites
over African Americans

Aversive Racism

People feel ambivalence
toward the stigmatized

Similar to symbolic/modern
racism in this respect

Aversive Racism

Aversive racism differs from symbolic/modern racism in three ways:

1. They believe racism is more wrong.
2. Their prejudice comes out in subtle ways - not as support for conservative values.
3. More aware of their racism.

Symbolic Racism

- Feel ambivalence toward the stigmatized
- Not conscious of prejudice
- Endorse conservative values
- Believe racism is wrong

Aversive Racism

- Feel ambivalence toward the stigmatized
- Not typically conscious of prejudice
- Endorse liberal values
- Strongly believe racism is wrong

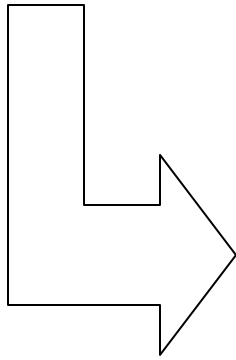
Ambivalence-Amplification Theory

People are ambivalent toward the stigmatized.

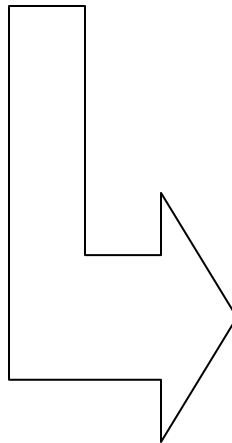
- aversion and hostility
- sympathy and compassion

Causes of Prejudice: Cultural Norms

Cultural
Norms



Protected Status



Comfort
expressing
prejudice

Protected Status

Protected

Unprotected



Measures of Protected Status

Denial of prejudice

Willingness to derogate
publicly

Denial of Prejudice Study

Crandall (1994)

Purpose:

Examined denial of
prejudice against
African Americans &
obese

Denial of Prejudice Study

Crandall (1994)

2,406 participants

Modern Racism Scale

- Measures prejudice against African Americans

Dislike Scale

- Measures prejudice against the obese

Denial of Prejudice Study

Crandall (1994)

Percent Disavowing Prejudice Against:

African Americans



10%

Obese



3%

Derogation Study Smith (2001)

Purpose:

Examine willingness to
derogate various
stigmatized groups

Derogation Study

Smith (2001)

Participants indicated:

- How comfortable they personally feel saying or thinking bad things about 41 different groups

Derogation Study

Smith (2001)

Some of the groups rated:

people with acne
white supremacists
people with AIDS
schizophrenics
amputees
homosexuals
the blind
child abusers
people with ADHD
pedophiles
alcoholics
gamblers
murderers
adulterers

Derogation Study

Smith (2001)

Willingness to derogate
varied across the stigmas

Most
Comfortable

homosexuals
prostitutes
child abusers

Least
Comfortable

cancer patients
People w/leukemia
paralyzed people

Ambivalence-Amplification Theory

Proposes that...

1. Ambivalence causes threat to self-esteem

No matter how one feels, that feeling is in conflict with the other way one feels

Ambivalence-Amplification Theory

Proposes that...

2. People try to reduce
threats to self-esteem

They justify or deny the way
they feel at the moment,
depending on the situation

Ambivalence-Amplification Theory

Proposes that...

3. Behavior toward the stigmatized is very unstable
4. People are aware of their ambivalence

Justify/Deny Prejudice Studies

Katz & Glass (1979)

Examined how the
situation
sometimes leads people to
justify
and other times to
deny
their prejudice

Justify Prejudice Study

Katz & Glass (Study 1, 1979)

Prediction:

People will justify prejudice against a stigmatized other if the situation encourages that response

Justify Prejudice Study

Katz & Glass (Study 1, 1979)

Procedure:

1. Male participants rated confederate on 20 item impression questionnaire

- liking
- warmth
- conceit
- intelligence
- adjustment

Justify Prejudice Study

Katz & Glass (Study 1, 1979)

Procedure:

2. Participant administered shock to confederate as feedback

3. Participant evaluated confederate 2nd time on impression questionnaire

Justify Prejudice Study

Katz & Glass (Study 1, 1979)

Manipulations:

1. Confederate's race:

- African American
- White

2. Shock level: (no shock actually given)

- strong and painful
- weak and not painful

Justify Prejudice Study

Katz & Glass (Study 1, 1979)

Prediction Restated:

People justify prejudice by denigrating stigmatized others who they have harmed. This makes those people seem unworthy and deserving of the harm.

This means: Participants who gave "strong shocks" to the African American target should rate him most negatively after the shock relative to their initial ratings.

	African American target		White target	
	Strong shock	Mild Shock	Strong shock	Mild Shock
Before Shock	19.2	14.3	16.3	15.4
After Shock	7.3	21.5	16.3	14.6
Change score	-11.9	7.2	00.0	-0.8

Negative change = more negative impression after shock

Positive change = more positive impression after shock

As predicted, impression of African American confederate became most negative after strong shock

Deny Prejudice Study

Katz & Glass (Study 2, 1979)

Prediction:

People will deny prejudice
against a stigmatized other
if the situation encourages
that response

Deny Prejudice Study

Katz & Glass (Study 2, 1979)

1. Participant introduced to confederate
2. Participant required to insult confederate
3. Told confederate left before criticism was explained as part of the experiment
4. Participant believed experiment was over
5. Sent to office for \$, where
got letter from confederate.....

Deny Prejudice Study

Katz & Glass (Study 2, 1979)

The letter:

Doing an independent study project

Needed one more participant to finish up

Study was on repetition

Experimental materials attached

Materials asked participant to repetitively write the same sentence over and over

Deny Prejudice Study

Katz & Glass (Study 2, 1979)

Manipulations:

1. Confederate race:

- African American
- White

2. Insult level:

- Very hurtful
- Not very hurtful

Deny Prejudice Study

Katz & Glass (Study 2, 1979)

Prediction Restated:

People will deny prejudice by going out of their way to help a stigmatized other whom they have harmed.

This means: Participants who gave "hurtful insult" to the African American target should work the hardest in the repetitive experiment.

	African American target	White target
Hurtful Insult	44.21	21.20
Not hurtful insult	22.13	23.20

Values are the average number of times repetitive sentence was written in booklet.

As predicted, participants wrote the sentence more often after having harmed the African American target.

Justify/Deny Prejudice Studies

Katz & Glass (1979)

Conclusion:

People feel ambivalence toward stigmatized others

People respond in extreme ways toward those whom they have harmed

Sometimes behave negatively, sometimes positively depending on the situation