

## Lecture Outline

### Prejudice

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## Prejudice

### Definition:

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

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## Components of Prejudice

**Stereotypic beliefs**  
typical attributes

**Symbolic beliefs**  
values, traditions, customs

**Emotions**  
affective reactions (e.g., disgust)

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## Theories of Racism

Old Fashioned Racism

Modern (Symbolic) Racism

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## Old Fashioned Racism

Premise:

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

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## 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?

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## Modern (Symbolic) Racism

### Premise:

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

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## 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.

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## 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

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## Self-Reported Prejudice

General pattern:

Prejudice is subsiding

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## Explanations

People are less prejudiced  
now

Social Desirability

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## Social Desirability

People lie about their  
prejudiced to appear  
unbiased to others

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## Bogus Pipeline

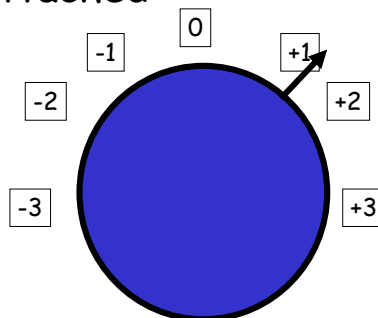
An experimental paradigm

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

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## Bogus Pipeline Study Sigall & Page (1971)

Participants seated in front of machine w/steering wheel attached



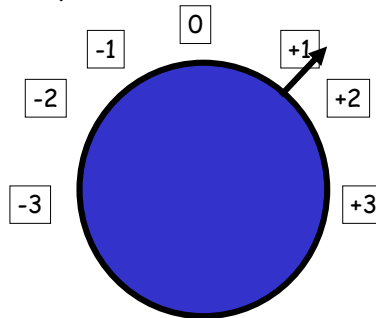
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## Bogus Pipeline Study Sigall & Page (1971)

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

-3 (very uncharacteristic)

+3 (very characteristic)



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## Bogus Pipeline Study Sigall & Page (1971)

### Manipulation

Bogus pipeline group

Control group

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## 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

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## Bogus Pipeline Study Sigall & Page (1971)

Neg. Attributes	Bogus Pipeline	Control
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

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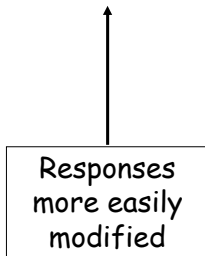
## Bogus Pipeline Study Sigall & Page (1971)

Pos. Attributes	Bogus Pipeline	Control
Intelligent	.00	.47
Ambitious	.07	.33
Sensitive	.87	1.60

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## Explicit and Implicit Prejudice

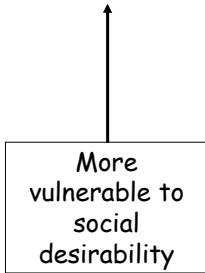
Explicit Measures    Implicit Measures



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## Explicit and Implicit Prejudice

Explicit Measures      Implicit Measures



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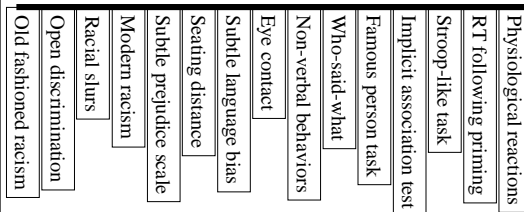
## Taxonomy of prejudice measures

Maass, Castelli & Arcuri (2000)

### Controlling Responses

Easy

Difficult



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## 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

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## Realistic Group Conflict Theory

Competition between groups causes prejudice & intergroup conflict

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## 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)

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## Mayor's Race Study

Kinder & Sears (1981)

Mayoral elections in Los Angeles:

- 1969 and 1973

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## 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

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## 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.

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## 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.

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## 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

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**Mayor's Race Study**  
Kinder & Sears (1981)

Competition over scarce  
resources:

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

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**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

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## 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?

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## 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?

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**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?

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**Mayor's Race Study**  
Kinder & Sears (1981)

**Symbolic Racism:**

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

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**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?

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**Mayor's Race Study**  
Kinder & Sears (1981)

Domains of Value Systems

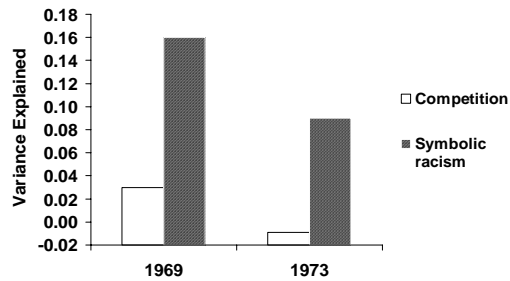
2. Opposition to racial busing

Example Question

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

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## Mayor's Race Study Kinder & Sears (1981)



Only symbolic racism significantly explained voting behavior

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## 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

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## Aversive Racism

People feel ambivalence  
toward the stigmatized

Similar to symbolic/modern  
racism in this respect

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## 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.

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### 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

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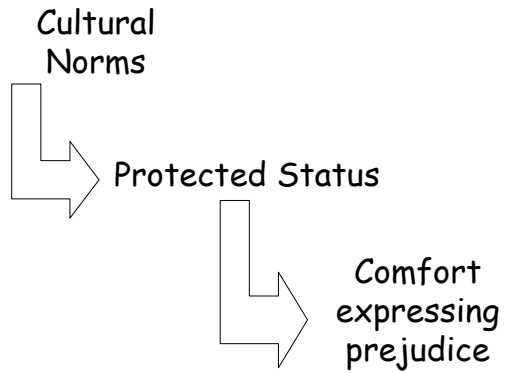
### Ambivalence-Amplification Theory

People are ambivalent toward the stigmatized.

- aversion and hostility
- sympathy and compassion

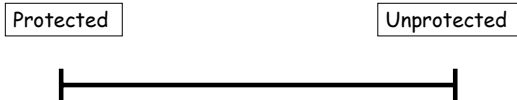
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## Causes of Prejudice: Cultural Norms



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## Protected Status



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## Measures of Protected Status

Denial of prejudice

Willingness to derogate publicly

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## Denial of Prejudice Study Crandall (1994)

### Purpose:

Examined denial of prejudice against African Americans & obese

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## Denial of Prejudice Study Crandall (1994)

2,406 participants

### Modern Racism Scale

- Measures prejudice against African Americans

### Dislike Scale

- Measures prejudice against the obese

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## Denial of Prejudice Study Crandall (1994)

Percent Disavowing Prejudice Against:

African Americans



10%

Obese



3%

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Derogation Study  
Smith (2001)

Purpose:

Examine willingness to  
derogate various  
stigmatized groups

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Derogation Study  
Smith (2001)

Participants indicated:

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

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## 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

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## 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

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## 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

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## 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

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### Ambivalence-Amplification Theory

Proposes that...

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

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### Justify/Deny Prejudice Studies

Katz & Glass (1979)

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

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## Justify Prejudice Study

Katz & Glass (Study 1, 1979)

### Prediction:

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

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## Justify Prejudice Study

Katz & Glass (Study 1, 1979)

### Procedure:

1. Male participants rated confederate on 20 item impression questionnaire
  - liking
  - warmth
  - conceit
  - intelligence
  - adjustment

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## 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

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## 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

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## 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.

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	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

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## Deny Prejudice Study

Katz & Glass (Study 2, 1979)

### Prediction:

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

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## 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<sup>66</sup> 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

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## Deny Prejudice Study

Katz & Glass (Study 2, 1979)

### Manipulations:

1. Confederate race:

- African American
- White

2. Insult level:

- Very hurtful
- Not very hurtful

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## 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.

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	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.

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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

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