

Lecture Outline
Being the Target of
Prejudice

Stereotype Threat
Positive Prejudice

How Prejudice Affects
Targets

Stereotype Threat

Consequences of positive
prejudice

Stereotype Threat

Premise:

Stigmatized groups are aware of negative stereotypes

This awareness produces "stereotype threat"

Stereotype Threat

Definition:

Fear that one will be viewed or treated in way consistent with stereotype, or that one will confirm the stereotype

Stereotype Threat

Stereotype threat is
situationally induced

Arises when target realizes
that negative stereotype
can explain their behavior
or attributes

Stereotype Threat Study

Steele & Aronson (Study 1, 1995)

Purpose: Test theory of
stereotype threat with
respect to African
American students and
intellectual ability

Stereotype Threat Study

Steele & Aronson (Study 1, 1995)

Valid measure
intellectual
ability

Laboratory
exercise

$AA < W$

$AA = W$

Stereotype Threat Study

Steele & Aronson (Study 1, 1995)

Participants:

- African American
- White

Procedure:

- Completed a 30 V-SAT items

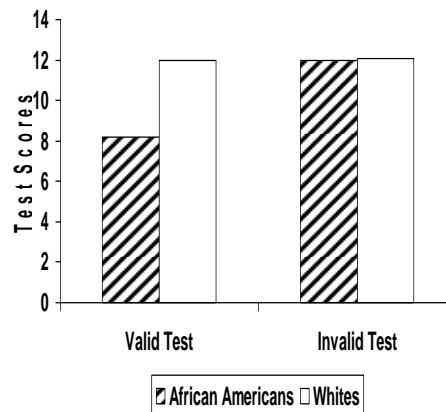
Manipulation:

- Valid test
- Invalid test (laboratory exercise)

DV: number correct on test

Stereotype Threat Study

Steele & Aronson (Study 1, 1995)



Distancing Study

Steele & Aronson (Study 2, 1995)

Purpose:

Examined whether stigmatized targets distance themselves from a negative stereotype when stereotype threat is activated

Distancing Study

Steele & Aronson (Study 2, 1995)

Valid measure
intellectual
ability

Laboratory
exercise

↓

Show that
negative stereotype
does not apply to them

Distancing Study

Steele & Aronson (Study 2, 1995)

Participants:

- African American
- White

Expected to complete V-SAT items

Rated self-preferences:

- music: jazz, rap music, classical
- sports: baseball, basketball, boxing
- traits: extroverted, aggressive, humorous

Never actually took test

Distancing Study

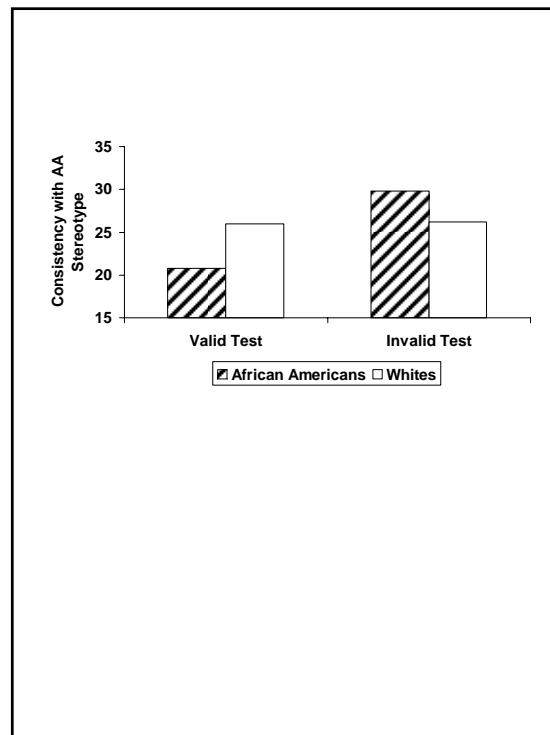
Steele & Aronson (Study 2, 1995)

Manipulation:

- Valid test
- Invalid test (laboratory exercise)

DV:

- Extent to which participant rated self consistent with African American stereotype



Affirmative Action

Designed to:

"overcome the discriminating effect of past or present practices, policies, or other barriers to equal employment opportunity" (EEOC, 1970)

Affirmative Action

EEOC's statement:

Says that group membership should be explicitly taken into account in hiring decisions

Unspoken assumption that non-discrimination not sufficient to counteract consequences of prejudice and inequality

Untended Consequences of Positive Prejudice

Affirmative action
designed to help
minorities and
underrepresented
groups, but....

may undermine their self-
views and job
performance

Affirmative Action Study

1

Heilman, Simon, & Repper (1987)

Purpose:

Examine whether
affirmative action
damages the self-views of
those who benefit from it

Affirmative Action Study

1

Heilman et al. (1987)

Prediction:

Women who believe they are preferentially selected have less confidence in their ability than those who believe they are selected on merit

Affirmative Action Study

1

Heilman et al. (1987)

Procedure:

1. Paired with opposite sex confederate
2. Task described; leader more important
3. Answered items assessing ability for leadership role
4. Manipulation occurred.....

Affirmative Action Study

1

Heilman et al. (1987)

Manipulation

Merit:

- test scored
- script read
- participant selected on merit

Preference:

- test not scored
- script read
- participant selected on basis of gender

Affirmative Action Study

1

Heilman et al. (1987)

Procedure continued:

5. Performed task

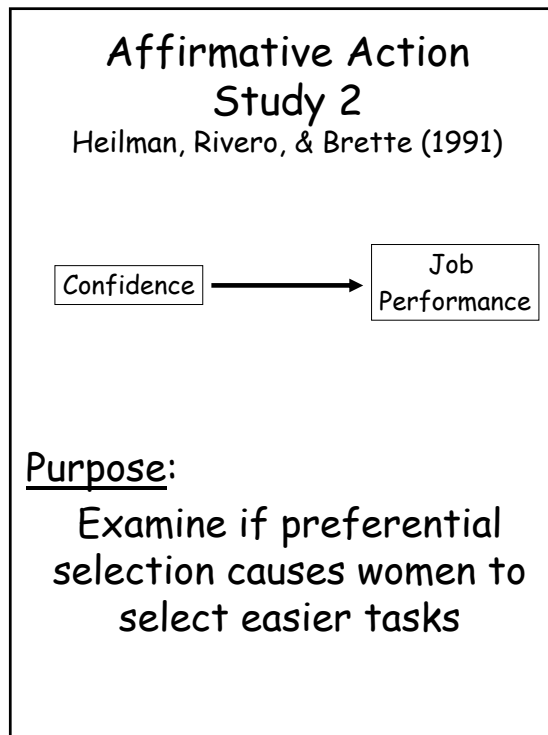
6. Rated self on:

- task performance
- leadership ability
- desire to persist as leader in task 2

	Performance	Leadership ability	Persist as leader
Men:			
Merit	5.15	6.47	5.85
Preference	5.37	6.59	5.78
Women:			
Merit	5.24	6.71	5.50
Preference	4.02	5.27	4.00

Men: Selection basis did not influence men's perceptions of performance, leadership ability, or desire to persist as leader.

Women: Selection basis did influence women. Lower perceived performance, and ability, and less desire to remain as leader when preferentially selected. No different from men in merit condition.



Affirmative Action Study

2

Heilman et al. (1991)

Tasks:

- Financial service manager
- Subordinate

Procedures:

- Test assessed managerial skills

Manipulation:

- Merit or preference based selection

Affirmative Action Study

2

Heilman et al. (1991)

Participants then indicated which of two tasks they would most like to do

- Easy task
- Difficult task

	% Selecting Difficult Task	% Selecting Easy Task
Men:		
Merit	87%	13%
Preference	100%	0%
Women:		
Merit	93%	7%
Preference	47%	53%

Men: Chose difficult task more often regardless of selection basis

Women: Selection did influence task choice. Women selected easy task more often when preferentially selected. No different from men in merit condition.

Affirmative Action Study 2

Heilman et al. (1987, 1991)

Conclusion:

Preferential selection
reduces confidence

Preferential selection
causes people to select
less challenging tasks at
work

Affirmative Action: Good or
Bad?

Does Affirmative Action
always have unintended
negative consequences?

No.

When it is based on merit
and group membership,
many of the bad effects it
creates disappear