

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

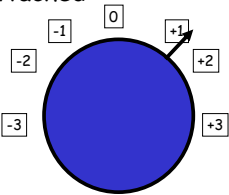
An experimental paradigm

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

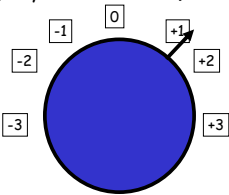


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Bogus Pipeline Study  
Sigall & Page (1971)

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)

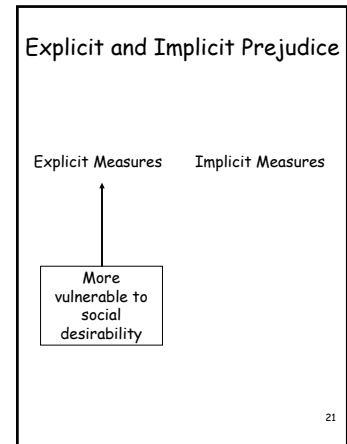
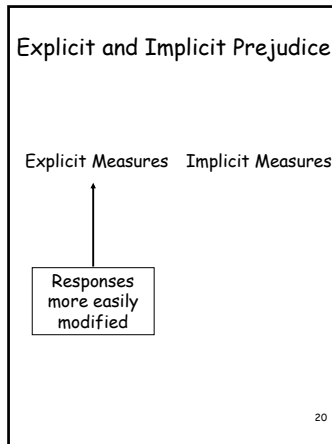
Neg. Attributes	Bogus Pipeline	Control
Happy-go-lucky	.93	-.13
Ignorant	.60	.20
Stupid	.13	-1.00
Physically dirty	.20	-1.33
Unreliable	.27	-.67
Lazy	.60	-.73
Aggressive	1.20	.67

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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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### Taxonomy of prejudice measures Maass, Castelli & Arcuri (2000)

Controlling Responses

Easy                                  Difficult

Old-fashioned racism	Open discrimination	Racial slurs	Modern racism	Symbolic prejudice scale	Seating distance	Subtle language bias	Eye contact	Non-verbal behaviors	Who-said-what	Famous person task	Implicit association test	Physiological reactions
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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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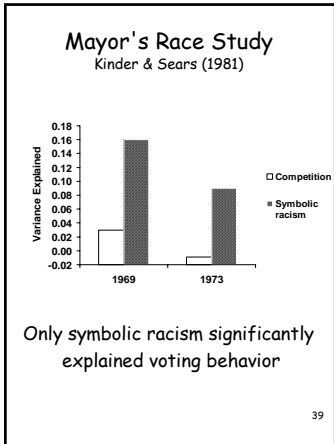
**Mayor's Race Study**  
Kinder & Sears (1981)

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)

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	Aversive Racism
• Feel ambivalence toward the stigmatized	• Feel ambivalence toward the stigmatized
• Not conscious of prejudice	• Not typically conscious of prejudice
• Endorse conservative values	• Endorse liberal values
• Believe racism is wrong	• <b>Strongly</b> believe racism is wrong

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**Ambivalence-Amplification Theory**

People are ambivalent toward the stigmatized.

- > aversion and hostility
- > sympathy and compassion

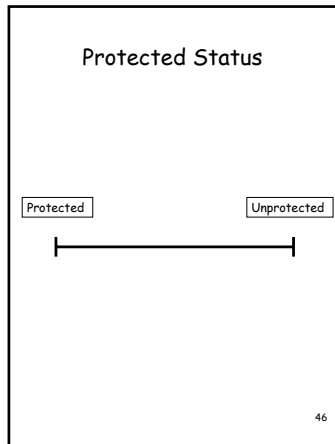
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**Causes of Prejudice: Cultural Norms**

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graph TD
    A[Cultural Norms] --> B[Protected Status]
    B --> C[Comfort expressing prejudice]
  
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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	Obese
↓	↓
10%	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

<u>Most</u> <u>Comfortable</u>	<u>Least</u> <u>Comfortable</u>
homosexuals	cancer patients
prostitutes	People w/leukemia
child abusers	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 the 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 got letter from confederate.....
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**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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