Midterm 2 Results

Mean = 40.1
Median = 40
SD = 5.57
Range = 21 - 50
Best Cumulative Total to Date: 47/50 = 97
What is Prejudice?

- Prejudice is *prejudging* based on a known category membership.
  - Assumes that people who are similar on one dimension (e.g., race, sex, age) are similar on many other dimensions (e.g., attitudes, beliefs, motivations, abilities, morals, etc.)
- Prejudice can be positive or negative
  - Ingroup bias; physical attractiveness
  - Racism, Ageism, Sexism, etc.
  - Chapter 9 focuses on the negative; why we *dislike* people
- Categorization→Stereotypes→Prejudice→Discrimination

Blank Slate or Natural Bias?

- Devine’s work:
  - We naturally categorize, and stereotypes are a by-product of this process
  - We are aware of stereotypes in society; these influence us.
    - Reflexive (automatic reactions).
  - We can try to inhibit our responses It requires effort to not be prejudiced.
    - Reflective responses
  - When cognitively busy, even low prejudiced people rely on stereotypes.
How Do Targets of Prejudice Respond?

- Kleck & Strenta, 1980 - how being stigmatized affects perceptions in social interactions
- Obese - compensate (Miller et al, 1995)
- But also Self-Fulfilling
  - Stereotype threat

How Do Targets Construe Social Interaction?

- Reflexive Effects of Contact:
  - Smoothness of interaction (Liebold & McConnell)
  - Cunningham, Banaji, fMRI amgdyla lights up when whites see Black faces
  - Interracial contact can be a source of stress and can undermine cognitive performance (Jennifer Richeson)
How to Measure Prejudice

• Some prejudices are more easy to measure than others.
  – The acceptability of expressing prejudice depends on the target group:
    • People think it’s okay to be negative to: Child Molesters, Terrorists, Wife beaters, Drunk Drivers, Rapists, Child Abusers, Members of KKK, Nazis, People who cheat on spouses; Men who refuse to pay child support, Pregnant Women who drink Alcohol, Racists, Gang Members, Negligent Parents, Drug Users
    • People think it’s NOT okay to be negative to: Blind people, Family Men, Deaf people, Women who stay home to raise kids, Business women, Mentally Retarded People, Doctors, Elderly People, Dog Owners, Farmers, Spelling Bee Champions, Native Americans, Whites, Librarians, Members of a Bowling League.
  • It is difficult to measuring something that society tells us that we shouldn’t reveal (to others or ourselves).
    – Modern racism; IAT, etc.

Issues to Consider

• Subtle bias is more pervasive and has more of an impact (cumulatively) than blatant bias
• Cumulative effect for the individual over a lifetime
  – How useful or helpful are thin-slice investigations? (Black.White, Black Like Me)
• One person’s biases has large cumulative impact over lots of others