Foundations of Prejudice

• Robber’s Cave Experiment (Sherif et al., 1954)
  – 22 boys who signed up for summer camp at Robber’s Cave State Park in Oklahoma.
  – Separated friends
    • “Rattlers” vs. “Eagles”
  – Common enemy: Failed water supply

• Minimal groups (Tajfel, 1970)
  – Arbitrary assignment to groups
    • Ingroup favoritism / Outgroup derogation
    • Outgroup homogeneity
    • Biased resource allocation
    • Meta-contrast ratio
Consequences of Prejudice

- Allport-Postman (1945) Knife Migration
  - Rumor transmission
  - Seven retellings yielded about 1/2 the stories showing knife migration.

Automatic Responses

  - Primed with Black (but not White) faces increases speed for detecting degraded images of weapons (but not for crime-irrelevant objects).
Police Officer’s Dilemma

- Correll, Park, & Judd, JPSP, 2002
- Created a videogame where African American or White targets held guns or cell phones or wallets.
- Instructed to “shoot the bad guy, don’t shoot the good guy”
  - Study 1: Participants fired on an armed target more quickly when he was African American
  - Study 2: Participants failed to shoot armed White target more than armed African American target; shot unarmed African American target more.
  - Study 3: Effects stronger for participants who hold stronger African-American—aggression associations.

IAT: Implicit Associations

- Govan & Williams, JESP, 2004
  - In examining importance of stimulus items in the IAT
    - Reversed insect-flower preference by using positively valenced insects and negatively valenced flowers:
      - rose, daffodil, daisy, violet, poppy
      - nettles, skunkweed, Venus flytrap, poison ivy, weed
    - BUT, only eliminated anti-Black associations by using only despised Whites, and liked Blacks
      - Theo, Leroy Tyrone, Lakisha, Ebony / Chip, Josh, Todd, Amber, Betsy
      - Michael Jordan, Bill Cosby, Eddie Murphy, Cathy Freeman, Ernie Dingo / Charles Manson, Adolph Hitler, Hannibal Lechter, Pauline Hanson, Martin Bryant
Face Morphing

• Hugenberg & Bodenhausen, 2003
  – African American or White faces morphing from anger to happiness
  – Anger “lingers longer” for African American faces
  – This effect is more pronounced for participants who show implicit prejudice.

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