

Prejudice Continued

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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.
 - Internal Motivation
 - External Motivation
 - When cognitively busy, even low prejudiced people rely on stereotypes.

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How Do Targets of Prejudice Respond?

- Kleck & Strenta, 1980 - how being stigmatized affects perceptions in social interactions
- Obese - compensate (Miller et al, 1995)
 - When aware that stereotypes might be operating, obese individuals go out of their way to be nicer to manage impressions
- But also Self-Fulfilling
 - Stereotype threat



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Self-Fulfilling

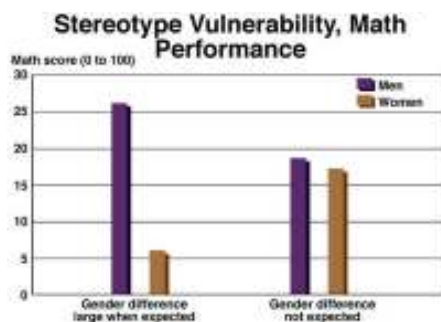
- Self-fulfilling prophecy – a prediction that ensures, by the behavior it generates that it will come true
- “Intellectual Bloomers”
Rosenthal & Jacobs (1968)
- Accept expectations of others → behave in a manner consistent with expectations → expectation comes true



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Stereotype threat

- Stereotype threat – the fear that one might confirm the stereotypes that others hold
- Steele & Aronson (1995)



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Stigma and Self-Protection

- Stigmatized group membership can be a protector (Crocker & Major, 1989)
 1. Social comparison
 2. Criteria of self-worth
 3. Attributions
- Others argue attributions to a group membership are harmful (Schmitt & Branscombe, 2002)

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How Do Targets Construe Social Interaction?

- Reflexive Effects of Contact with Stereotyped individuals:
 - Smoothness of interaction impaired (McConnell & Liebold)
 - 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)

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How to Measure Prejudice

- Some prejudices are easier 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 measure something that society tells us that we shouldn't reveal (to others or ourselves).
 - Therefore, we have to use trickier measures
 - Modern racism; IAT, etc.

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IAT

Press S key if

Press L key if

Causasian

African American

or

or

~~Positive~~

~~Positive~~

~~White~~

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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 when they used 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
 - What might this mean?

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