

Social Psychology

PREJUDICE



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List Two Adjectives that Describe Each of the Following

1. Frenchman.
2. Librarian.
3. Fraternity brother.
4. Drug abuser.



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What We Will Cover in This Section

- What prejudice is.
- Elements of prejudice.
- Origins of prejudice.
- Racism and sexism.



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Prejudice

An unjustified negative attitude toward a group and its individual members suggesting lower social status.

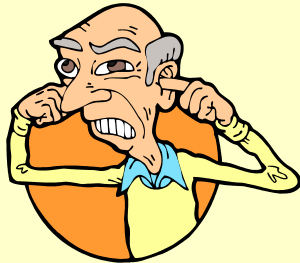
- Global.
- Judgmental.
- Oversimplification.

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Elements of Prejudice.



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Stereotype

Beliefs about members of a group based only on their membership in that group.

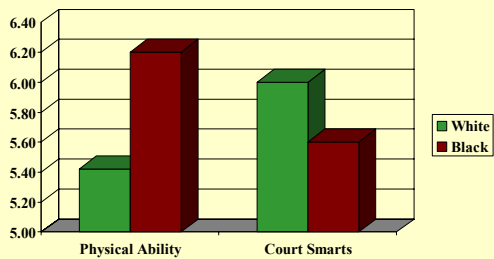
- Not necessarily judgmental.
- Inaccurate.
- Resistant to change.
- SCHEMA.

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Stone, Perry, & Darley (1997)



Levels of Prejudice

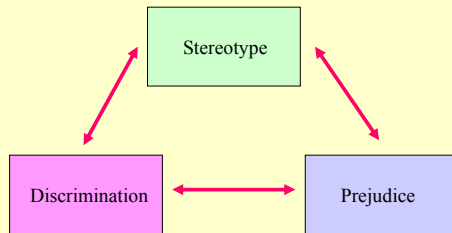
- Explicit Prejudice
 - Prejudicial attitudes that are consciously held.
 - Not necessarily expressed.
 - Negative
- Implicit Prejudice
 - Unconsciously held prejudicial attitudes.

Discrimination

The negative behavior or action based on stereotypes and prejudice.

- Directed at individual because of membership in the group.
- Typically unjustified.

Reactions to Groups



Minority Group

A group in which the members have significantly less power, control, and influence over their own lives than do members of the dominant group.

Forms of Prejudice

1. **Competitive relationship.**
The group is seen as intentionally taking resources for themselves at the expense of your group.
2. **Cooperative relationship.**
The group is seen as being undemanding, contributing, and/or needing help through no fault of their own.

| Social Status | Cooperative | Competitive |
|--|---|--|
| High Negative Emotions Positive Emotions Behavior Directed at | None None Respect, admire Defer Allies, friends | Envious Envy, fear Grudging admiration Avoid, exclude, Rich people, Minority professionals |
| Low Negative Emotions Positive Emotions Behavior Directed at | Paternalistic Disrespect Pity, condescension Friendliness, role segregation. Elderly, disabled | Contemptuous Resentment, hostility None Avoid, exclude, segregate, exterminate Poor, homeless, illegal immigrants |

Distinctive Stimuli

People with distinctive features tend to draw attention to themselves.

- People who stand out are more likely to be seen as causing events.
- People with distinctive stimuli tend to be more sensitive to how others behave toward them.

Stigma

An attribute that serves to discredit a person in the eyes of others.

- Tribal
 - Gender
 - Race
 - Religion.
- Personal
 - Addictions
 - Mental Disorders
- Physical
 - Weight
 - Deformities



Courtesy Stigma

The tendency for individuals who are associated with stigmatized people to face negative evaluations from others.

How Does Stereotyping Work?

INGROUP - OUTGROUP

Ingroup-Outgroup Bias

The sense that we are good and you are bad.

Outgroup Homogeneity Effect

Perceiving outgroup members as being similar, ingroup members have differences.

Outgroup Homogeneity Effect

The perception that outgroup members are more similar to one another than are members of one's ingroup.

Consequences of Stereotyping

- Oppositional identity.
 - *Minority group members tend to behave in a way they think the members of their group are supposed to behave and judge members of their group on the these standards.*
- Stereotype threat.
 - *Awareness among members of their behavior or characteristics that confirm the stereotype. This awareness influences their behavior.*

Origins of Prejudice



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Social Learning

Prejudice and stereotypes are learned through through modeling the beliefs and actions of others.

- Models
- Reinforced
- Media

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Realistic Conflict

Prejudice is the outcome of direct competition for limited, valued resources.

- Have vs. have-not.
- Scapegoating.
- Minority group gets valuable resources.

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Relative Deprivation

Sense that one lacks a scarce resource in comparison with another group which is perceived to have more.

Social Identity Theory

People use group membership as a source of pride and self-worth.

- We inflate the positive aspects of our group.
- We detract from the aspects of other groups.

Social Dominance Theory

Idea that groups can be organized into a power hierarchy where the top group gets all of the assets and the lower groups get all of the liabilities.

- First immigrants to the United States.
- Groups with more money.

SUPERORDINATE Goals

Goals that are simultaneously shared by members of conflicting groups.

Authoritarian Personality

Trait that is associated with

- Submissiveness to authority.
- Rigid adherence to conventional values, and
- Prejudice towards outgroups.



Cognitive Foundations of Prejudice

Ultimate Attribution Error

When strong prejudices are held...

- Negative behavior is seen as being dispositional.
- Positive behavior is seen as being situational.

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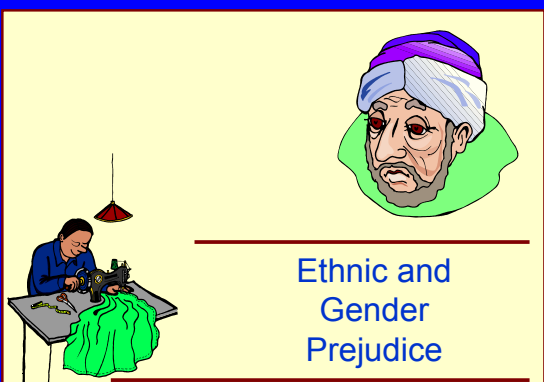
When the Outgroup Succeeds

1. It was an EXCEPTIONAL CASE.
2. She had a SPECIAL ADVANTAGE.
3. The SITUATION was favorable.
4. EXTRAORDINARY EFFORT or MOTIVATION.

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Racism

Prejudice towards people in a racial or ethnic group.

- May be overt or hidden.
- May be institutional.
- Overt racism is generally falling in the United States.

Modern Racism

- Overt discrimination less likely.
 - Trent Lott
- People still likely to hold stereotypical beliefs.

Sexism

Prejudicial beliefs toward people of a given gender.

- Gender roles.
- Gender Schema.
- Resistant to change.

Sexual Harassment

Unwelcome physical or verbal behavior that creates an intimidating, hostile, or offensive social environment.

- A perception.
- May be a misuse of power.
- Underreported.

Reducing Prejudice



Contact Hypothesis

Under certain conditions direct contact between antagonistic groups will reduce prejudice.

Contact Hypothesis Requirements

1. Equal social status.
2. Sustained close contact.
3. Intergroup cooperation.
4. Social norms favor equality.
5. Friendship potential.

THE
END
