

Stereotypes, Prejudice, and Discrimination

Attitudes

- Stereotypes – Cognitively-based attitude
- Prejudice – Affectively-based attitude
- Discrimination – Behaviourally-based attitude

Stereotypes

- Stereotypes are a form of schema
 - Beliefs and expectations about a group and its members
 - Skills, intellect, values, attitudes, behaviours, life experiences, choices, etc that we believe is present in a particular group
 - Can be positive or negative beliefs
- Can be true or false, and agreed with or not by the group itself (even when they are negative!)
- Stereotypes save time and effort, often at the expense of accuracy
 - More attention to and better memory for information consistent with stereotypes

Stereotypes

- When an individual does not fit our stereotype, we consider them to be a special case or subtype of that group
 - That way we do not need to change our stereotype to fit the new information
- If enough individuals differ from our stereotypes, and are still considered to be representative of the group as a whole, our stereotype might need to change

Stereotypes

- *Illusory correlations* – perceiving a link between variables that is stronger than what actually exists (Hamilton & Gifford, 1976; Mullen & Johnson, 1990)
- Rates of a behaviour that are the same in two groups are perceived as being more prevalent among the smaller group
- Rare events and minorities are relatively more memorable events and thus highly accessible (availability heuristic), and more likely to be attended to (Sherman et al, 2009)

Stereotypes

- *Out-group homogeneity* - “**They** are all the same”
 - Perceive members of the out group as being less differentiated than own group
 - Responsible for the finding that we are better at recognizing people from our own racial group than people from other groups
- *In-group heterogeneity* – “**We** are all unique individuals”
 - Perceive members of own group as being more differentiated than members of the out-group
- *In-group homogeneity* - “**We** are all united and of one mind”
 - Perceive in-group members as being less differentiated
 - More common among small minority groups

Stereotypes

- In-group homogeneity can be seen in response to “distinctiveness threat” (reminding participant of out-groups encroaching on valued characteristics)
 - When Americans win in hockey at the Olympics, many Canadians' expression of interest in hockey increases
 - When reminded that the number of people from a minority culture is increasing, members of the majority culture will express in-group homogeneity

Stereotypes

- Wilson & Hugenberg, 2010

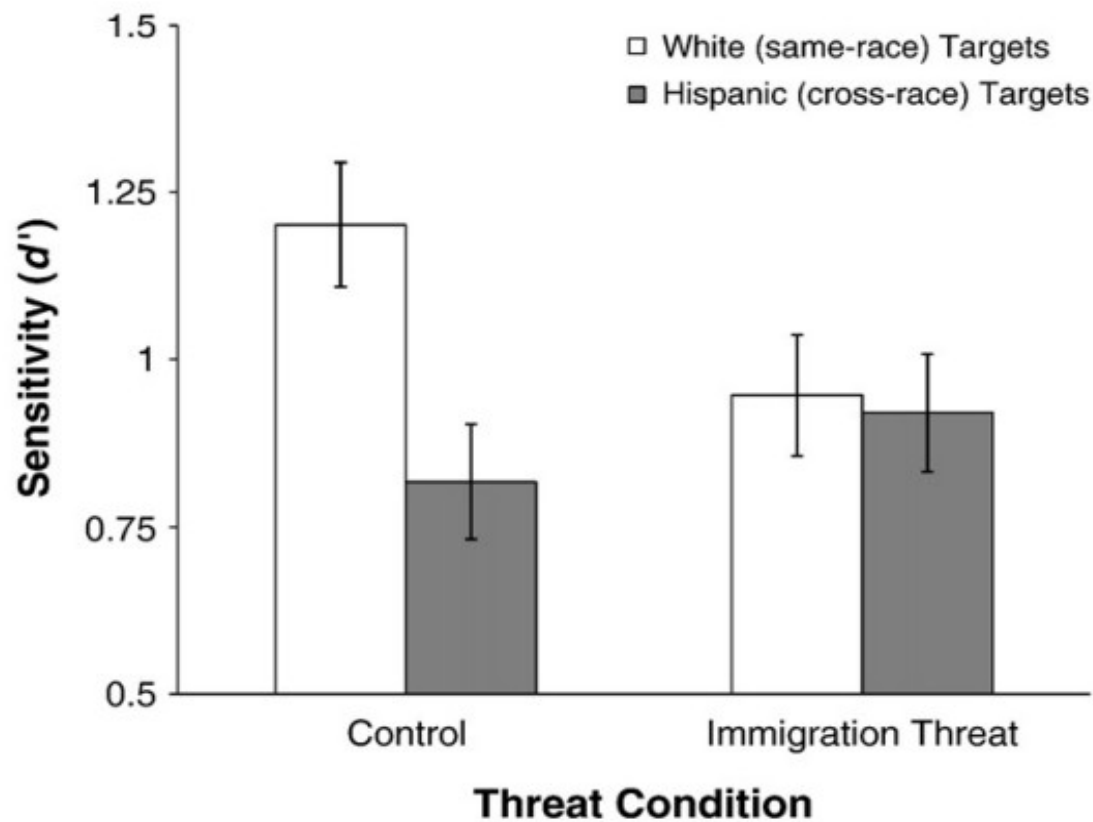
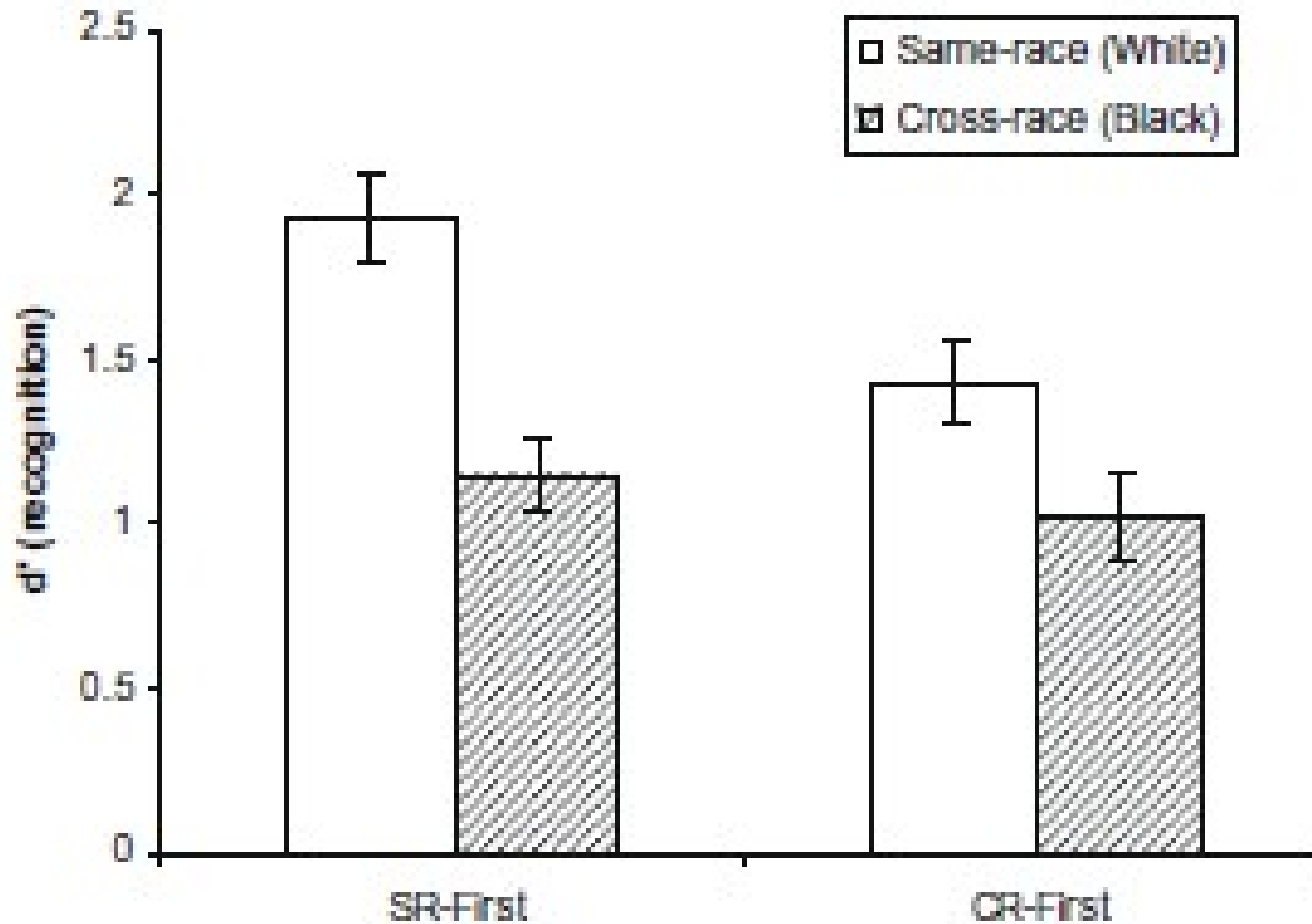


Fig. 1. Mean recognition sensitivity (d') as a function of Target Race and Threat Condition in Study 1. Error bars represent standard error of the mean.

Stereotypes

- Young et al, 2009



Stereotypes

- Stereotypes also act to maintain the status quo in a social arrangement
- *System justification theory* – strong but not insurmountable process of legitimizing social arrangements, even at the expense of personal and social interest (Jost et al, 2004)
 - There is a motivation for justifying and maintaining the current social order, and this justification is in part responsible for disadvantages among some
 - This process is paradoxically most common in those most harmed by the status quo
 - Several factors predict degree of system justification: system threat, system dependence, system inescapability, and low personal control (Kay & Friesen, 2011)
 - An individual's degree of system justification is related to behaviours such as protesting (Jost et al, 2012)

Gender stereotypes

- Not surprisingly, much of the research on stereotypes has focused on gender
- Women (and some other non-threatening social groups) are perceived as being warm but low in competence, while men are perceived as cold but more competent
 - Overall people feel more positively towards women than towards men
 - But less so in high status positions where stereotypically masculine traits are desired

Gender stereotypes

- The Glass Ceiling – barriers that prevent or discourage women from achieving top-level positions with organizations
 - Target of more negative non-verbal behaviour
 - Disliked more when acting inconsistently with gender stereotypes
 - Remember, we do not like to change our stereotypes or process information that could result in them changing

Gender stereotypes

- “There is no Glass Ceiling, I know a woman who...”
- Tokenism - Trivial positive behaviours that provide an excuse for further beneficial behaviour
 - Hiring, promoting, and making visible a small number of people from a disadvantaged group
 - Provides excuse for prejudiced people
 - Can lower self-esteem/self-efficacy for those selected as tokens

Gender stereotypes

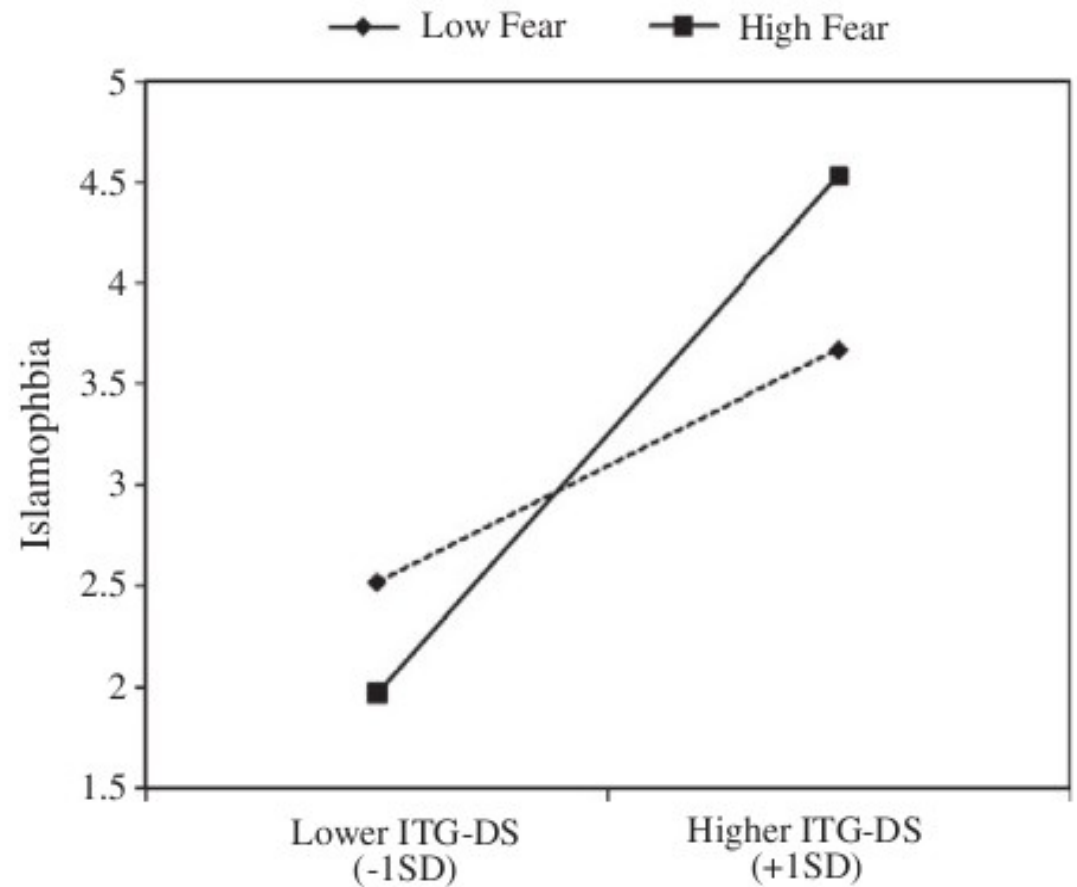
- Ambivalent sexism – Sexism is not limited to antipathy (Glick & Fiske, 1996)
- Benevolent sexism – attitude that women are superior to men in certain ways (usually in terms of traditional gender roles), and require protection
 - Benevolent sexism is higher among women than men
- Hostile sexism – negative attitudes towards women
 - Hostile sexism is higher among men than women
- Both types of sexism are highest in countries where women have the least amount of power and status

Prejudice

- Affectively-based attitude towards a group or group member
 - Involves minimization of the characteristics of the individual group member
 - Negative emotions when in contact with disliked groups – fear, anger, anxiety, guilt, envy, disgust
 - Because the underlying emotion can differ so much, the overt behaviour can differ greatly

Prejudice

- Combinations of emotions can interact in interesting ways (Choma et al, 2012)
- High fear increased the effect of high disgust-sensitivity



Prejudice

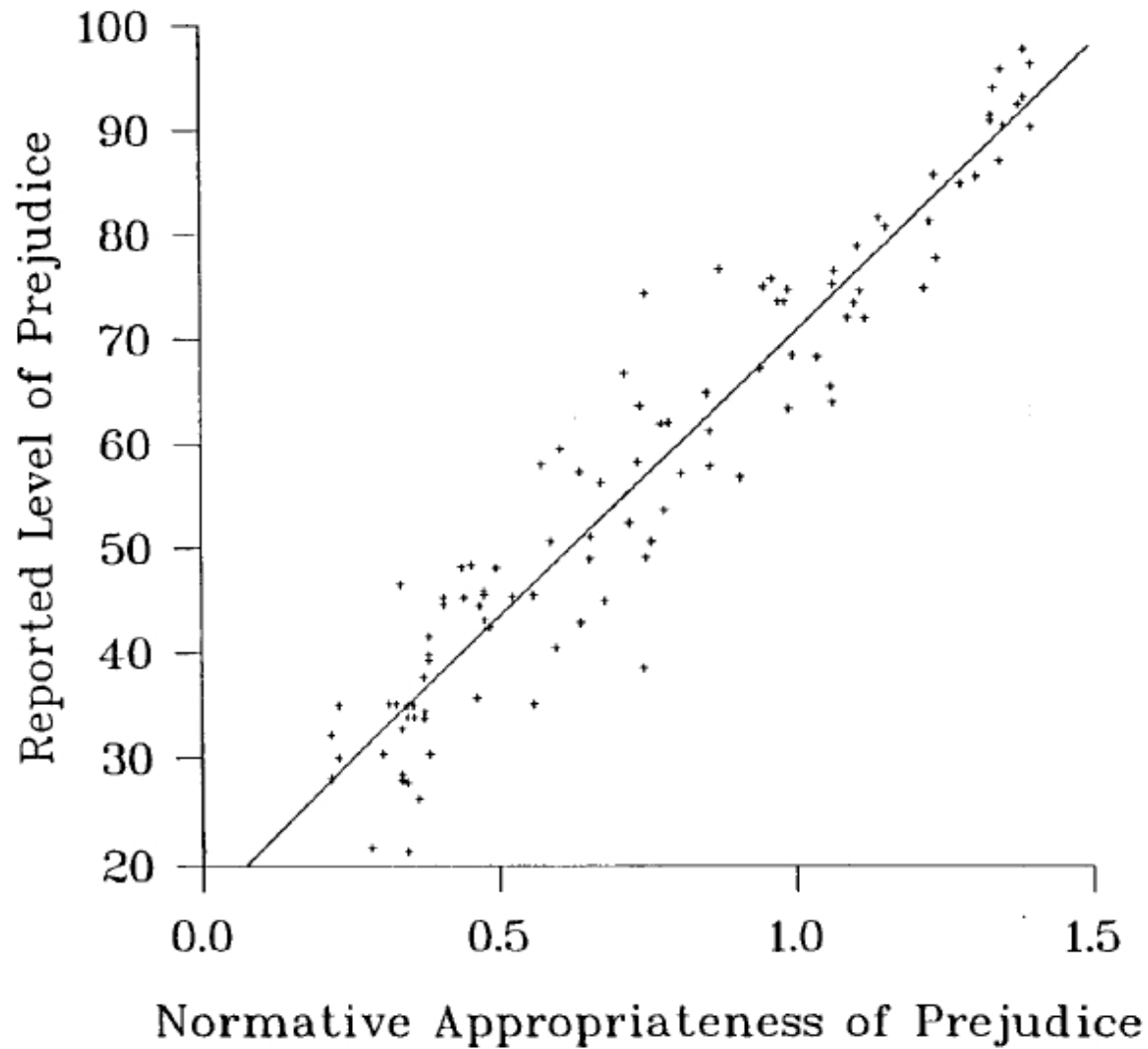


Figure 1. Prejudice reports predicted by normative appropriateness, $r = .96$.

- Crandall et al, 2002

Prejudice

Table 1
Mean Prejudice Acceptability Score for 105 Potential Prejudice Targets

1.967 Rapists	0.900 Guests on Ricki Lake	0.227 People with AIDS
1.967 Child abusers	0.887 Iraqi soldiers	0.227 High school cheerleaders
1.933 Child molesters	0.824 Politicians	0.220 Cat owners
1.932 Wife beaters	0.764 People who smell bad	0.215 Interracial couples
1.907 Terrorists	0.733 Gamblers	0.207 Auto mechanics
1.840 Racists	0.733 Feminists	0.196 People who put their kids in daycare
1.827 Members of the Ku Klux Klan	0.725 Rednecks	0.193 Ugly people
1.820 Drunk drivers	0.653 People who go to Kansas State University	0.167 People on Medicare
1.793 Members of the American Nazi Party	0.620 Welfare recipients	0.167 Accountants
1.780 Pregnant women who drink alcohol	0.607 Homosexuals who raise children	0.148 Canadians
1.779 Men who refuse to pay child support	0.600 People who smoke	0.147 Trash collectors
1.713 Negligent parents	0.573 Members of National Rifle Association	0.147 Local residents of Lawrence, KS (non-college)
1.644 People who cheat on their spouses	0.560 People who got a job due to Affirmative Action	0.147 Asian Americans
1.540 Kids who steal other kids' lunch money	0.560 People who call the Psychic Hotline	0.141 Hispanics
1.533 Men who leave their families	0.553 Police officers	0.140 Whites
1.513 Gang members	0.547 IRS agents	0.140 Students who attend community college
1.487 Liars	0.541 British punks	0.133 Doctors
1.336 Male prostitutes	0.520 Gay soldiers	0.128 Catholics
1.307 Men who go to prostitutes	0.510 People with open sores	0.127 Spelling bee champions
1.253 People who cheat on exams	0.460 Lawyers	0.120 Manual laborers
1.235 Female prostitutes	0.453 Students who rarely study	0.120 Jews
1.227 Careless drivers	0.430 Country music fans	0.120 Business women
1.213 Drug users	0.427 Waif fashion models	0.120 Black Americans
1.188 People who litter	0.407 Mentally unstable people	0.114 Native Americans
1.141 People who cut in line	0.407 Hare Krishnas	0.114 Elderly people
1.134 Members of religious cults	0.367 Jehovah's Witnesses	0.114 Dog owners
1.133 Illegal immigrants	0.356 FBI agents	0.113 Members of a bowling league
1.127 Juvenile delinquents	0.347 Homeless people	0.107 Librarians
1.080 People who sell marijuana	0.329 People who are illiterate	0.100 Male nurses
0.993 Lazy people	0.313 Traveling salesmen	0.093 Farmers
0.980 Ex-convicts	0.313 Environmentalists	0.081 Family men
0.980 Alcoholics	0.275 Rap music fans	0.053 Mentally retarded people
0.967 Porn stars	0.247 Beauty contestants	0.053 Deaf people
0.947 College teachers with poor English skills	0.235 White Southerners	0.047 Women who stay home to raise kids
0.927 Tele-evangelists	0.228 Fat people	0.047 Blind people

Note. The mean ratings reported above are based on the following scale: 2 = *OK to feel negatively toward these people*, 1 = *Maybe OK to feel negatively toward these people*, and 0 = *Not OK to feel negatively toward these people*.

Prejudice

- Why do we experience prejudice?
- Threat to self-esteem
 - Feeling good about the self means feeling good about the social group, which means feeling relatively worse about other groups
 - Particularly true when threat to self-esteem comes directly from a member of another group
 - Events (new laws, new coworkers, etc) that threaten existing group position
- Social identity theory – self-esteem depends on positive feelings towards own group, and relatively negative feelings towards other groups
 - Stronger when feeling threatened

Prejudice

- Realistic conflict theory – resources are valuable and finite, and competition can eventually lead to conflict and prejudice
 - Greater anti-immigration prejudice at times of higher unemployment
- The famous Robber's Cave experiment (Sherif et al, 1961)
 - Phase 1 – Team formation
 - Phase 2 – Competition
 - Phase 3 – Superordinate goals

Prejudice

- Social categorization – the tendency to divide people into the in-group (“us”) and out-group (“them”)
- Mere social categorization - tendency to separate people into groups based on very minor characteristics (ie: Bernstein et al, 2007)
 - Wrist-bands
 - Temporary team names
 - Having a photo taken together
- We usually view the in-group more positively than the out-group

Prejudice

- Ultimate attribution error – the self-serving bias applied at a group level
 - For positive outcomes, make internal attributions for the in-group and external attributions for out-groups
- Scapegoat theory of prejudice – anger directed a less powerful group to vent frustrations

Discrimination

- Negative behaviours directed towards members of a different social groups
- While overt and blatant forms of discrimination are more rare now than in previous decades, they continue to exist
 - And more subtle forms of discrimination continue

Discrimination



AP Associated Press AP - Tue Aug 30, 11:31 AM ET

A young man walks through chest deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it

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3:47 AM ET

Two residents wade through chest-deep water after finding bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythen)

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Discrimination

- McConahay, 1983; Swim et al, 1995

Items Developed to Measure Modern and Old-Fashioned Sexism

Scale	Item
Old-Fashioned Sexism	<ol style="list-style-type: none"> 1. Women are generally not as smart as men.*^a 2. I would be equally comfortable having a woman as a boss as a man. 3. It is more important to encourage boys than to encourage girls to participate in athletics.* 4. Women are just as capable of thinking logically as men. 5. When both parents are employed and their child gets sick at school, the school should call the mother rather than the father.*
Modern Sexism	
Denial of continuing discrimination	<ol style="list-style-type: none"> 1. Discrimination against women is no longer a problem in the United States.** 2. Women often miss out on good jobs due to sexual discrimination. 3. It is rare to see women treated in a sexist manner on television.* 4. On average, people in our society treat husbands and wives equally.* 5. Society has reached the point where women and men have equal opportunities for achievement.*
Antagonism toward women's demands	<ol style="list-style-type: none"> 6. It is easy to understand the anger of women's groups in America.^a 7. It is easy to understand why women's groups are still concerned about societal limitations of women's opportunities.
Resentment about special favors for women	<ol style="list-style-type: none"> 8. Over the past few years, the government and news media have been showing more concern about the treatment of women than is warranted by women's actual experiences.*^a

Note. Items with an asterisk required reverse scoring.

^a Item was adapted from McConahay's (1986) Modern Racism Scale.

Discrimination

- Major effects of discrimination continue to exist in the criminal justice system
- In American, black defendants are more likely to be sentenced to death, especially when the victim is white
- Stereotypical facial features are linked to perceptions of criminality

Discrimination

- Eberhardt, Davies, Purdie-Vaughns & Johnson (2006)
- Pictures of Black people convicted of crimes in 600 death-eligible cases from 1979-1999
- Undergraduate students (who knew nothing of the crimes committed) were asked to rate each picture according to stereotypicality of Black features



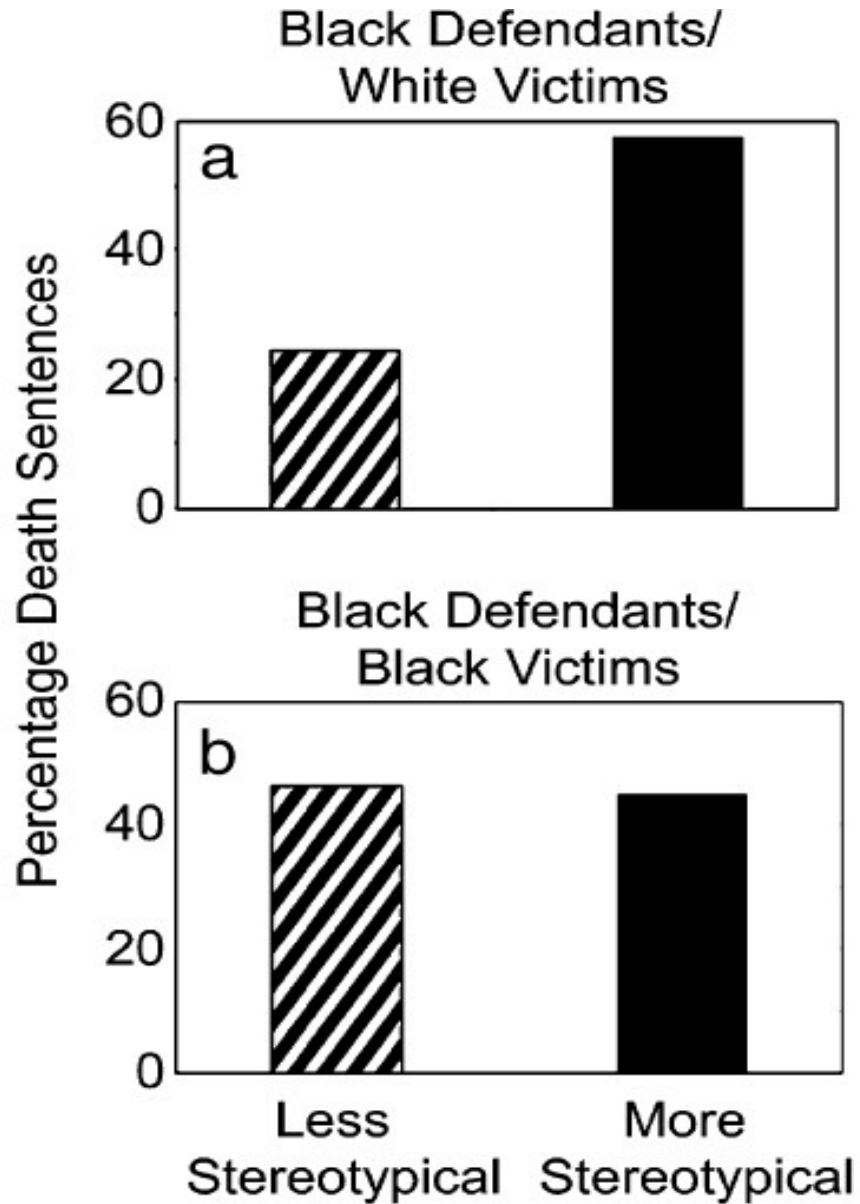
Fig. 1. Examples of variation in stereotypicality of Black faces. These images are the faces of people with no criminal history and are shown here for illustrative purposes only. The face on the right would be considered more stereotypically Black than the face on the left.

Discrimination

- Statistically controlled for a number of variables known to affect sentencing (mitigating factors, aggravating factors, attractiveness, severity of murder, SES of victim and perpetrator)
- Stereotypicality of facial features had a major influence on sentencing a perpetrator to death *when the victim was white*
- No effect when the victim was Black

Discrimination

- Explanations?



Discrimination

- Correll et al, 2002/2007
- Police officer's dilemma - does the likelihood of shooting an unarmed person depend on race?

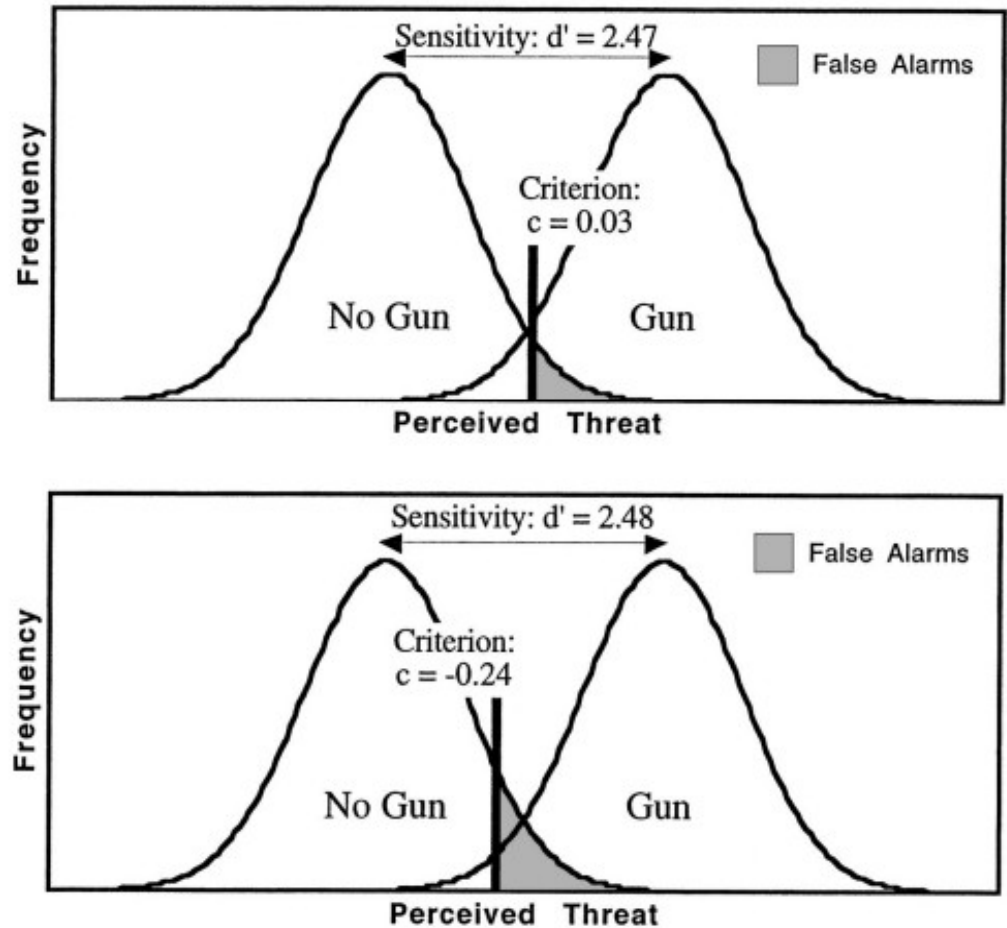
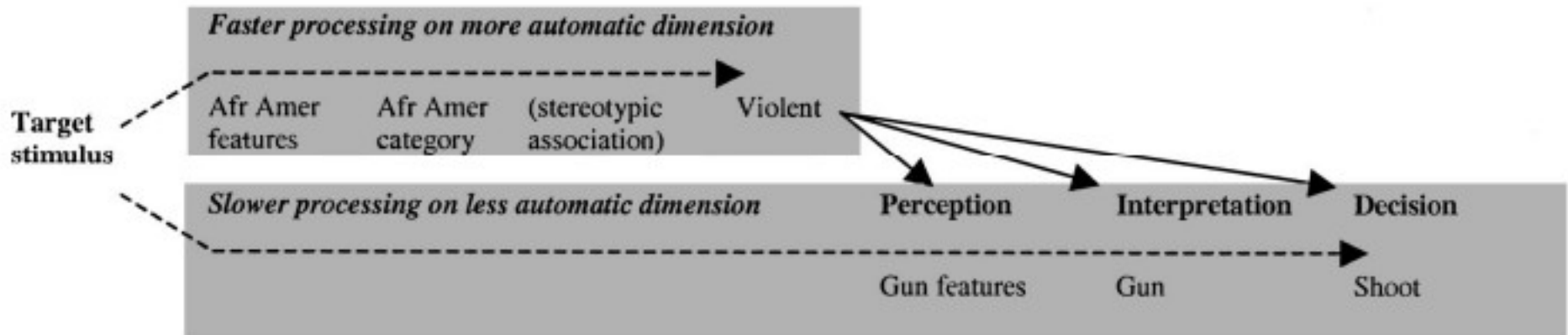


Figure 2. Hypothetical normal distributions representing unarmed and armed targets for signal detection analyses: White (top panel) and African Americans (bottom panel) targets.

Discrimination



Stereotypes may produce Shooter Bias because...

1. Guided by a schema, people process fewer features, moving more quickly to interpretation

2. People are more likely to "see" a gun, or are more certain of the gun interpretation

3. Participants require less certainty before deciding to shoot

Effects of discrimination

- Being the target of discrimination can lower self-esteem, particularly as the amount of discrimination or perceived prejudice increases
 - But recognizing discrimination as being due to another individual's prejudice is somewhat protective
 - Whether the victim feels it will occur again is most closely linked to well-being

Effects of discrimination

- Stereotype threat – an individual's fear that they will be judged based on a negative stereotype or by performing consistent with that negative stereotype (Steele & Aronson, 1995)
- The gap in academic achievement between Whites and Blacks in America led some to hold erroneous stereotypes about the relative intelligence of these two groups
- The IVs were race (Black and White), and race priming (asked to state race or not); DV was performance on a test (30 difficult verbal questions, mostly from GRE prep-books)

Effects of discrimination

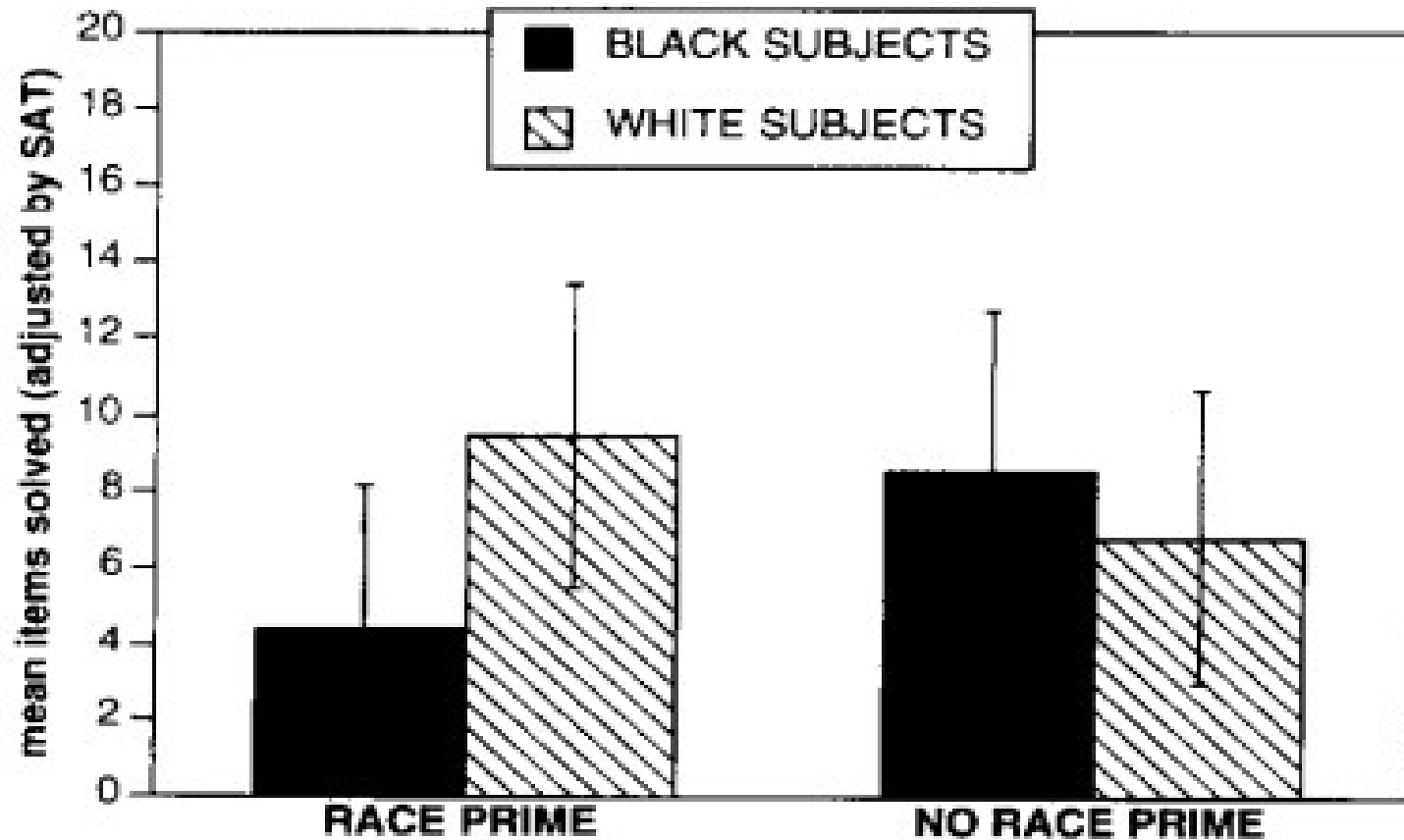


Figure 4. Mean test performance Study 4.

Effects of discrimination

- Stereotype threat has been studied in several groups (Nguyen & Ryan, 2008):
 - Gender and emotional identification
 - Gender and intellectual/mathematical ability
 - Race and sports ability (Stone et al, 1999)
- Why does stereotype threat occur?
 - Distracted by anxiety, negative thoughts, or thought suppression
- Effect differs based on the nature of threat (subtle or explicit)

Effects of discrimination

Table 2

Stereotype Threat-Removal Strategies

Strategy	Example study
Explicit	
Give a handout with information favoring women	Bailey (2004)
State that a math test is free of gender bias (men = women)	R. P. Brown & Pinel (2003)
State that Blacks perform better than Whites	Cadinu et al. (2003)
Educate subjects about the stereotype threat phenomenon	Guajardo (2005)
Subtle	
Describe a test as a problem-solving task (no race inquiry before task)	Steele & Aronson (1995)
State that test performance will not be assessed	Wout et al. (n.d.)
Show television commercials with women in astereotypical roles (e.g., engineers)	Davies et al. (2002)

Nguyen et al, 2008

Effects of discrimination

- Can have a negative effect on the perpetrator as well!
 - Acting in a non-discriminatory manner is difficult for someone who is highly prejudiced
 - This requires significant cognitive resources, which makes it more difficult to perform other mental tasks
 - Richeson & Shelton (2003) found impairment on a neuropsychological test among prejudice people after being in an inter-racial interaction

Reducing prejudice

- Changing associations – replace negative associations with positive ones
 - Because stereotype activation is quick and relatively effortless, change those automatic processes
- Engaging deliberate processes ahead of time that are consistent with conscious goals and motivation
 - We can deliberately make certain beliefs, thoughts, and even behaviours more accessible (Mendoza et al, 2010)
 - The more accessible (available) a thought or belief, the more we consider that thought to be important

Reducing prejudice

- Huntsinger et al (2010) found that making counter-stereotypic thoughts accessible decreased subsequent stereotype activation (as measured by the IAT)
 - Mood also made a difference; when in a positive mood, stereotype activation is increased but people are more susceptible to accessibility manipulation

Reducing prejudice

- Contact hypothesis – the notion that greater contact between groups will decrease prejudice
 - Changes group categorization
 - Interactions between people from different groups but of equal status decreased prejudice
 - BUT, negative contact increases prejudice more than positive contact decreases it (Barlow et al, 2012)
- Common in-group identity model
 - When we see members of an out-group as part of our superordinate group, we view them more positively

Reducing prejudice

- Empathy – emotional response concerning the welfare of other people
 - Capacity for empathy is one of the few personality traits related to prejudice
 - Empathy training can reduce prejudice
- We have seen that social norms concerning the acceptability of prejudice are closely linked to discrimination
 - Changing perceived social norms (ie: in the media) can affect the expression of discrimination