Lecture Outline
Prejudice
Theories of Racism

Prejudice
Definition:
A positive or negative attitude, belief, or feeling about a person generalized from attitudes, beliefs, or feelings about the person’s group.

Components of Prejudice
Stereotypic beliefs
typical attributes
Symbolic beliefs
values, traditions, customs
Emotions
affective reactions (e.g., disgust)

Theories of Racism
Old Fashioned Racism
Premise:
People are consciously aware they are racist, but may conceal that from others.

Examples of Self-Report Measures of Prejudice
Old Fashioned Racism Scale
Generally speaking, do you feel blacks are smarter, not as smart, or about as smart as whites?
If a black family with about the same income and education as you moved next door, would you mind it a lot, a little or not at all?

Modern (Symbolic) Racism
Premise:
People feel ambivalent toward the stigmatized - torn between the egalitarian values they truly hold and the racism they harbor.

Examples of Self-Report Measures of Prejudice
Modern Racism Scale
Over the past few years, blacks have gotten more economically than they deserve
Blacks are getting too demanding in their push for equal rights
Self-Reported Prejudice

General pattern:
Prejudice is subsiding

Explanations
People are less prejudiced now

Social Desirability
People lie about their prejudiced to appear unbiased to others

Bogus Pipeline
An experimental paradigm
Experimenter claims to have access (a pipeline) to participants' true reactions

Bogus Pipeline Study
Sigall & Page (1971)
Participants seated in front of machine w/steering wheel attached

Bogus Pipeline Study
Sigall & Page (1971)
Completed survey about self Rated African Americans on traits by turning wheel
-3 (very uncharacteristic) +3 (very characteristic)

Bogus Pipeline Study
Sigall & Page (1971)
Manipulation
Bogus pipeline group
Control group

Bogus Pipeline Study
Sigall & Page (1971)
If people lie on self-report measures to appear unbiased then...

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Bogus Pipeline</th>
<th>Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy-go-lucky</td>
<td>.93</td>
<td>-.13</td>
</tr>
<tr>
<td>Unreliable</td>
<td>.27</td>
<td>-.67</td>
</tr>
<tr>
<td>Aggressive</td>
<td>1.20</td>
<td>.67</td>
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### Bogus Pipeline Study
Sigall & Page (1971)

<table>
<thead>
<tr>
<th>Pos. Attributes</th>
<th>Bogus Pipeline</th>
<th>Control</th>
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<tbody>
<tr>
<td>Intelligent</td>
<td>.00</td>
<td>.47</td>
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<tr>
<td>Ambitious</td>
<td>.07</td>
<td>.33</td>
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<tr>
<td>Sensitive</td>
<td>.87</td>
<td>1.60</td>
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### Explicit and Implicit Prejudice

<table>
<thead>
<tr>
<th>Explicit Measures</th>
<th>Implicit Measures</th>
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</thead>
<tbody>
<tr>
<td>Responses more easily modified</td>
<td></td>
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### Taxonomy of prejudice measures
Maass, Castelli & Arcuri (2000)

**Controlling Responses**
- Easy
- Difficult

**Measures**
- Old fashioned racism
- Open discrimination
- Racial slurs
- Modern racism
- Subtle prejudice scale
- Seating distance
- Subtle language bias
- Eye contact
- Non-verbal behaviors
- Who-said-what
- Famous person task
- Implicit association test
- Stroop-like task
- RT following priming
- Physiological reactions

### IAT: Implicit Association Test

The IAT measures RT: how quickly people categorize stimulus words.

- Faster RT = stronger association
- IAT responses correlate mildly with explicit responses

### Mayor’s Race Study
Kinder & Sears (1981)

Examined whether racial prejudice stems from:
- competition over scarce resources (realistic group conflict theory)
- belief that African Americans violate cherished values (symbolic/modern racism)

**Election Results:**
- 1969: Samuel Yorty won with 53% of vote
- 1973: Thomas Bradley won with 56% of vote
If racial prejudice stems from competition over scarce resources, then... Whites who are in greater competition for resources with African Americans should be more prejudiced than those who are in less competition.

If racial prejudice stems from symbolic racism, then..... The more strongly Whites believe that African Americans violate traditional values, the more prejudice they will show.

Participants:
White residents of Los Angeles, CA 1969 (n = 198); 1973 (n = 239) Most lived in suburbs Homeowners 33% attended college Most were Protestant, others Catholic Nearly all were married Most had children Prejudice = Voting behavior

Competition over scarce resources: Measured via questionnaire responses spanning four domains of racial threat.....

Domains of Racial Threat
1. Interracial social contact
Example Question How strongly would you object if a member of your family wanted to bring an African American friend home to dinner

2. Economic competition
Example Question Have the economic gains of African Americans been about the same, much greater than, greater than, or less than yours over the past 5 years?

3. Racial Busing
Example Question How likely is it that African American children will be bused into the elementary schools of this neighborhood?

4. Perception of violence committed by African Americans
Example Question How likely is it that African Americans will bring violence to this neighborhood?

Symbolic Racism: Measured via questionnaire responses spanning two domains of value systems...
Domains of Value Systems

1. Expressive Racism

Example Question
Do you think that most African Americans who receive money from welfare programs could get along without it if they tried or do they really need the help?

Mayor’s Race Study
Kinder & Sears (1981)

2. Opposition to racial busing

Example Question
Busing elementary school children to schools in other parts of the city only harms their education

Mayor’s Race Study
Kinder & Sears (1981)

Only symbolic racism significantly explained voting behavior

Mayor’s Race Study
Kinder & Sears (1981)

Symbolic (modern) racism disguised as endorsement of conservative values

Enables symbolic racists to believe they are non-prejudiced, while still supporting political positions that favor Whites over African Americans

Mayor’s Race Study
Kinder & Sears (1981)

Aversive Racism

People feel ambivalence toward the stigmatized

Similar to symbolic/modern racism in this respect

Aversive Racism

Aversive racism differs from symbolic/modern racism in three ways:
1. They believe racism is more wrong.
2. Their prejudice comes out in subtle ways - not as support for conservative values.
3. More aware of their racism.

Causes of Prejudice:
Cultural Norms

- Feel ambivalence toward the stigmatized
- Not conscious of prejudice
- Endorse conservative values
- Believe racism is wrong

Aversive Racism

Protected Status

- Comfort expressing prejudice

O Feel ambivalence toward the stigmatized
O Not typically conscious of prejudice
O Endorse liberal values
O Strongly believe racism is wrong

Protected Status

O Protected
O Unprotected
Measures of Protected Status

Denial of prejudice

Willingness to derogate publicly

Denial of Prejudice Study
Crandall (1994)

Purpose:
Examined denial of prejudice against African Americans & obese

Denial of Prejudice Study
Crandall (1994)

2,406 participants

Modern Racism Scale
> Measures prejudice against African Americans

Dislike Scale
> Measures prejudice against the obese

Denial of Prejudice Study
Crandall (1994)

Percent Disavowing Prejudice Against:

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Denial of Prejudice Study
Crandall (1994)

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Denial of Prejudice Study
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Derogation Study
Smith (2001)

Purpose:
Examine willingness to derogate various stigmatized groups

Derogation Study
Smith (2001)

Participants indicated:
> How comfortable they personally feel saying or thinking bad things about 41 different groups

Derogation Study
Smith (2001)

Willingness to derogate varied across the stigmas

Most Comfortable
- homosexuals
- prostitutes

Least Comfortable
- people with ADHD
- gamblers
- murderers
- adulterers

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Ambivalence-Amplification Theory

People are ambivalent toward the stigmatized.
> aversion and hostility
> sympathy and compassion
Ambivalence-Amplification Theory
Proposes that...
1. Ambivalence causes threat to self-esteem
No matter how one feels, that feeling is in conflict with the other way one feels

2. People try to reduce threats to self-esteem
They justify or deny the way the feel at the moment, depending on the situation

3. Behavior toward the stigmatized is very unstable
4. People are aware of their ambivalence

Justify/Deny Prejudice Studies
Katz & Glass (1979)
Examined how the situation sometimes leads people to justify and other times to deny their prejudice

Prediction:
People will justify prejudice against a stigmatized other if the situation encourages that response

Justify Prejudice Study
Katz & Glass (Study 1, 1979)
Procedure:
1. Male participants rated confederate on 20 item impression questionnaire
   ➢ liking
   ➢ warmth
   ➢ conceit
   ➢ intelligence
   ➢ adjustment

Manipulations:
1. Caucasian's race:
   ➢ African American
   ➢ White
2. Shock level: (no shock actually given)
   ➢ strong and painful
   ➢ weak and not painful

Prediction Restated:
People justify prejudice by denigrating stigmatized others who they have harmed. This makes those people seem unworthy and deserving of the harm.
This means: Participants who gave "strong shocks" to the African American target should rate him most negatively after the shock relative to their initial ratings.
Before Shock
- Mild Shock: -0.8
- Strong Shock: 0.0
After Shock
- Mild Shock: 7.3
- Strong Shock: 16.3
Change score: 16.0

Deny Prejudice Study
Katz & Glass (Study 2, 1979)

Prediction:
People will deny prejudice against a stigmatized other if the situation encourages that response.

Manipulations:
1. Confederate race:
   - African American
   - White
2. Insult level:
   - Very hurtful
   - Not very hurtful

The letter:
Doing an independent study project
Needed one more participant to finish up
Study was an repetition
Experimental materials attached
Materials asked participant to repetitively write the same sentence over and over

Conclusion:
People feel ambivalence toward stigmatized others
People respond in extreme ways toward those whom they have harmed
Sometimes behave negatively, sometimes positively depending on the situation