Lecture Outline
Stigmatization

Stigma
Stigma classifications
Stigma characteristics
Functions of stigmas

Stigma Classifications
(Goffman, 1963)

Tribal identities:
Social groups into which individuals are born
- religious groups
- ethnic groups
- racial groups
- national groups

Stigma Classifications
(Goffman, 1963)

Abominations of the body:
Physical ailments:
- deformities
- illnesses
- paralysis

Stigma Classifications
(Goffman, 1963)

Blemishes of individual character:
Moral transgressions, weakness of will:
- drug addiction
- prostitution
- homosexuality
- mental illnesses

Stigma
According to Goffman (1963):
Stigmatized groups regarded by many as flawed

People report that they do not emulate, or try to be like, the stigmatized
Stereotypes about stigmatized groups are negative
Individuals with stigmas are victims of prejudice, discrimination, hate crimes

Homophobia Study
Adams, Wright, & Lohr (1996)

<table>
<thead>
<tr>
<th>Homophobic Men</th>
<th>Non-Homophobic Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewed three sexually explicit video tapes</td>
<td></td>
</tr>
</tbody>
</table>

Heterosexuals
Lesbians
Gay men

Both groups sexually aroused
Both groups sexually aroused
Which group was aroused? You fill it in.
<table>
<thead>
<tr>
<th>Stigma Characteristics</th>
<th>Disruptiveness</th>
<th>Danger (Peril)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions along which stigmas can differ</td>
<td>Extent to which a stigma disrupts social interactions</td>
<td>Extent to which a stigmatized person is seen as dangerous</td>
</tr>
<tr>
<td>Concealibility</td>
<td>Aesthetic Qualities</td>
<td>What we do know...</td>
</tr>
<tr>
<td>Extent to which a stigma can be hidden from others</td>
<td>Extent to which a stigma is physically unappealing to others</td>
<td>Stigma characteristics are not all-or-none</td>
</tr>
<tr>
<td>Stability</td>
<td>Responsibility</td>
<td>What we do know...</td>
</tr>
<tr>
<td>Extent to which a stigma can change over time</td>
<td>Extent to which a stigmatized person is seen as personally responsible for their stigma</td>
<td>Stigma characteristics are not mutually exclusive</td>
</tr>
</tbody>
</table>
What we do know...
People can hold different beliefs about a stigma’s characteristics

Social Identity Theory
Assumptions:
- People categorize others into in/out groups
- Categorization creates a social identity
- People want to be in groups held in high esteem
- People sustain positive identity by derogating out-groups

Functions of Stigmas
Self-enhancement function
Social identity function
System justification function
Terror management function

Self-Enhancement vs. Social Identity Theory
Self-Enhancement:
- Derogate the stigmatized
- Feel good about oneself

Social Identity Theory:
- Derogate the stigmatized
- Feel good about one’s group
- Feel good about oneself

Self-Enhancement & Social Identity Functions

Self-Devaluation Study
Clark & Clark (1939)
253 African American children
Presented with 4 dolls
- 2 brown with black hair
- 2 white with yellow hair
Children asked questions

Self-Devaluation Study
Clark & Clark (1939)
Identify actual color of doll
Example questions:
“Give me the brown doll”
“Give me the white doll”

Self-Devaluation Study
Clark & Clark (1939)
Result:
- 93% gave the brown doll when asked
- 94% gave the white doll when asked
**Self-Devaluation Study**
Clark & Clark (1939)

**Identify racial identity of doll**

**Example questions:**
- "Give me the doll that looks like an African American child"
- "Give me the doll that looks like a White child"

**Results:**
Children able to identify the doll's racial identity
- 93% gave the brown doll when asked which looked like them
- 93% gave white doll when asked for the one that looked like a White child

**Identify child's racial identity**

**Example questions:**
- "Give me the doll that looks like you"

**Results:**
Children not as good at identifying their own racial identity
- 66% gave the brown doll when asked which looked like them
- 33% gave the white doll when asked for the one that looked like them

**Identify racial preference**

**Example questions:**
- "Give me the doll you like best"
- "Give me the doll that looks bad"
- "Give me the doll that is a nicer color"

**Results:**
Children devalued own racial identity:
- 66% liked the white doll best
- 59% said the brown doll looked bad
- only 38% said the brown doll was a nice color

**System Justification Theory**

**Assumptions:**
Group inequalities in every society
Advantaged groups stigmatize those who belong to disadvantaged groups in order to justify why they have more
Justifications show how the system is fair

**Limitations:**
Cannot explain social revolutions that initially heighten intergroup conflict
Terror Management

Function

Assumptions:

People are aware of their own mortality

This awareness creates anxiety

People protect self from this anxiety by subscribing to a cultural view that provides order & meaning to an otherwise random world

Terror Management

Stigmatization serves to reject those who are different and who violate and challenge cultural views