STEREOTYPES & PREJUDICE
A, B, C's

A = Affect (prejudice)

B = Behavior (discrimination)

C = Cognitions (stereotypes)
Prejudice, Discrimination, & Stereotypes

Prejudice: Positive or negative feeling about a person based on attitude about the person’s social group membership

Discrimination: Unfair treatment of a person or group in comparison to others who are not members of the same social group

Stereotypes: Attributes believed to describe a social group
Group Differences

Groups differences exist:

• College drop out rates
• College GPA
• SAT scores
• GRE scores
• ACT scores
Stereotype Threat

Fear that one will be viewed or treated in way consistent with a negative stereotype, or fear that one will confirm the stereotype
Stereotype Threat Study
Steele & Aronson (1995)

Invalid Test

\[ AA = W \]

Valid Test

\[ AA < W \]
Stereotype Threat Study
Steele & Aronson (1995)

Steele & Aronson (1995) conducted a study to investigate the impact of stereotype threat on test performance. The study involved African American and White participants who were either given an invalid test or a valid test. The graph below shows the average test scores for African Americans and Whites under both conditions.

- **Invalid Test**: Average test scores for African Americans (12) were higher than for Whites (8).
- **Valid Test**: Average test scores for African Americans (8) were lower than for Whites (12).

The results suggest that stereotype threat can lead to decreased performance on tests, especially for minorities.