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

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**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)

<table>
<thead>
<tr>
<th>Invalid Test</th>
<th>Valid Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>$AA = W$</td>
<td>$AA &lt; W$</td>
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</table>

cp
Stereotype Threat Study
Steele & Aronson (1995)

Test Scores

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<th>Whites</th>
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<td>8</td>
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<tr>
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<td>8</td>
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