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

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>
</tr>
</tbody>
</table>
Stereotype Threat Study
Steele & Aronson (1995)

Stereotypes

Attributes believed to describe a group.
Stereotypes

**Personal stereotype:**
attributes an individual
believes describes a group

**Consensual stereotype:**
attributes many people
believe describe a group

Stereotype Formation

**Categorization:**

Classifying stimuli
into different groups
The labels caused participants to:

1. perceive the lines in group A as highly similar to one another
2. perceive lines in group B to be highly similar to one another
3. perceive large differences between the line groups
Labeled Lines Study
Tajfel & Wilkes (1963)

Overestimate similarity within groups
- (within category homogeneity)

Exaggerate differences between groups
- (accentuation of inter-category difference)

Stereotype Formation

People naturally categorize others into groups

People perceive members of a group as more similar to one another than they really are and as more different from other groups than they really are

The ways that group members are perceived to be similar to one another and different from other groups becomes the content of the stereotype associated with their social group
Outgroup Homogeneity Effect

People perceive out-group members as more similar than in-group members

➤ Amount of contact

➤ Intimacy of contact

Stereotype Maintenance

Subtyping:

Disconfirming targets tagged as “exceptions to the rule”
Stereotyping
Applying one’s stereotype to an individual
Ambiguous Behavior (e.g., poking)

African American → White
More mean & threatening

Function of Stereotypes
Cognitive Miser Perspective:
Stereotyping easier than judging targets according to personal attributes
Time Pressure Study
Kruglanski & Freund (1983)

Essay

Ashkenazi Jew

Sephardic Jew

Manipulation
Time Pressure
No Time Pressure

Time Pressure Study
Kruglanski & Freund (1983)
Self-Fulfilling Prophecies

A false belief that leads to its own fulfillment:

1. Perceiver develops false belief about a target
2. Perceiver treats target in a manner consistent with false belief
3. Target responds to the treatment in such a way as to confirm the originally false belief

Two Types of SFPs

Positive SFPs:
1. Perceiver overestimates target’s ability
2. Perceiver treats target consistent with that overly positive belief
3. Target responds by confirming the overly positive belief
Two Types of SFPs

Negative SFPs:
1. Perceiver underestimates target’s ability
2. Perceiver treats target consistent with that overly negative belief
3. Target responds by confirming the overly negative belief

Dumb Rat - Smart Rat Study

Positive Belief

Smart Rat

Negative Belief

Dumb Rat

Learned the maze better
Self-Fulfilling Prophecies and Stereotypes

Self-fulfilling prophecies can contribute to social problems

Interview Study

Study 1
Do W treat AA and W different?

Participants interviewed confederate for a job

Confederate: African American or White
Interview Study

Results: Study 1

Interview length: AA < W
Distance: AA > W
Eye contact: AA < W
Speech dysfluencies: AA > W

Interview Study

Study 2

Does differential treatment influence behavior?

Confederates interviewed participant for job

Treated participant like AA or W were treated in Study 1
Interview Study

Results: Study 2

<table>
<thead>
<tr>
<th>Treated like African Americans</th>
<th>Treated like Whites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse Performance</td>
<td>Better Performance</td>
</tr>
</tbody>
</table>

Prejudice

Positive or negative feeling about person based on attitude about person’s group
Causes of Prejudice

1. Competition between groups
2. Simple distinction between groups

Realistic Group Conflict Theory

Prejudice stems from competition between groups
Summer Camp Studies

Purpose:

Competition \(\rightarrow\) Prejudice

Robber’s Cave Study

Phase 1: In-group Identity

Build cohesion among in-group
Robber’s Cave Study

Phase 2: Intergroup Conflict

Create competitive environment

Robber’s Cave Study

Each boy rated own group and other group

- brave
- tough
- friendly
- sneaky
- smart aleck
- stinker
Robber’s Cave Study

Bean Toss:

- Collected as many beans as possible
- Estimate # beans in a sack

- Overestimated beans collected by in-group
- Underestimated beans collected by out-group

Phase 3: Restoring Harmony

Create harmonious environment with superordinate goals

(goals that can only be achieved if both groups work together cooperatively)
Robber’s Cave Study

Competition led to prejudice.

When competition removed, prejudice stopped

Minimal Group Paradigm

Simple distinction between groups causes bias
**Minimal Group Paradigm**

1. Alone & anonymous

2. Estimated dots

3. Labeled: Over- or Underestimators

4. Completed pay off matrices

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<table>
<thead>
<tr>
<th>#26, one of the overestimators (in-group)</th>
<th>7 8 9 10 11 12 13 14 15 16 17 18 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>#17, one of the underestimators (out-group)</td>
<td>1 3 5 7 9 11 13 15 17 19 21 23 25</td>
</tr>
</tbody>
</table>

Boys most often selected 12:11 strategy
Fairness combined with ingroup profit