STEREOTYPES & PREJUDICE

A, B, Cs

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)

<table>
<thead>
<tr>
<th>Invalid Test</th>
<th>Valid Test</th>
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<tbody>
<tr>
<td>AA = W</td>
<td>AA &lt; W</td>
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AA = W AA < W
Stereotype Threat Study
Steele & Aronson (1995)

Test Scores
African Americans    Whites

Invalid Test        Total Test