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)

Invalid Test  Valid Test

AA = W  AA < W