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 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

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

Labeled Lines Study
Tajfel & Wilkes (1963)

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
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

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
Learned the maze better

Negative Belief
Dumb Rat

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>
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</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:

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
(goods that can only be achieved if both groups work together cooperatively)

Minimal Group Paradigm

- Simple distinction between groups causes bias

Payoff Matrix

Payoff Matrix

1. Alone & anonymous
2. Estimated dots
3. Labeled: Over- or Underestimators
4. Completed pay off matrices

Boys most often selected 12:11 strategy
Fairness combined with in-group profit