

## Social Psych Lectures

### Week 8: Stereotypes, Prejudice, and Discrimination

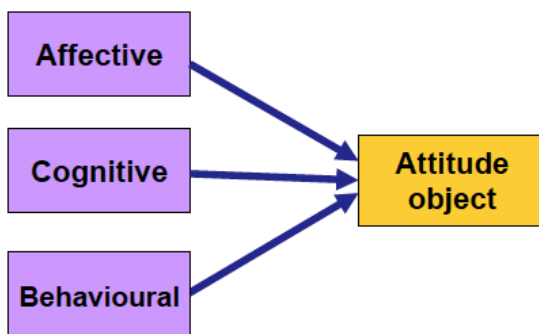
#### Outline

- Stereotypes
  - Origins of stereotypes
  - Stereotype content
  - Explicit vs. implicit distinction
- Prejudice and Discrimination
  - Causes
  - Target's perspective
- Changing stereotypes
- Reducing prejudice and discrimination

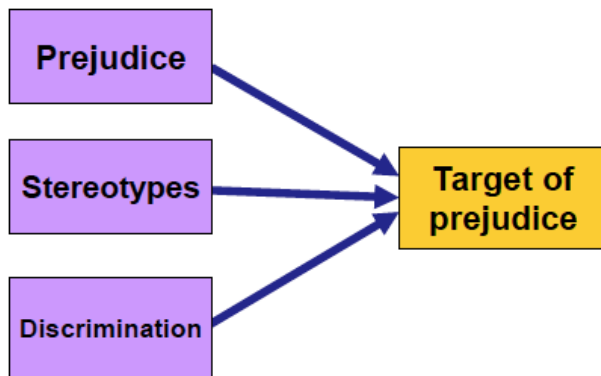
#### Definitions

- Stereotypes:
  - Generalisation about a group of people in which identical characteristics are assigned regardless of variation among members
  - Characteristics ascribed to a group
  - Beliefs about a group; a type of schema
  - Stereotypes can be positive or negative
- Prejudice:
  - **Attitude** towards distinguishable group of people based solely on their membership in that group
  - Positive or negative evaluation of a group
  - Includes an affective component
- Discrimination:
  - Prejudice and discrimination are negative
  - Unjustified negative or harmful action towards a member in a group
  - Thus discrimination is acting on prejudice
  - Prejudice not illegal but discrimination is – ie not hiring a female
  - Unjustified negative or harmful treatment and behaviour toward a group

#### Three parts of attitudes



### Three parts of prejudice



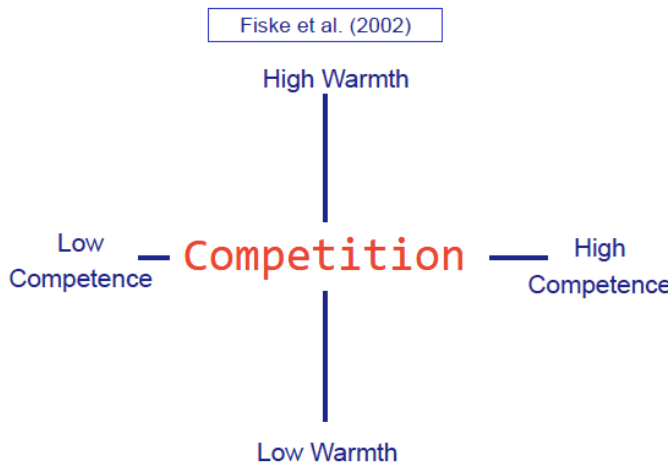
- Stereotypes – cognition
- Prejudice – affective
- Discrimination – behaviour
  - So similar to attitude

### Origins of Stereotypes

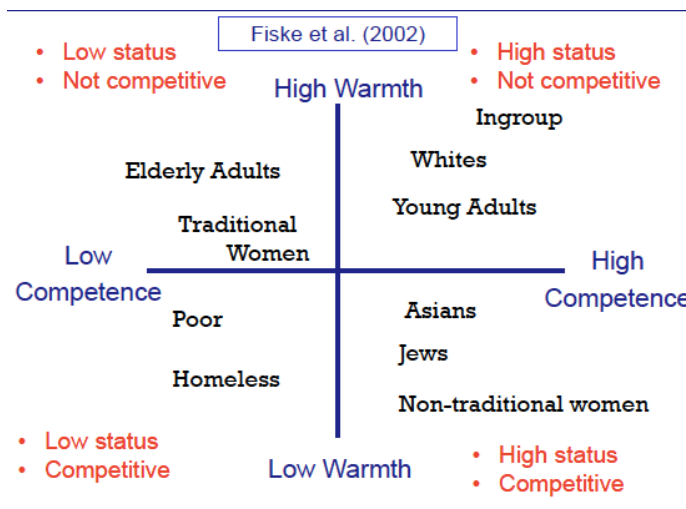
- Social categorisation (big 3 = age, gender, race)
  - Process by which people categorise others in natural categories
  - Idea **forms basis** of social Identity Theory (Tajfel & Turner, 1979)
    - Categorise people into “us” and “them” groups
    - Based on perceived characteristics
  - Stereotypes save energy - We are lazy (“cognitive misers”)
- Sociocultural learning
  - Stereotypes are transmitted through culture and society
  - Knowledge of stereotypes is acquired at a young age
    - So they become well learned
  - Also at proximal level - family

### Stereotype Content

- Tends to be stable
  - but shifts over time or across generations
  - e.g., the way previous generations viewed Japanese during WWII and now
  - Other examples?
    - Woman as housewives
- Is predictable
  - Based on two independent dimensions:
    1. Warmth
    2. Competency



- Groups position in society determines their place in those dimensions
- Groups rated on
  - Competition
    - Perceived competition predicts perceived warmth
  - Status
    - Perceived power predicts perceived competency



- High competency + high warmth = admiration
- Low competence + high warmth = paternalistic prejudice
  - Ie elderly, disabled, housewives
  - Disrespected as useless
- Low competence, low warmth = contemptuous prejudice
  - Welfare people
- High competence, low warmth = envious prejudice

		competency	
		low	high
warmth	low	contempt resentment	envy jealousy
	high	pity sympathy	admiration pride