

Week 8, Chapter 10: Prejudice and Discrimination

Prejudice and discriminatory behaviour

- Three component prejudice model
 - Conative – intention to act
- Experiment on whether Caucasian people help African American or African American when two other people are present
 - Stronger bystander effect with African-american – this suggests that prejudice under certain circumstances, prejudice may go undetected
- Example of discrimination against engineering students
 - Not discrimination unless associated with actual negative attitudes and beliefs

Targets of prejudice and discrimination

- Gender stereotypes – stereotype content model
 - Men – competent and cold (agentic –action oriented)
 - Macho man
 - Business man
 - Woman – incompetent and warm (communal)
 - Housewife
 - Sexy woman
 - Career woman
 - Feminist/athlete
- Experiment
 - Describe healthy female, male, person
 - Female described based on appearance and incompetence
- Gender roles
 - Stereotypes may reflect roles not gender
 - Experiment
 - homemaker rated more feminine
 - employee rated more masculine
 - Glass ceiling: invisible barrier that prevents **people** from attaining top leadership positions
 - glass cliff: a tendency for women rather than men to be appointed precarious leadership positions associated with high probability of failure and criticism
- backlash
 - violating a stereotype results in backlash
 - gender roles describe how women SHOULD be more so than men – ie men can be social but females cant be strong
 - experiment – personal decision making task
 - if previous success was clear, male and female employees rated as equally competent, but if ambiguous, females seen less competent
 - if previous success clear, males liked more, if ambiguous, males and females equally liked
 - conclusion: in ambiguous situations women are denied competence in male stereotypical arena and in situations

where their competence cannot be doubted, they are less liked and personally derogated

Maintenance of sex stereotypes and roles

- face-ism: media gives greater emphasis to men's faces and women's bodies
- use of generic masculine terms for things ie mankind
- if we change language, stereotypes may change
- experiment – failure explained differently depending on gender
 - masculine tasks: male success seen more as ability than females (luck)
 - feminine tasks: no difference
- this can change if we direct behaviour away from actor
- tendency for people to see themselves as consistent with stereotype
 - is woman estimate their deserved salaries as lower than men do
 - SEE TABLE ON 331

Changes in sexism

- Affirmative action: assigning properly qualified minorities to positions in which they are under-represented with the aim of making positions appear more attainable
- Attitudes are becoming more positive in western world
- Le books rated, men's books were once rated higher but now no difference
- Sexists have benevolent attitudes towards typical woman and hostile towards non-typical

New Racism

- Stereotypes have changed but not disappeared
- Changing from blatant racism to other forms, including modern, aversive, symbolic, regressive and ambivalent

Detecting racism

- Can look at how close psychologically or physically people are willing to get to each other, ie people may let someone into their house but less likely to marry them
- Experiment – people more likely to zap African American man who insulted them than caucasian, but when no insult, more likely to zap caucasian
- Also, more likely to rate African man who shoves as violent, than caucasian which they rate as friendly
- Implicit tests
 - Faster responses suggest pre-existing attitude
 - Some suggestions that automatic effect is more marked for people who score high on prejudice
- People use more concrete terms when talking about positive outgroup and negative ingroups, and abstract when talking about negative outgroup and positive ingroup
- Thus prejudices are typically abstract

Ageism

- Read sections on pg 337 if in exam

Forms of discrimination

- Reluctance to help
 - usually occurs when reluctance can be attributed to something other than prejudice
- tokenism: practice of publically making small concessions to a minority group to deflect prejudice accusations
 - ie company hires small number of minority
 - ie Caucasians who engaged in small favour for African person less likely to engage in more effortful forms
 - this effect was accentuated when the small favour was stereotypical ie giving money
- reverse discrimination: publicly favouring minority
 - ie people were forced to converse with African americans or caucasians and they rated african americans more favourably
 - good in short term but harmful in long

Stigma and other effects of prejudice

- Social stigma: group attributes that mediate a negative social evaluation of people in a group
 - Subjective experience of stigma rests on
 - Visibility
 - Some people can hide their characteristics (ie homosexuality versus race)
 - Internalised versus externalised stigma
 - Controllability
 - Some are more controllable than others (ie obesity versus gender)
 - Reasons why stigma continue
 - Self-evaluative advantage
 - Legitimise unequal resource distribution
 - Protect world view
 - Evolutionary – protect from pathogens
- Self worth, self esteem and psychological wellbeing
 - Caucasian teachers graded poor, good and excellent essay and had more favourable view of African americans – reverse racism
- Stereotype threat: feeling that will be judged/treated on basis of stereotype and we may confirm them
 - Completing the word experiment – African americans more likely to use word inferior and race in academic rather than lab experiment
 - Opposite is stereotype lift
 - Combating threat
 - Know about it
 - Reduce degree to which ones identity is tied to performance
 - Reduce degree to which ones SE is tied to performance