

Prejudice  
Guest Lecture  
Purdue University  
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**Personality causes prejudice?**

Advanced Organizers

- **Theoretical overview, focusing on Allport's views on prejudice.**
- **Two forms of motives underlying prejudice:**
  - Structural vs. processes of conformity & emotion
  - Suppression of socially undesirable emotions
- **The empirical fingerprints of personality:**
  - Coherence
  - Cross temporal and cross-situational consistency
- **Agreeableness & processes of prejudice**

**The Prejudiced Personality**

■ “One of the facts of which we are most certain is that people who reject one out group will tend to reject other out groups.

If a person is anti-Jewish, he is likely to be anti-Catholic, anti-Negro, anti any out group.”

--Gordon W. Allport (1954) *The Nature of Prejudice*

**The Prejudiced Personality**

■ “The evidence we reviewed constitutes a very strong argument that prejudice is basically a *trait of personality*. (Italics in original). When it takes root in a life it grows like a unit. The specific object of prejudice is more or less immaterial. What happens is that the whole inner life is affected; the hostility and fear are systematic.” (p. 71).

**The Authoritarian Personality**

- Following World War II, horrors of Nazi Germany were revealed.
- How could this have happened among cultured, sophisticated people (“The nation of Beethoven”)?
- How can events like this be prevented? “De-Nazification.”
- UC-Berkeley psychologists had ideas based on Freud and psychoanalysis (1944-1950), and their personal clinical experience.
- H0: Child rearing practices → Authoritarian Personality
- Authoritarian Personality → Fascism
- Fascism → Prejudice against out-groups

**Psychodynamic Model  
of Authoritarianism**

- Highly prejudiced people had
  - Externalized superego's
  - Poorly controlled Id's, whose aggressive & sexual drives were largely fended off by the defense mechanisms of
  - Repression

- Projection
- Displacement

### **Development of Authoritarianism (a la Berkeley Group)**

- The Punitive Pater
- “High authoritarians come, for the most part, from homes in which a **stern and distant father** dominated a submission and long-suffering but morally restrictive mother, and which discipline was an attempt to apply conventionally approved rules rather than an effort to further general values in accordance with the perceived needs of the child.” (Sanford, 1974, p. 147).

### **The Final Nine Traits in F Scale (F for Fascism)**

- Conventionalism
- Authoritarian Submission
- Authoritarian Aggression
- Anti-intraception
- Superstition & Stereotypy
- Power & Toughness
- Destructiveness & Cynicism
- Projectivity
- Sex (exaggerated concerns with “goings-on”)

### **Problems with the F Scale**

- Coherence: Do the items hang together?
- Pre-computer days
- Mean inter-item correlation,  $r = .13$  (low!)
- Early factor analyses also showed little coherence
- Scores lower at UC-Berkeley (8 factors) than at Tulsa (7 factors). Why are 18/30 items higher in Tulsa?
- Christie & Garcia: Due to social & regional factors (CA vs. OK)?
- Adequacy of Freud’s theory for these phenomena?

### **Seven Best Items (F Scale)**

#### **What is prejudice?**

- “Ethnocentrism”
- Ideological system of beliefs
- Sharp distinctions between “in-groups” & “out groups”
- No identification with out-group, which is seen as competing somehow with ingroup.
- For Berkeley team, they operationalized ethnocentrism in terms of prejudice among Americans against Jews, Blacks, other American minorities (including social and political groups).
- E Scale has high correlation with F Scale
- (Mean  $r = .75$ ).
- Proof that Authoritarianism is related to prejudice?
- Altemeyer’s critique
- Measurement problems (method variance)
- Sociohistorical problems

- Must you be a German to be a fascist?
- (Fascism in Germany vs. Italy; anti-Semitism)

### **Correlates of RWA in USA & Canada (College Students & Parents, 1970's)**

- Political party preferences among college students
- Republicans > Democrats
- Religion
- Protestants > Catholics > Jews > Atheists = Agnostics = No Religion
- In Canada, P = C > J > A = A
- Education
- RWA becomes more coherent ( $\alpha$  increases) with education
- Age (Winston Churchill's comment about heart & head)
- Small but steady increase with age
- Prejudice (self-report; prejudice vs. discrimination)
- Small correlations, but stronger with aggression items against minorities

Data reported in Altemeyer, B. (1981). *Right-Wing Authoritarianism*. University of Manitoba Press.

### **Bias Against the Right?**

- Ethnocentrism of the Left as well as Right?
- Prejudice by certain academics against conservatives?
- Authoritarianism vs. Dogmatism (Rokeach)
- Nazi's vs. Communists
- In USA, Hi Dog is highly correlated with right, not left
- Submission to authority is more R than L (in USA)
- Wilson's (1973) Conservative Scale (New Zealand)
- Resistance to change
- Preference for safe, traditional, & conventional institutions.
- Little research using this scale, so many unknowns.

### **Altemeyer's Approach to RWA**

- Three trait clusters
- **Authoritarian submission** - high degree of compliance with authorities who are perceived to be established & legitimate in that society;
- **Authoritarian aggression** - general aggressiveness directed at persons perceived to be approved by authority;
- **Conventionalism** - high degree of adherence to norms which are perceived to be endorsed by society & established authorities.

### **RWA and you at Purdue (Psychology 242, F 2005)**

RWA

(Psychology 242, Spring 2006)

Right Wing Authoritarianism

(Psychology 242, Sp 06)

RWA & Adjustment

(Was Freud Correct?)

RWA & Control

(Psy 242, Sp 06)

RWA in Factor Analysis

(Psychology 242, Sp 06)

**RWA and Issues of Control**

**RWA, Agency (M) & Communion (F)**

**(Psychology 242, Fall 2005)**

**RWA & Social Identities**

**(Psychology 242, Fall 2005)**

Sex Differences in RWA

(Class Data, Psychology 242, Fall 2005)

Sex Differences in Political Attitudes?

Predicting RWA

**Factor Analysis**

**Big Five & RWA**

**Scree Plots for RWA & B5**

**Expanding Connections to RWA**

**Modern Social-Cognitive Approach: Prejudice As Processes**

**Two Personality Related**

**Forms of Motivated Prejudice**

**Two Personality Related**

**Forms of Motivated Prejudice**

**Prejudice vs. Misanthropy**

■ “A fact is a difference.” E. G. Boring

■ Consider two comparisons

**Prejudice vs. Liking**

■ “A fact is a difference.” E. G. Boring

■ Consider two comparisons

**Agreeableness**

**&**

**Suppression of Emotions**

■ Control of emotions in social settings

■ Tobin et al. (2000) findings

■ Emotional responsiveness to social situations

■ Habashi et al. empathy findings.

■ Two hypotheses

■ AG (Hi) < AG (Lo) on prejudice;

■ AG (Hi) = AG (Lo) on prejudice, but H > L on suppression

- Zero-order correlations

### **Openness to Experience**

#### **Measuring Agreeableness**

- Is helpful and unselfish with others.
- Has a forgiving nature.
- Is generally trusting.
- Is considerate and kind to almost everyone.
- Likes to cooperate with others.
- Tends to find fault with others.
- Starts quarrels with others.
- Can be cold and aloof.
- Is sometimes rude to others.

#### **Adjective Markers for Agreeableness**

### **Study 2**

- Personality prescreening: Top & Bottom 25%
- Random assignment: Normal vs. Overweight.
- Manipulate Weight of Stimulus Person
- Digitized photographs of female bodies & faces
- Faces rated for physical attractiveness
- Each face on one average & one overweight body
- Impression formation task
- Dependent variable: Prejudice (low attraction)
- four items; factor analysis (  $\alpha = .81$  )

#### **Why Focus on Anti-Fat Attitudes?**

- The overweight elicit **weaker social norms** to suppress negative affect (Crandall, 2002)
- Overweight people may be one of the last social groups in which people feel it's okay to express overt negativity (Crandall & Eshleman, 2003)
- Weaker social norms may let researchers see differential expression, suppression, and disinhibition of prejudice that we would not see in other prejudices.

#### **Person of Size Policy**

- In 2002 Southwest Airlines began enforcing a *Person of Size Policy*, overweight passengers were required to buy an extra seat.

■ Southwest claims that their "Person of Size Policy" is for the comfort of all passengers."

#### **Late Night TV Reinforces Prejudice?**

- David Letterman (2002)

■ "A private plane violated D.C. airspace, and the White House had to be evacuated. I know you people know that. I'm just letting the FBI know. Turned out the plane was full of fat people who couldn't get on Southwest"

#### **Jay & Dave on Same Wavelength**

- Jay Leno (2002)

■ Southwest had "been overstating each passenger's weight by 80 pounds so they can sell more fat ass seats."

■ Southwest spokesman Ed Stewart attributed the controversy to "entertainment value." He mentioned the jokes from Leno and said "the reason you do it is because you think you can get a laugh out of it."

#### Some Preliminary Results

(Jen Bruce Masters Thesis, Purdue, 2005)

• Liking = Main effect for agreeableness  
•  $F(1, 325) = 13.12, p < .01$ .

• Liking = Main effect sex of RP  
•  $F(1, 325) = 8.20, p < .01$

#### Bruce Thesis Results (continued)

• Liking = Main effect for weight of target  
•  $F(1, 325) = 5.73, p < .01$ .

#### Results

• Liking = Agreeableness X Sex of RP  
•  $F(1, 325) = 3.92, p < .05$

#### Results

• Liking = Sex of participant X Weight of target  
•  $F(1, 325) = 8.54, p < .01$

#### **Experimental Manipulation**

- Manipulate Weight of Stimulus Person
- Digitized photographs of female bodies & faces
- Faces rated for physical attractiveness
- Each face on one average & one overweight body
- Impression formation task
- Dependent variable: Prejudice (low attraction)
- four items; factor analysis (  $\alpha = .81$  )
- Personality prescreening: Top & Bottom 25%
- Random assignment: Normal vs. Overweight.

#### **Design Format**

#### Results

**To Know Her is to Love Her...**

**To Know Her is to Love Her...**

#### **Study 3**

- Behavior Confirmation Study
- Prescreened for agreeableness
- High and Low paired with neutral female
- Talked for 10 minutes

- Impression task
- Dependent variable is prejudice
- Cronbach's alpha = .90

### **Behavioral Confirmation Study**

#### **Conclusions**

- Prejudice is related to personality (Agreeableness) (& liking).
- Prejudice is connected to motives for getting along with others, and perhaps suppression of negative attitudes to people.
- Prejudice implies differential response, not just misanthropy. Further work needed here.
- This link is moderated by situations. It is easier to see in experimental situations vs. simple surveys.
- There is more than one route to prejudice through personality.