


Prejudice, Pt. 2

**Psy 240; Spring 2006
Purdue University
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Foundations of Prejudice


- Robber’s Cave Experiment (Sherif et al., 1954)
 - 22 boys who signed up for summer camp at Robber’s Cave State Park in Oklahoma.
 - Separated friends
 - “Rattlers” vs. “Eagles”
 - Common enemy: Failed water supply
- Minimal groups (Tajfel, 1970)
 - Arbitrary assignment to groups
 - Ingroup favoritism / Outgroup derogation
 - Outgroup homogeneity
 - Biased resource allocation
 - Meta-contrast ratio




Muzafer Sherif



Henri Tajfel



Klee

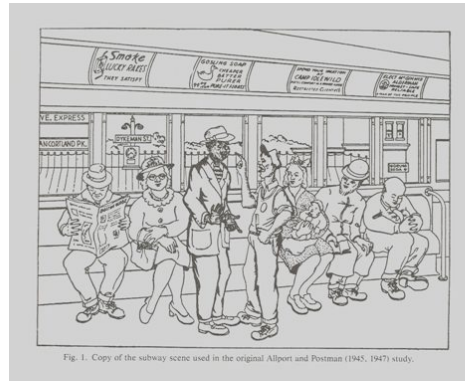


Kandinsky

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Consequences of Prejudice

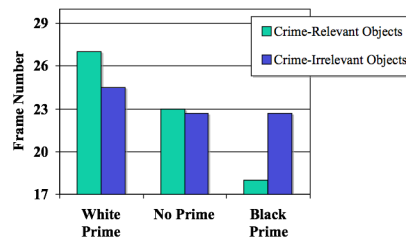
- Allport-Postman (1945) Knife Migration
 - Rumor transmission
 - Seven retellings yielded about 1/2 the stories showing knife migration.



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Automatic Responses

- Eberhardt et al, 2004, “Seeing Black: Race, Crime, and Visual Processing”
 - Primed with Black (but not White) faces increases speed for detecting degraded images of weapons (but not for crime-irrelevant objects).



Study 1, JPSP, 87, 876-893.

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Police Officer's Dilemma

- Correll, Park, & Judd, *JPSP*, 2002
- Created a videogame where African American or White targets held guns or cell phones or wallets.
- Instructed to “shoot the bad guy, don’t shoot the good guy”
 - Study 1: Participants fired on an armed target more quickly when he was African American
 - Study 2: Participants failed to shoot armed White target more than armed African American target; shot unarmed African American target more.
 - Study 3: Effects stronger for participants who hold stronger African-American--aggression associations.



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IAT: Implicit Associations

- Govan & Williams, *JESP*, 2004
 - In examining importance of stimulus items in the IAT
 - Reversed insect-flower preference by using positively valenced insects and negatively valenced flowers:
 - rose, daffodil, daisy, violet, poppy
 - nettles, skunkweed, Venus flytrap, poison ivy, weed
 - BUT, only eliminated anti-Black associations by using only despised Whites, and liked Blacks
 - Theo, Leroy Tyrone, Lakisha, Ebony / Chip, Josh, Todd, Amber, Betsy
 - Michael Jordan, Bill Cosby, Eddie Murphy, Cathy Freeman, Ernie Dingo / Charles Manson, Adolph Hitler, Hannibal Lechter, Pauline Hanson, Martin Bryant

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Face Morphing

- Hugenberg & Bodenhausen, 2003
 - African American or White faces morphing from anger to happiness
 - Anger “lingers longer” for African American faces
 - This effect is more pronounced for participants who show implicit prejudice.



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Issues to Consider

- Subtle bias is more pervasive and has more of an impact (cumulatively) than blatant bias
- Cumulative effect for the individual over a lifetime
 - How useful or helpful are thin-slice investigations? (Black.White, Black Like Me)
- One person’s biases has large cumulative impact over lots of others

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