

Prejudice



PSY 240
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Laura E. VanderDrift

Midterm 2 Results

Mean = 37
SD = 5.027
Range = 22 - 48
Best Cumulative Total to Date = 86

What is Prejudice?

- Prejudice is *prejudging* based on a known category membership.
- Prejudice can be positive or negative
 - Ingroup bias
 - Racism, Ageism, Sexism, etc.
 - Chapter 12 focuses on the negative; why we *dislike people*
 - Bad is stronger than good

Route to Discriminating

- Categorization → Stereotypes
→ Prejudice → Discrimination



- Heiress →
- Spoiled, Lazy, Entitled →
- Negative →
- Discrimination



- Heiress →
- Classy, stylish, business-minded →
- Positive →
- Discrimination

Foundations of Prejudice

- Robber's Cave Experiment (Sherif et al., 1954)
 - Stage 1: Ingroup Formation
 - Stage 2: Friction Phase
 - Stage 3: Integration Phase (Reducing Friction)



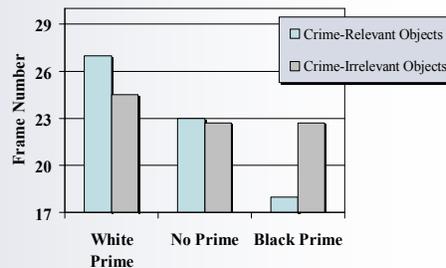
Foundations of Prejudice

- Minimal groups (Tajfel, 1970)
 - Arbitrary assignment to groups
 - Ingroup favoritism / Outgroup derogation
 - Outgroup homogeneity
 - Biased resource allocation



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.

Consequences of Prejudice

- Allport-Postman (1945) Knife Migration
- After seeing 2 versions of the critical scene:
 - More reversals overall (memory is more distorted overall)
 - More white/black reversals than white/white reversals (the racial stereotype effect)



Police Officer's Dilemma

- Correll, Park, & Judd, *JPSP*, 2002
- Created a videogame where African American or White targets held guns, cell phones, or wallets.
- Participants were instructed to "shoot the bad guy, don't shoot the good guy"



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.



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 can have large cumulative impact over many others
 - Especially if that person is in a position of leadership or power