



Prejudice

Psychology 320
Social Psychology

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Psyc 320 – Social Psychology

ABC's of Attitudes

- Prejudice→Affect
- Discrimination→Behavior
- Stereotype→Cognition

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Psyc 320 – Social Psychology

Social Groups

- Social Categorization→helpful?
 - Cognitive load
 - Low motivation
 - Cognitive ability
- Multiple Groups→Cross categorization
 - Salient group membership

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Psyc 320 – Social Psychology

In-Group vs. Out-Group

- Minimal Group paradigm
- In-group favoritism
 - BIRGing vs. CORFing
 - ASU study (Cialdini)
- Out-group homogeneity

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Psyc 320 – Social Psychology

Stereotypes: Accuracy?

- Accurate or Inaccurate
- Kernel of truth?
- Self-sorting→based on attitudes, interests→accuracy
- Always inaccurate if applied to EVERYONE.

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Psyc 320 – Social Psychology

Stereotypes: Learning

- Where do we learn them?
 - Socialization, experience
 - From salient behaviors or people
- Illusory correlation
 - A perceived association between two unrelated things.
 - 2 relatively infrequent people/events/things presumed to go together.

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Social Role Theory

- People are what they do.
- Social roles created and assigned to groups.
- Group members perform role behaviors.
- Correspondence bias → stereotype of groups.

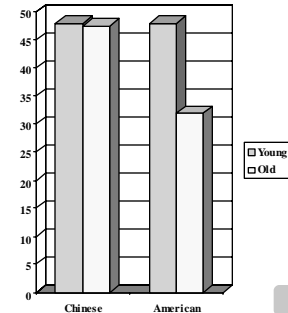
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Levy & Langer (1994)

Old age & Memory
Participants:
American
Caucasians
American Chinese

Young & Elderly

Memory Task



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Emotion

- Less you know → more anxiety → more negative
 - Misattribution of arousal vs. self-fulfilling prophecy
- Self-segregation can eliminate knowing more...
 - Solutions? Learn without asking?
 - Implications of asking?

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Socialization

- From parents, peers, religious teachings.
- Media → can you see how pervasive it is?
 - Band-aids (until 1995)
 - 'White Man's Burden' ← movie
- Justifying Inequalities
 - Nurturing women and the maternal instinct
 - Belief in a 'Just World'

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Stereotype

- Activation
 - Slurs
 - Solos
 - Group membership
- Confirmation Bias
- Good 'for a X'
- Elicit Stereotyped Behavior

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Changing Stereotypes

- Contact?
- Closest Friend of a different Group?
 - Only if you talk about 'it'
- Inconsistencies
 - Subtypes
 - Exceptions
 - Contrast Effects—'not a 'true' member'
 - "I don't think of you as Black." Barbara Walters to Maya Angelou

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