

Prejudice and Discrimination

Lecture Five

Old-fashioned versus Modern

Prejudice

Dr Paul Hutchings

Miss Katie Sullivan

- Prejudice has been an issue for hundreds of years... so why did no-one really study it until the 1920s?
- The simple, if harsh, reason is that nobody cared
 - Overt hostility, discrimination, and social dominance was the norm
- Only with the work of Lippmann (1922), LaPiere (1934) and Katz and Braly (1933) did people begin to see that prejudice and discrimination was wrong

- Lippmann (1922) – ‘pictures in our heads’ and ‘lazy thinking’
- Attitude (negative evaluation)
- Katz and Braly (1933)
 - Whites held negative trait views of African-Americans and positive trait views of Whites
 - ‘superstitious’, ‘lazy’, ‘ignorant’
 - ‘industrious’, ‘intelligent’, ‘ambitious’
- Similar scales used in 1991 (Dovidio & Gaertner)
 - Attitudes now more positive about AAs

- Dovidio and Gaertner (1986)

- Caucasian willingness to publicly state and endorse negative beliefs strongly diminished

- But... Devine and Elliot (1995)

- When Caucasians asked about their knowledge of AAs their descriptions tend to be of negative traits similar to those found by Katz and Braly
- Possibly reinforcing the stereotype

- Pettigrew & Meertens (1995) – old-fashioned, blatant prejudice/racism is ‘hot, close and direct’ (p.58)
 - Direct threat and abuse of out-group
 - Lynchings
 - Discrimination with institutional backing
 - Enforced segregation
- Pettigrew & Meertens (1995) – modern, subtle prejudice/racism is ‘cool, distant, and indirect’ (p.58)
 - Covert and indirect prejudice and discrimination

- Devine & Elliott (1995) – the Princeton trilogy revisited
 - Katz & Braly (1933)
 - Gilbert (1951)
 - Karlines, Coffman, & Walters (1969)
- Reduction in explicitly displayed measures but no reduction in implicit attitude

- Prior to the 1960s prejudice was seen as an overt attitude
 - Overt because it did not need to be covert
 - Discrimination was the norm
- Modern racism is frowned upon and so prejudices must, by necessity, be more covert
- McConahay (1983, 1986) – Modern Racism Scale
 - Whites suffer from ambivalence
 - Negative feelings towards racial outgroups, but also knowledge that this is wrong and now a breach of social norms

- McConahay's theory of the modern racist
 - Believe that racism is no longer an issue
 - Believe that AAs make unfair demands, particularly in the case of positive discrimination
- How do they defend their position?
 - Display negative attitudes towards anyone who violates 'traditional cultural values'
 - 'Patriot', 'Little Englander'

- Symbolic racism (Kinder & Sears, 1981)
 - Embodying the 'Protestant work ethic'
 - Belief that ethnic minorities violate this work ethic (not self-reliant, not hard-working, disobedient)
- Can be seen as very similar to McConahay's work
 - Also similar to realistic-group conflict
 - And Social-Dominance Theory
- Major criticism – is it very different to old-fashioned racism? Isn't this what people believed 100 years ago?

- Aversive racism (Gaertner & Dovidio, 1986)
 - Consciously deny being racist – and in unambiguous situations will actively not show racism (may even overcompensate)
 - In ambiguous situations they will display racism, as it can be attributed to other things apart from race
- E.g., Dovidio and Gaertner (2000)
 - Hiring for a job
 - When Black applicant has superior qualifications, ARs hire the Black participant – unambiguous situation
 - When Black and White applicant equal in qualifications, far more likely to hire the White applicant – ambiguous situation, can justify on many other grounds

Explicit Measurement

- For many years – self-report questionnaire
 - Worked fine when prejudice wasn't particularly a breach of social norms
 - As times changed, participants knowledge of social desirability may have made them lie to disguise their prejudices

Explicit prejudice

- Level of explicit prejudice

• ‘If people move to another country they should be allowed to maintain their own traditions’

1

2

3

4

5

6

7

**Strongly
agree**

**Strongly
disagree**

Implicit measurement

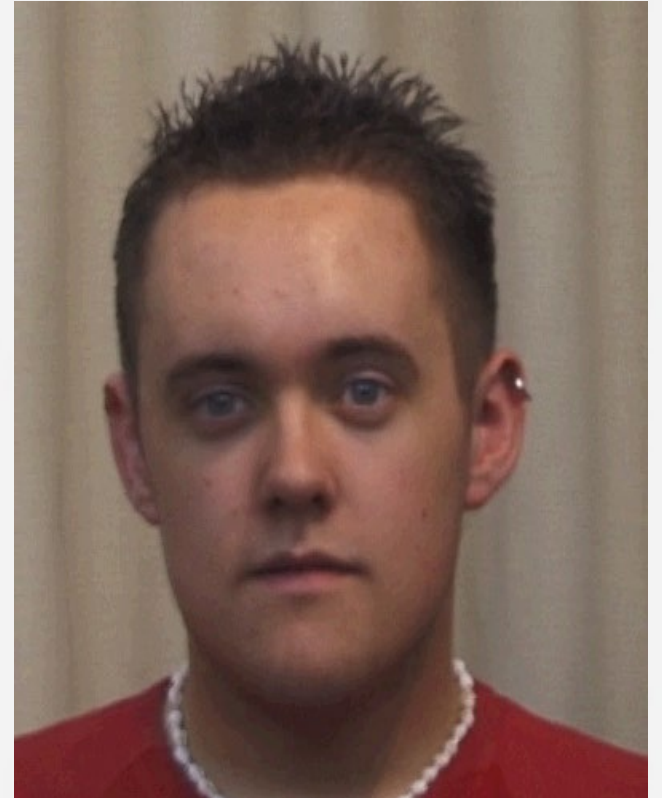
- Modern technology – the bogus pipeline (analysis by Roese & Jamieson, 1993)
- Priming and the IAT (word stem completion, etc.)
- Priming – subliminal words/faces presented below conscious awareness (20ms)
 - e.g., Judd et al. (1997)
- Implicit Association Test (IAT: Greenwald et al., 1998)
 - Associations between positive and negative words, and Black and White faces

Implicit prejudice

- Level of implicit prejudice.

The Implicit Association Test (IAT)

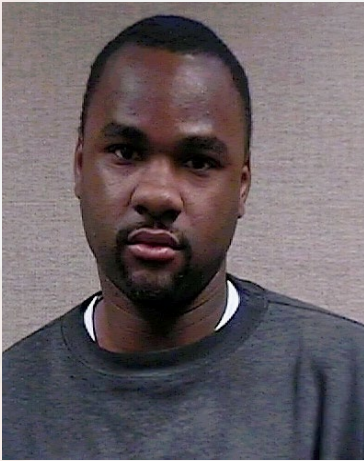
(Greenwald, McGhee, & Schwartz, 1998)



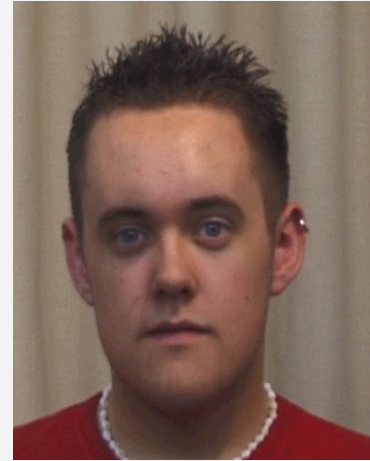
Disease

Honour

Critical Trial One

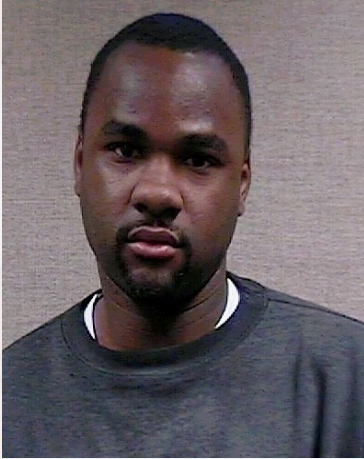


Disease

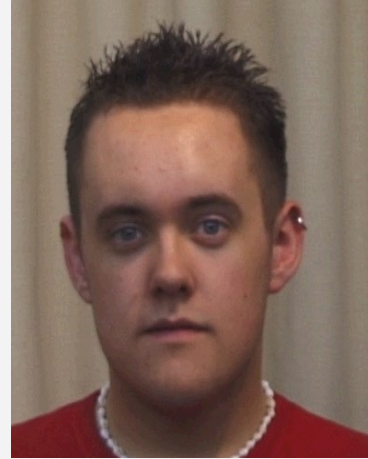


Honour

Critical Trial Two



Honour



Disease

Implicit and Explicit combined

- The low correlations between implicit and explicit scores in many studies suggests that they may actually be separate constructs (Fazio & Olson, 2003).
- Proposal of four prejudice subtypes
 - (Hutchings & Haddock, 2008; Son Hing et al., 2008; Sullivan & Hutchings, 2018)

Prejudice types

Low Explicit

High Explicit

Low Implicit

Egalitarian

High Implicit

Prejudice types

Low Explicit

High Explicit

Low Implicit

Egalitarian

High Implicit

Defensive/
Aversive Racist

Prejudice types

Low Explicit

High Explicit

Low Implicit

Egalitarian

Principled
Conservative

High Implicit

Defensive/
Aversive Racist

Prejudice types

Low Explicit

High Explicit

Low Implicit

Egalitarian

Principled
Conservative

High Implicit

Defensive/
Aversive Racist

Modern/
Traditional
Racist

Gaertner and Dovidio (1986): Aversive Racists

- The interaction between implicit and explicit prejudice
- Low Implicit/Low Explicit = Egalitarian
- **High Implicit/Low Explicit = Aversive Racists**
- Low Implicit/High Explicit = Principled Conservatives
- High Implicit/High Explicit = Bigots/Modern Racists
- Modern studies
 - Implicit prejudice: Hugenberg and Bodenhausen (2004); Hutchings and Haddock (2008)
 - Interaction between Implicit and Explicit prejudice: Hutchings and Haddock (in press); Son Hing et al. (2006, 2008)

Evidence For Subtle/Modern Prejudice

- Gaertner (1973) – wrong number study
- Gabriel & Banse (2006) – wrong number study revisited
- Kovel (1970) suggested that the term *aversive racist* could be applied to a person who “tries to ignore the existence of black people, tries to avoid contact with them, and at most to be polite, correct, and cold in whatever dealings are necessary between the races” (Hutchings, 2009, p. 38).
- Gaertner and Dovidio (2005), “aversive racists, in contrast to old-fashioned racists, endorse fair and just treatment of all groups, but they *unconsciously* [italics added] harbor feelings of uneasiness towards Blacks, and thus try to avoid interracial interaction” (p. 619).
- “It is this *unconscious* element that is the key to the exploration of prejudice and discrimination in modern racism” (Hutchings, 2009, p.39)

New Evidence for a Dual Model

- Hutchings and Sullivan (2018, 2019), Sullivan and Hutchings (in press^a) – Brexit prejudice
- Sullivan and Hutchings (in press^b) – Immigration prejudice
 - All factored along lines of implicit/explicit prejudice interaction