



Personality Types and Individual Differences

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Learning Objectives:

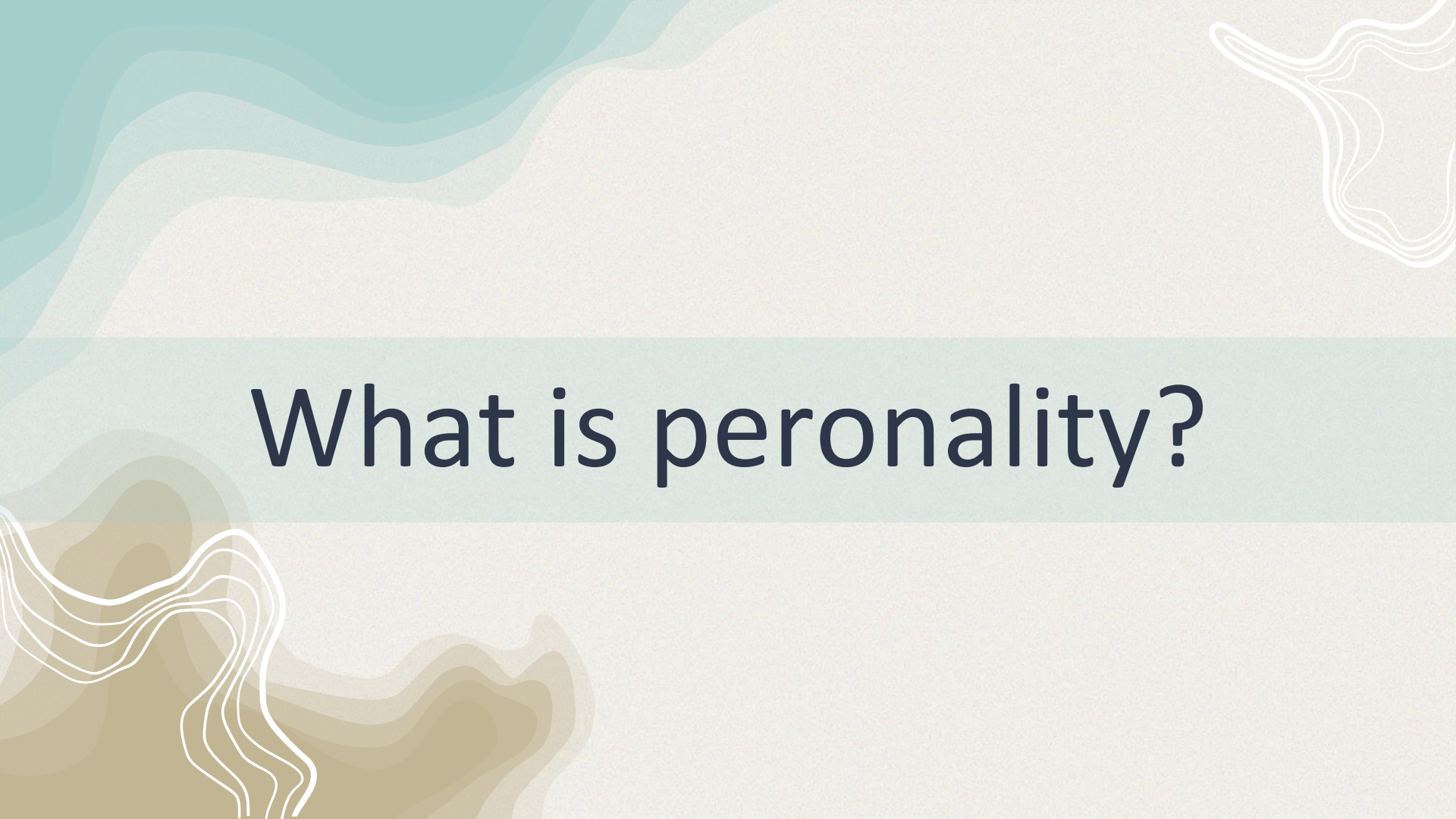
Identify key personality traits linked to prejudice.

Explain classic and contemporary theories of prejudice-prone personalities

Evaluate how individual differences shape intergroup attitudes.

Apply theory to real-world contexts.

Apply theory to interventions.

The background features a central horizontal band of muted teal color. Above and below this band are areas of light beige with soft, wavy, organic shapes in shades of teal and brown. In the top right and bottom left corners, there are white, hand-drawn style wavy lines that resemble topographical map contours or smoke.

What is peronality?

Why Personality Matters in Prejudice

Not everyone holds prejudiced attitudes to the same degree.

Personality traits can predispose individuals to be more or less prejudiced.

Understanding these traits is important for many reasons

Historical Roots of the Authoritarian Personality

- Early post-WWII psychologists sought to understand how ordinary people could support authoritarian regimes and commit atrocities.
- Led to the development of the Authoritarian Personality theory.
- Sparked decades of research into the psychological roots of prejudice.



Authoritarian Personality

Obey authority
figures blindly

Conform rigidly
to societal
norms

Harbor
prejudice
against
outgroups

Adorno, Frenkel-Brunswik, Levinson & Sanford (1950)

The Fascism Scale

(F-Scale; Adorno, Frenkel-Brunswik, Levinson & Sanford, 1947)

Conventionalism	Rigid adherence to traditional values
Authoritarian Submission	Obedience to established authority
Authoritarian Aggression	Hostility toward those who defy norms
Anti-intraception	Rejection of introspection and emotional expression
Superstition and Stereotypy	Belief in mystical forces and rigid thinking
Power and Toughness	Preoccupation with dominance and strength
Destructiveness and Cynicism	Generalised hostility and mistrust
Projectivity	Projection of unconscious impulses onto others
Sex	Exaggerated concern with sexual “deviance”

The F-scale



- Groundbreaking
- Historical relevance
- Influential
- Correlations



- Response Bias
- Social Desirability
- Ideological Bias
- Overemphasis on Personality
- Questionable Validity
- Intellectual Bias

Task!

Complete the F-scale questionnaire and discuss:

- Which items did they find most uncomfortable or controversial?
- Which traits do they think are most relevant to modern prejudice?
- How might upbringing or social context influence these traits?
- What are the criticisms of the scale?

Right-Wing Authoritarianism

(RWA; Altemeyer, 1981, 1996)

Authoritarian Submission

Authoritarian Aggression

Conventionalism

Authoritarian Submission

- Obedience to political, religious, or institutional leaders.
- Belief that authority figures are morally superior and should not be questioned.
- Acceptance of hierarchical structures as necessary for social order.



Authoritarian Aggression

- Support for punitive measures against norm violators.
- Intolerance of dissent or diversity.
- Aggression is often justified as protecting societal values.



Conventionalism

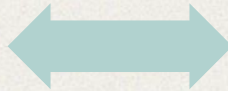
- Preference for familiar, time-honored ways of life.
- Resistance to social change or progressive movements.
- Belief that deviation from norms is morally wrong.



Authoritarian
Submission



Conventionalism



Authoritarian
Aggression

RWA Scales

Altemeyer (1981)

Zakrisson's (2005)

Duckitt et al., (2010)

The RWA Scale



- Robust Predictive Power
- Theoretical Clarity
- Empirical Reliability



- Ideological Bias
- Cultural Specificity
- Social Desirability Bias
- Static Measurement of Dynamic Attitudes
- Overlap with Other Constructs

High-RWA Personality Profiles

Law-and-Order
Advocates

Religious
Fundamentalists

Populist Political
Supporters

Traditionalist
Community
Members

Strict
Authoritarian
Parents or
Educators

RWA and Prejudice

Childs (2011)

- RWA is a strong predictor of prejudice across diverse groups
- RWA-driven prejudice is context-sensitive, especially to authority norms.

Bilewicz et al. (2017)

- Both RWA and SDO correlate with outgroup prejudice.
- RWA is linked to support for hate speech prohibition.

Bouguettaya et al.
(2023)

- High-RWA individuals showed consistently high prejudice against Muslims
- RWA leads to resistance to anti-prejudice messaging

Duckitt & Sibley (2010)

- RWA predicted prejudice when immigrants were described as socially deviant
- RWA and SDO predict prejudice through distinct motivational pathways

Wedell & Bravo (2022)

- RWA predicted: Modern racism, Modern sexism and Traditional gender role beliefs

RWA & Politics

- Association with Right-Wing Ideologies
- Support for Conservative Parties
- Threat Sensitivity and Political Messaging



Task!

Complete the RWA questionnaire(s) and discuss:

- Which items did they find most uncomfortable or controversial?
- Which traits do they think are most relevant to modern prejudice?
- How might upbringing or social context influence these traits?
- What are the criticisms of the scale?

Social Dominance Orientation

(SDO; Sidanius et al., 1994)

Natural superiority

Social Hierarchies

maintain or increase social inequality

Pratto, Sidanius, Stallworth & Malle (1994)



Men scored higher in SDO than women.



Support military action and punitive justice

Oppose affirmative action, interracial marriage, and environmental protections

Endorse meritocracy, just world beliefs, and Protestant work ethic



SDO was negatively correlated with empathy, altruism, and egalitarian values.



SDO was not reducible to authoritarianism or interpersonal dominance

Legitimizing Myths

Hierarchy-Enhancing Myths

Hierarchy-Attenuating Myths

Sidanius & Pratto (1999)



Choose hierarchy-enhancing careers (e.g., law enforcement, business)
Oppose redistributive policies
Show prejudice toward low-status groups



Work in social services, education, or activism
Support equality-promoting policies

SDO Measures

Original
SDO Scale
(SDO-16)

SDO6

SDO7

High-SDO Personality Profiles

Traditional
Gender Role
Advocate

Authoritarian
Manager

Militaristic
Ideologue

Corporate
Ladder
Climber

Nationalist
Politician

SDO and Prejudice

Michinov et al. (2005)

- Participants high in SDO were more likely to assign North African targets to lower-status roles and later in the selection order, reflecting subtle discrimination.
- Prejudice mediated the relationship between SDO and discriminatory behavior.

Kteily, Sidanius & Levin (2011)

- SDO in 1996 predicted prejudice and ingroup friendship preferences in 2000.
- Supports the idea that SDO is a causal factor in the development of prejudice.

Smith & Stathi (2022)

- SDO was positively correlated with stigmatization of homeless people.
- High-SDO individuals were resistant to the effects of positive contact.

Pratto & Shin (2000)

- Under salient intergroup conditions, high-SDO participants showed stronger implicit prejudice.
- Suggests that SDO influences not only explicit attitudes, but also automatic, unconscious biases.

Wollast et al. (2022)

- SDO-D predicted blatant anti-immigrant prejudice via support for assimilation (a hierarchy-enhancing ideology).
- SDO-E predicted subtle prejudice, mediated by opposition to interculturalism.

Task!

Complete the SDO questionnaire(s) and discuss:

- Which items did they find most uncomfortable or controversial?
- Which traits do they think are most relevant to modern prejudice?
- How might upbringing or social context influence these traits?
- What are the criticisms of the scale?

Dual Process Model

	Worldview	Motivation	Personality Basis	Ideological Attitudes	Prejudice
RWA	Dangerous world (threat-focused)	Desire for security, order, and social cohesion.	High conscientiousness, low openness to experience.	RWA: characterised by submission to authority, aggression toward deviants, and conventionalism	Prejudice against norm violators (e.g., immigrants, LGBTQ+, criminals)
SDO	Competitive jungle (hierarchy-focused)	Desire for power, status, and group-based superiority.	Low agreeableness, low empathy, high tough-mindedness	SDO: support for group-based hierarchy and inequality.	Prejudice against low-status groups (e.g., poor people, ethnic minorities)

Duckitt (2001)

Duckitt & Sibley (2007, 2009, 2010)

Dual Process Model

Duckitt & Sibley (2007)

- RWA and SDO predict different types of prejudice and are rooted in distinct personality traits and social worldviews.

Kugler et al. (2010)

- RWA and SDO are only moderately correlated, supporting the idea that they are independent pathways.

Altemeyer (1998)

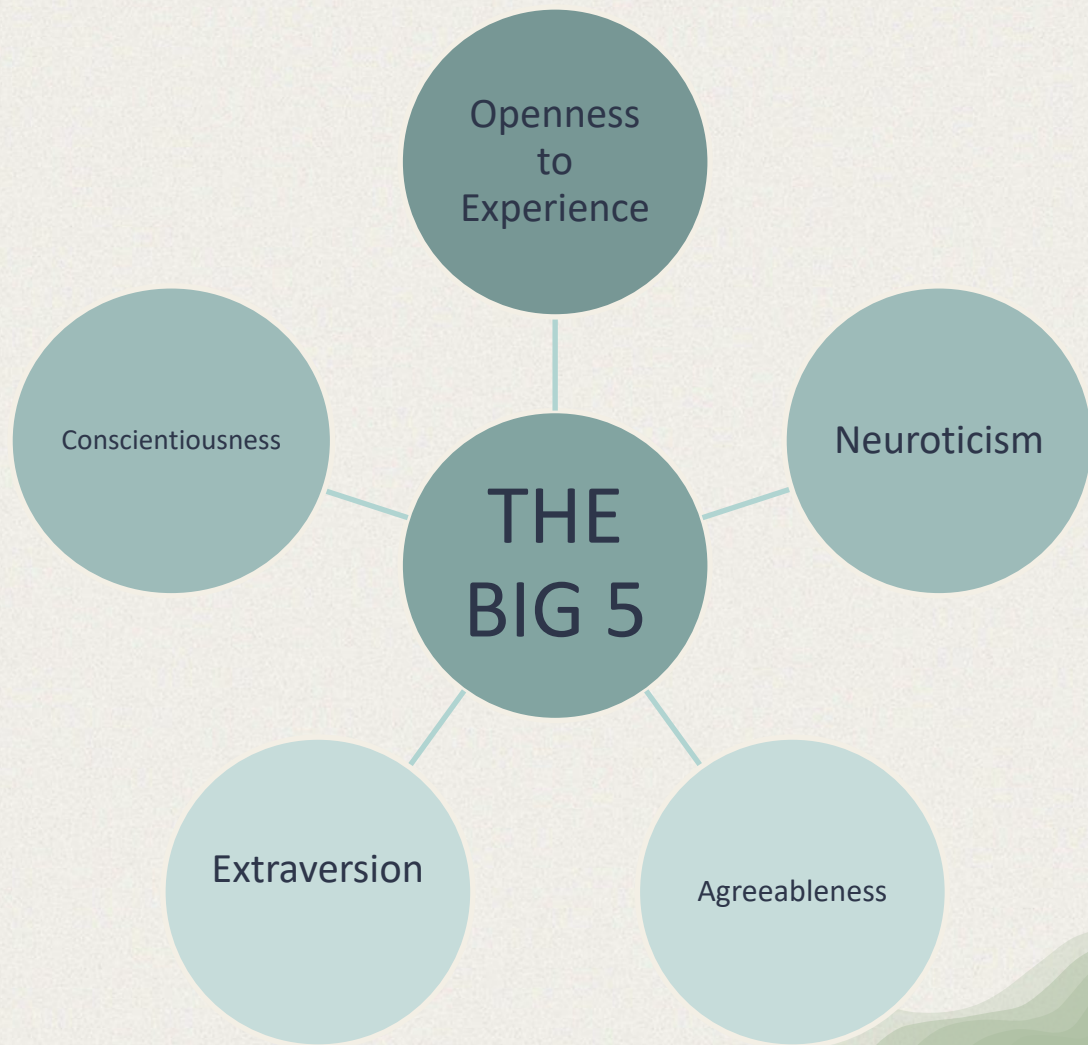
- RWA and SDO interact to predict support for punitive policies, militarism, and prejudice

Duckitt & Sibley (2010)

- RWA and SDO originate from distinct personality traits and social worldviews

Osborne et al. (2021)

- Longitudinal data showed that both RWA and SDO predict increases in generalized prejudice over time



Openness to Experience

Sibley & Duckitt
(2008)

- low openness predicts Right-Wing Authoritarianism (RWA), which in turn predicts prejudice.

Flynn (2005)

- high openness predicted less racial prejudice and more favourable impressions of Black individuals in impression formation tasks.

Brandt et al. (2015)

- openness predicts tolerance only toward unconventional groups
- individuals high in openness may still show intolerance toward groups with conflicting worldviews.

Agreeableness

Crawford & Brandt
(2019)

- low agreeableness was robustly associated with generalized prejudice

Sibley & Duckitt (2008)

- Agreeableness predicts low Social Dominance Orientation (SDO), which mediates its relationship with prejudice

Wilmot & Ones (2022)

- agreeableness consistently linked to prosocial behaviours, empathy, and reduced hostility, all of which buffer against prejudice

Conscientiousness

Sibley & Duckitt
(2008)

- Conscientiousness was positively associated with RWA, which predicts prejudice

Lin & Alvarez
(2020)

- found that conscientiousness was directly associated with anti-Black prejudice, even when controlling for ideological attitudes.

Extraversion

Sibley & Duckitt
(2008)

- found no robust link between extraversion and prejudice

Neuroticism

Jonáš et al.
(2021)

- high in neuroticism showed higher racism scores and greater social distance toward migrants and ethnic minorities.

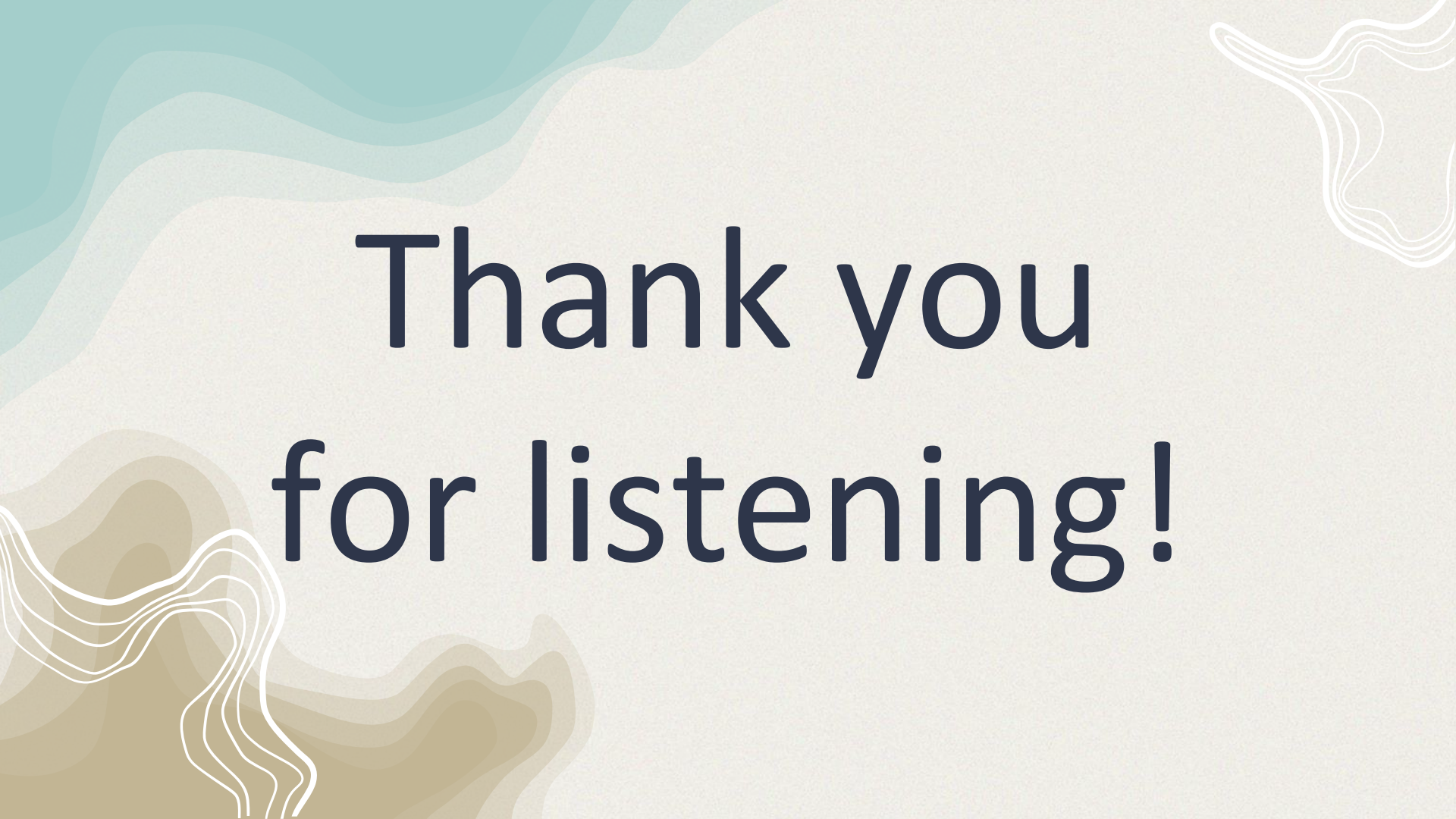
Pearson et al.
(2014)

- Neuroticism influenced emotional reactions to racist incidents, including intrusive thoughts and negative affect, suggesting a role in internalizing prejudice-related distress

In conclusion...

- Compelling lens through which to understand individual differences in intergroup attitudes
- Personality does not operate in isolation, it interacts with ideological attitudes
- Practical implications
- Personality traits are relatively stable, they are not deterministic





Thank you
for listening!