

Prejudice and Discrimination

Lecture Two

Structures of Stereotypes

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Formation And Maintenance Of Stereotypes

- Social Stereotypes – ‘Beliefs about groups’
 - but definitions vary across time and theories
 - ‘Pictures in our heads’

Lippmann (1922)
- Consensual beliefs

Katz & Braly (1933)
- Overgeneralizations

Allport (1954)
- Individual cognitive beliefs

Hamilton (1981)

Timeline

- Early theories – stereotyping as a deficiency
 - E.g., Lippman – ‘lazy thinking’
- As cognitive psychology became better understood, so our understanding of how the mind works becomes better
 - Humans as limited capacity processors
 - William James – the environment as ‘this blooming, buzzing confusion’

- Gardner (1985) – automatic classification of similar objects into categories
 - Prototypes/exemplars
- Fiske (1998) – stereotypes are a natural consequence of cognition
- Quite simply, there is too much information in the world for us to take in
 - And why would we want all of that information anyway?

- Categorisation is useful for us – we can select basic information
- But why choose to categorise people by their race? Gender? Hair colour?
- No-one ever said humans were rational

- The BIG categories:

- Race
- Gender
- Age (Brewer, 1988)

- Obvious features

- Supply a lot of information

- Influence is strong – can become virtually automatic responses (Fiske & Neuberg, 1990)

One Of The Big Debates In Psychology:

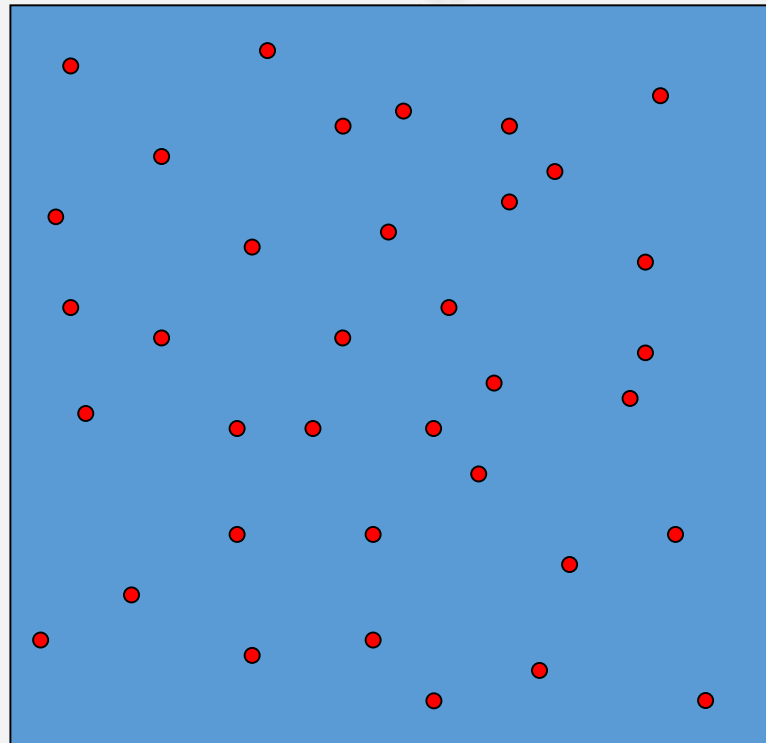
- Are stereotypes automatic?
- Banaji & Greenwald (1994)
 - Mere exposure to a picture or name e.g., Leroy can activate associated cognitions and beliefs
- Macrae et al. (1997)
 - Should not be/is not the case for images
 - 'women' is an abstract concept
 - But an image of a particular woman is a concrete entity, and so should not require a stereotypic activation

Ingroups/Outgroups

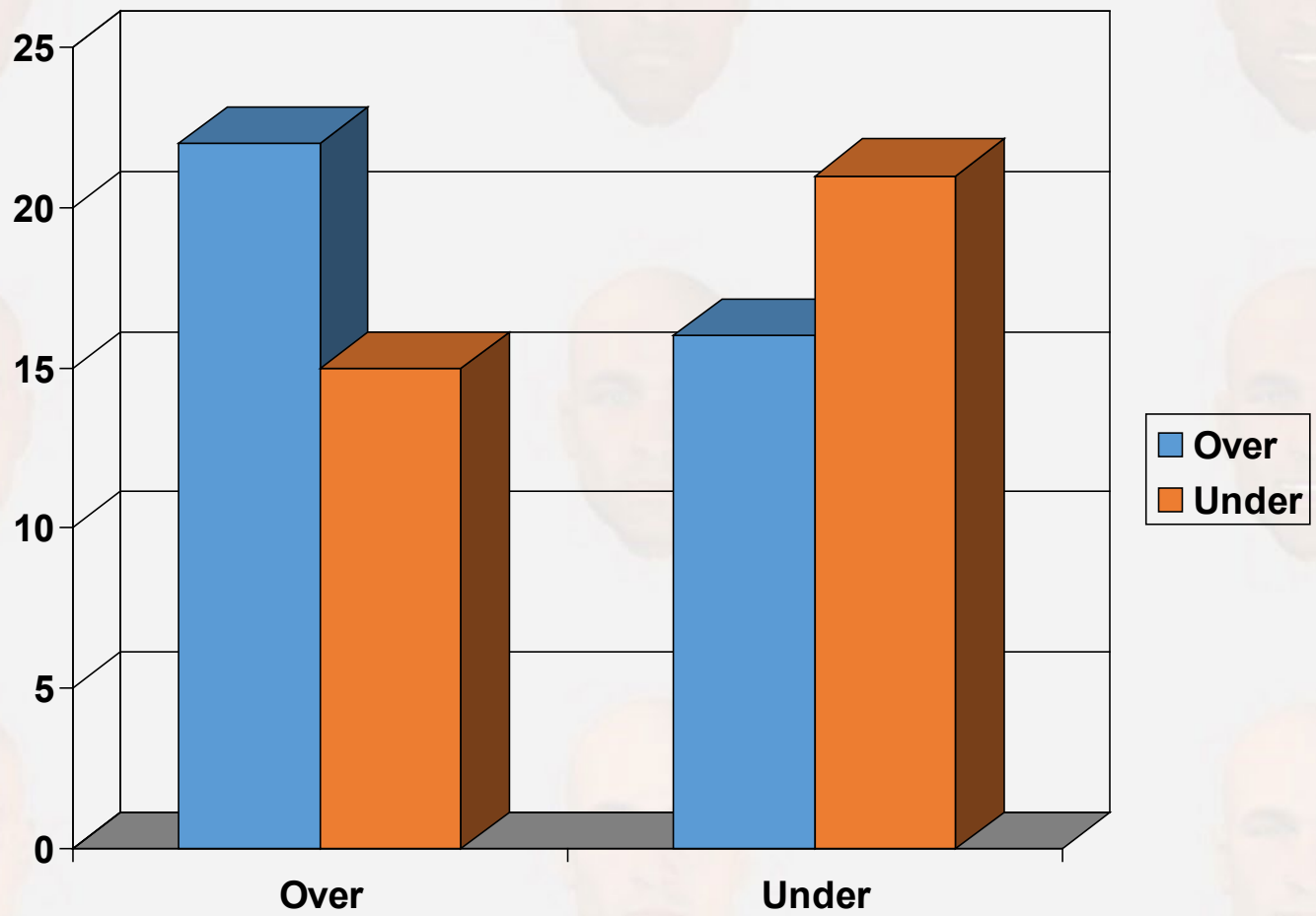
- Ingroups – groups to which we belong
- Outgroups – groups to which we don't belong
 - Group salience is important here

- In-groups – comprise of unique individuals *with a common goal*
- Out-groups – share similar features, characteristics and motives
- In-group heterogeneity
- Out-group homogeneity
- SO... if the out-group is homogenous... why not stereotype?

Tajfel et al. (1971) – Minimal Group Paradigm

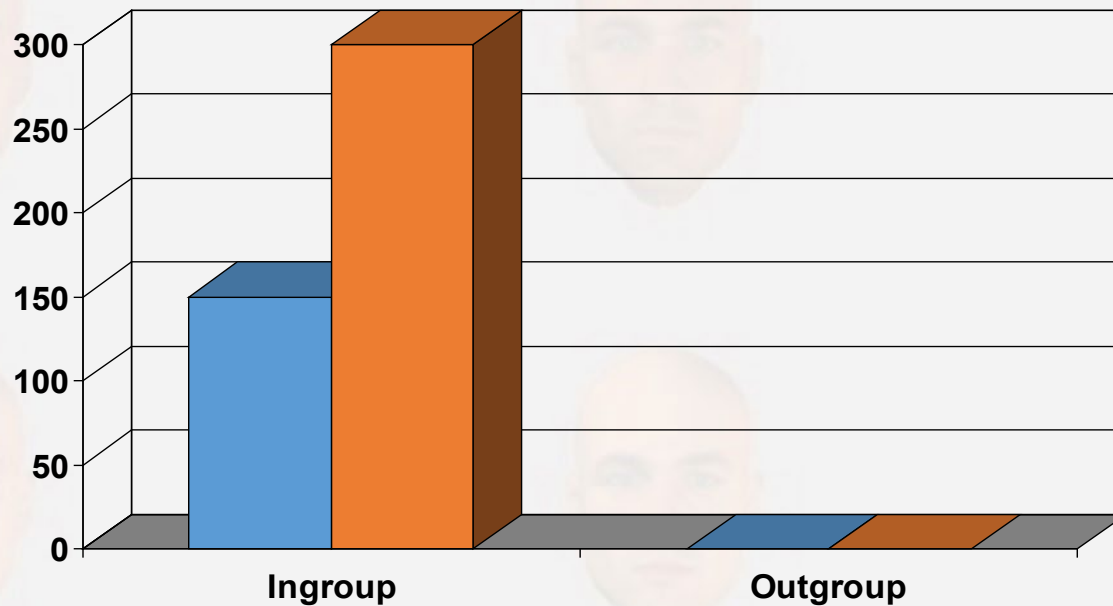


Overestimator/Underestimator

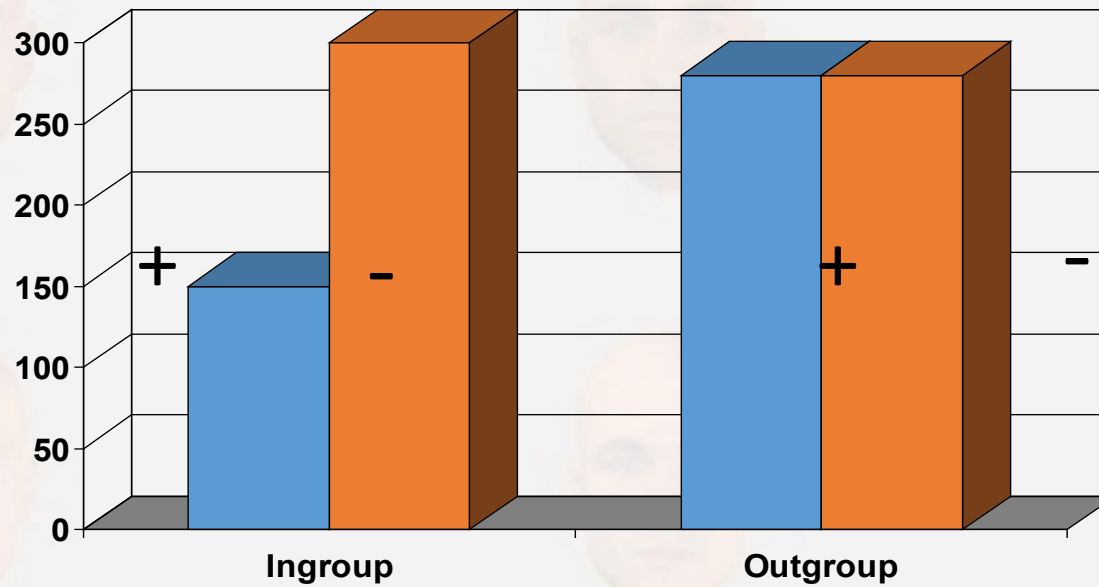


Why Favour The Ingroup?

- Does outgroup derogation = ingroup favouritism?



Perdue et al. (1990)



- Reasons for in-group favouritism over out-group derogation
 - It can depend on the group you are asking
 - Low-status groups tend to show less In-group Favouritism
 - More Out-group Derogation
 - But not always...
 - They may have a vested interest (want to be part of that group)
 - The group may have power over them (e.g., unpowerful minorities)

Why Have Groups At All?

- Why can't we all just get along?
 - Life isn't like that, and neither are we
- We like groups... they seem to come naturally to us

Some Possible Causes...

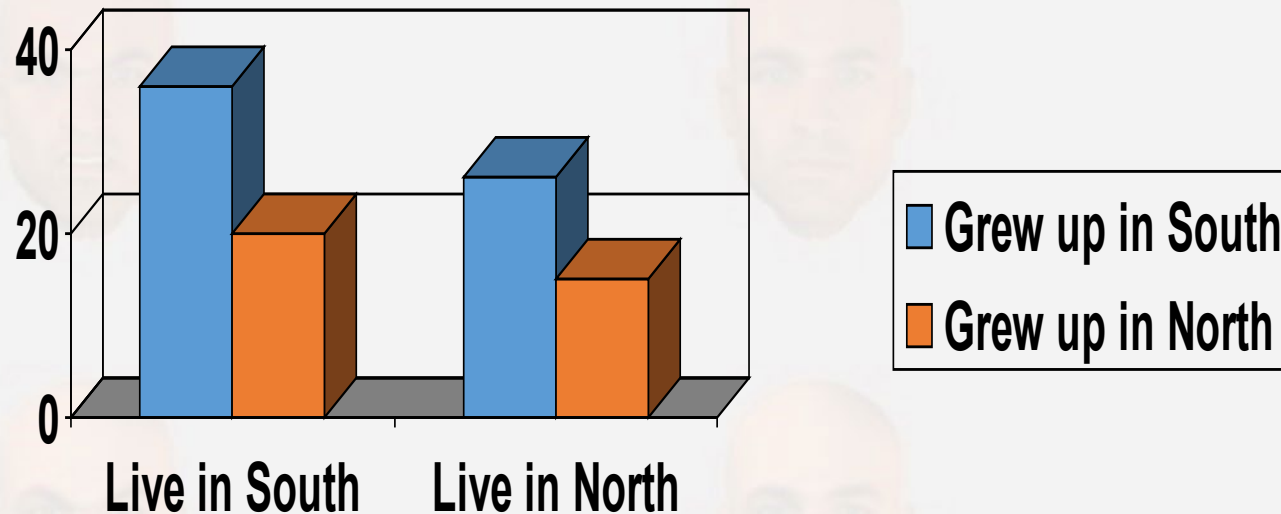
- Social Learning Theory

- Children show preferences for groups by the age of five (Goodman, 1952)
- By age 5 most urban White children in the USA differentiate, are aware of prevailing norms about race, and display signs of prejudice (Aboud, 1988)
- “Prejudice is not taught by the parent, but caught by the child”
(Allport, 1954, p300)
- Influence of the media
- Influence of the culture we are brought up in

Culture

- Glaser & Gilens (1997)

Percentage of White adults who support laws against interracial marriage



- Hebl & Heatherton (1998)

- Prejudice differences across race
- Rating of photos of large women
- White females judged large women as less attractive, less happy, and less popular
- Black women rated large women as more popular than thin women, and just as happy

- The contact hypothesis

- The more contact we have with outgroup members, the less prejudice we have towards them

- Relatively few White people have close Black friends or even acquaintances (Jackman & Crane, 1986)

- Contact may not be enough – friendship is a critical factor (Pettigrew, 1987)

Theory

- Social Identity Theory (Tajfel, 1982)
 - People categorise their social world into in-groups and out-groups
 - People derive a sense of self-esteem from their social identity as members of an in-group
 - People's self-concepts partly depend on how they evaluate the in-group relative to other groups
- A mixture of cognition and motivation

Theory

- Realistic Conflict Theory

- Prejudice as an inevitable consequence of competition among groups for resources or power (Le Vine & Campbell, 1972)
- Cohen and Nisbett (1994); Nisbett (1993)
 - Southern United States has a 'herding economy' – based on physical resources. As times get hard, violence towards outgroups increases
 - Increase in lynchings in the early part of the 20th Century correlated with poor harvests

Stereotype-Specific Theories

- Stereotype knowledge
 - Familiarity with content of a stereotype (see Devine etc.)
 - Not correlated with prejudice
- Stereotype endorsement
 - Correlated with prejudice

- Stereotype activation

- Extent to which a stereotype is accessible in mind
 - Ease of activation
 - Dormant until activated

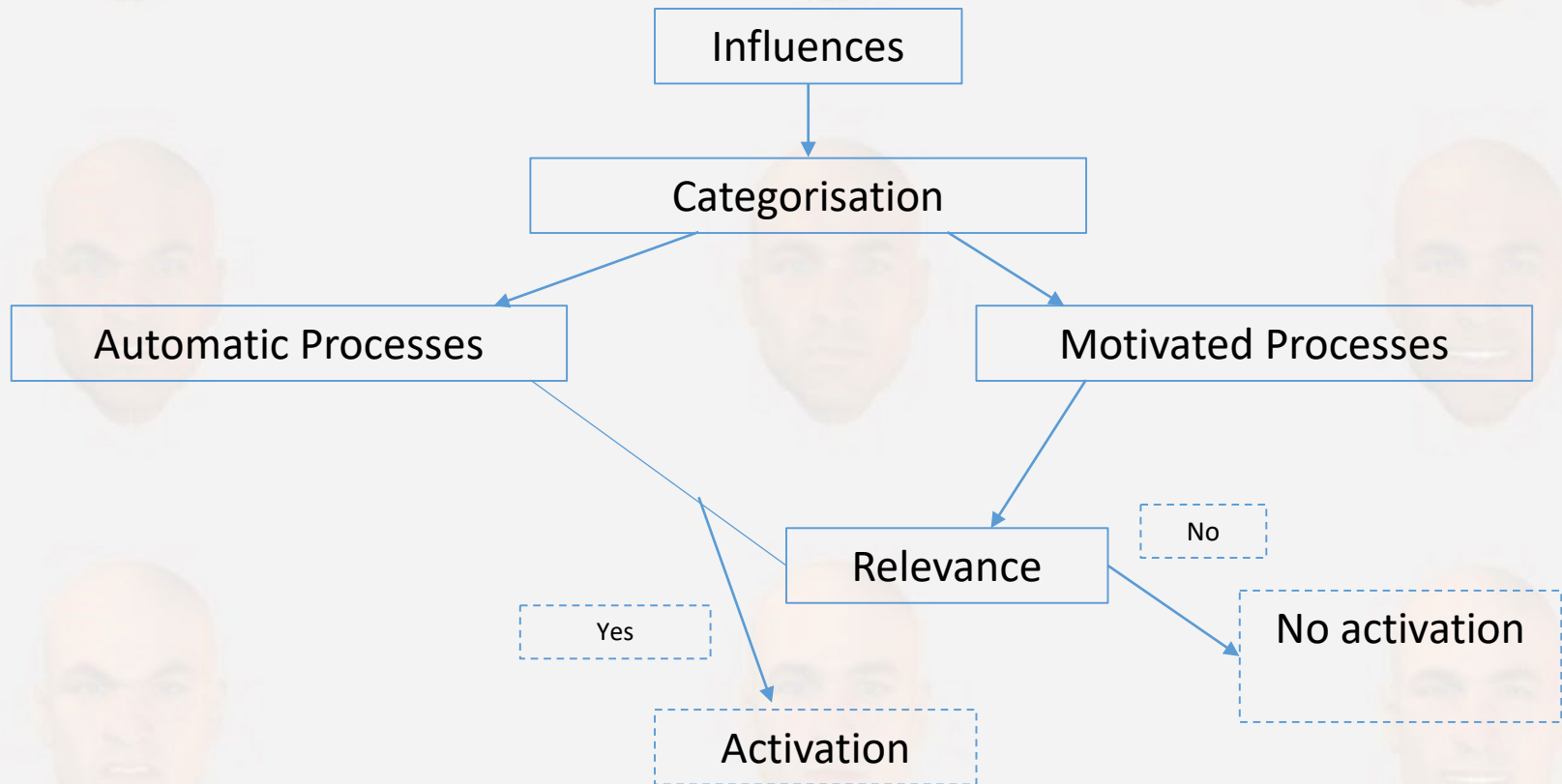
- Stereotype application

- Extent to which a stereotype is used

- More likely to use stereotypes with less well known targets than well known targets

Stereotype-Specific Theories

- The stereotype-activation model (Kunda & Spencer, 2003)



- Stereotype activation model (and others)

- Automatic and controlled reactions act in tandem

- E.g., Cunningham et al. (2004)

- Automaticity shown by greater activation of amygdala for Black than White faces at 30m/s

- Virtually equal at 500m/s+

- Why?

- Sassenberg & Moskowitz

- Less use of stereotypes if people are primed to be creative/use creative thinking
 - Tasks unrelated to prejudice task
- Suggests creativity can be used as a proactive strategy
- If that is the case suggests prejudice does come under our own volition to a certain extent
 - The question is, how much in comparison to automaticity?

Moskowitz (2009): Implicit volition

