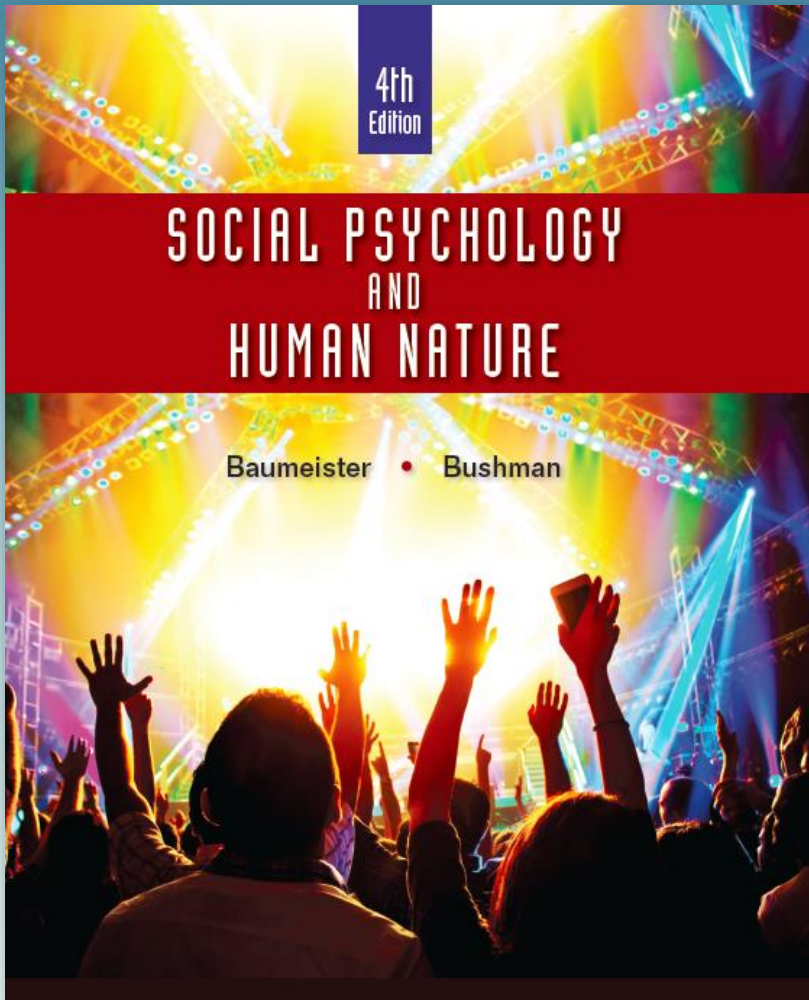


# Prejudice and Intergroup Relations



Social Psychology: Global Perspectives

# Learning Objectives

- Identify the differences between prejudice, discrimination, and stereotyping
- Evaluate how and why stereotypes and discrimination impact targets
- Debate the innate versus cultural causes of prejudice and stereotyping
- Summarize research on the accuracy of stereotypes
- Discuss how inner processes can affect prejudice
- Explain how stereotypes actually operate and how can they be overcome
- Describe the impact of prejudice on targets

# Introduction

- “Ethnological expositions” or “freak shows”
  - Human zoos: Africans and conquered indigenous peoples were kept in pens and cages
  - Very long history: 1493-2005

# Prejudice, Discrimination, and Stereotypes

- Prejudice: negative feeling toward an individual due to their group membership
  - Racism: prejudice against a particular race
  - Aversive racism: simultaneously holding egalitarian values and negative feelings toward people of other races
  - Discrimination: unequal treatment based on group membership

# Prejudice, Discrimination, and Stereotypes (cont'd.)

- ABCs of intergroup relationships
  - Affective component: prejudice
  - Behavioral component: discrimination
  - Cognitive component: stereotyping

# Prejudice, Discrimination, and Stereotypes (cont'd.)

- Stereotype: beliefs that associate groups with traits
  - Subtypes: categories for people who don't fit a general stereotype
  - Categorisation: tendency to sort objects into groups
  - Social categorisation: sorting people into groups on the basis of common characteristics

# Prejudice, Discrimination, and Stereotypes (cont'd.)

- Sorting people
  - Outgroup members: people who belong to a different group or category than we do
  - Ingroup members: people who belong to the same group or category as we do
  - Outgroup homogeneity bias: outgroup members are more similar to one another than ingroup members

# Common Prejudices and Targets

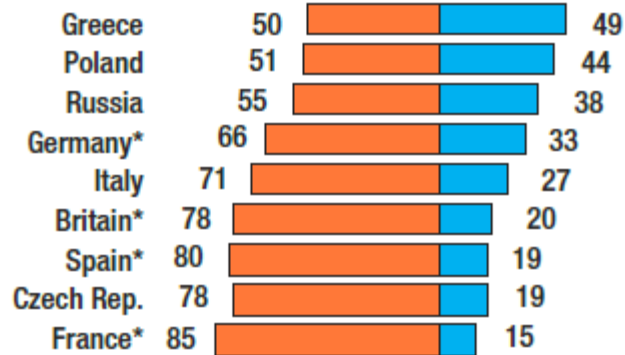
- Prejudice is based on perceived differences among groups of people
  - Includes racial prejudice (racism) and gender prejudice (sexism)
- Muslims
  - Prejudice and discrimination against Arabs and Muslims has dramatically increased since September 11, 2001

# Is a Belief in God Essential to Morality?

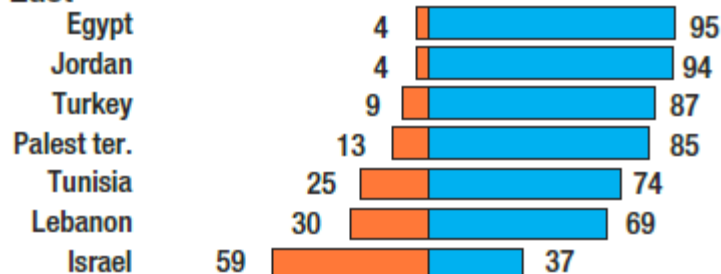
## North America



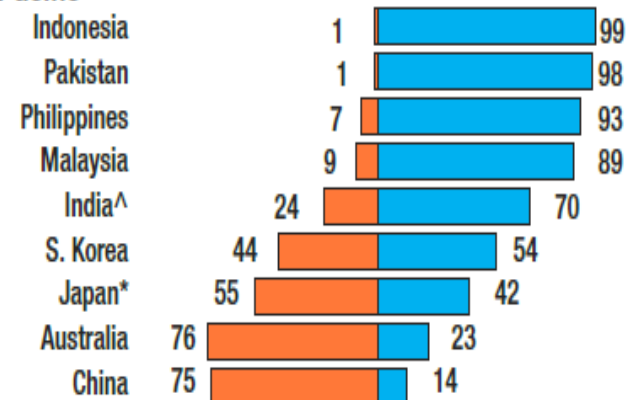
## Europe



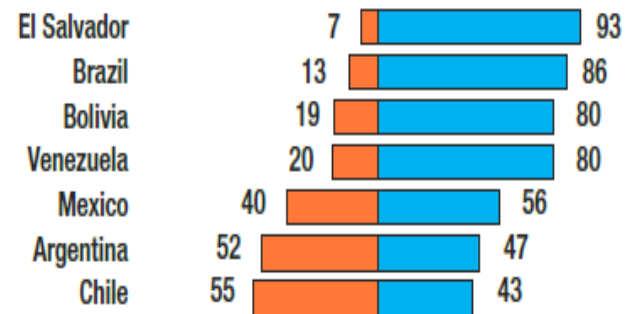
## Middle East



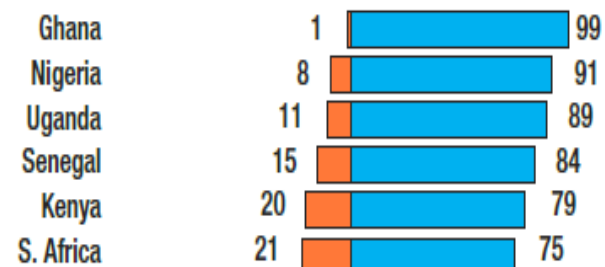
## Asia/Pacific



## Latin America



## Africa



Not necessary to believe in God to be moral

Necessary to believe in God to be moral

# Common Prejudices and Targets (cont'd.)

- Atheists
  - Disliked around the world in communities in which the majority of individuals are religious
- People who are overweight
  - Research confirms there is a bias against admitting overweight students to college
- Homosexuals
  - Homophobia: excessive fear of homosexuals or homosexual behavior

# Food for Thought

- People are prejudiced against the obese
  - Anti-fat attitudes begin as early as preschool
  - Overweight people are stigmatized because their condition is considered by many to be self-inflicted
    - Overweight people are often associated with negative personality traits
    - Stigma by association: people associating with fat people also suffer discrimination

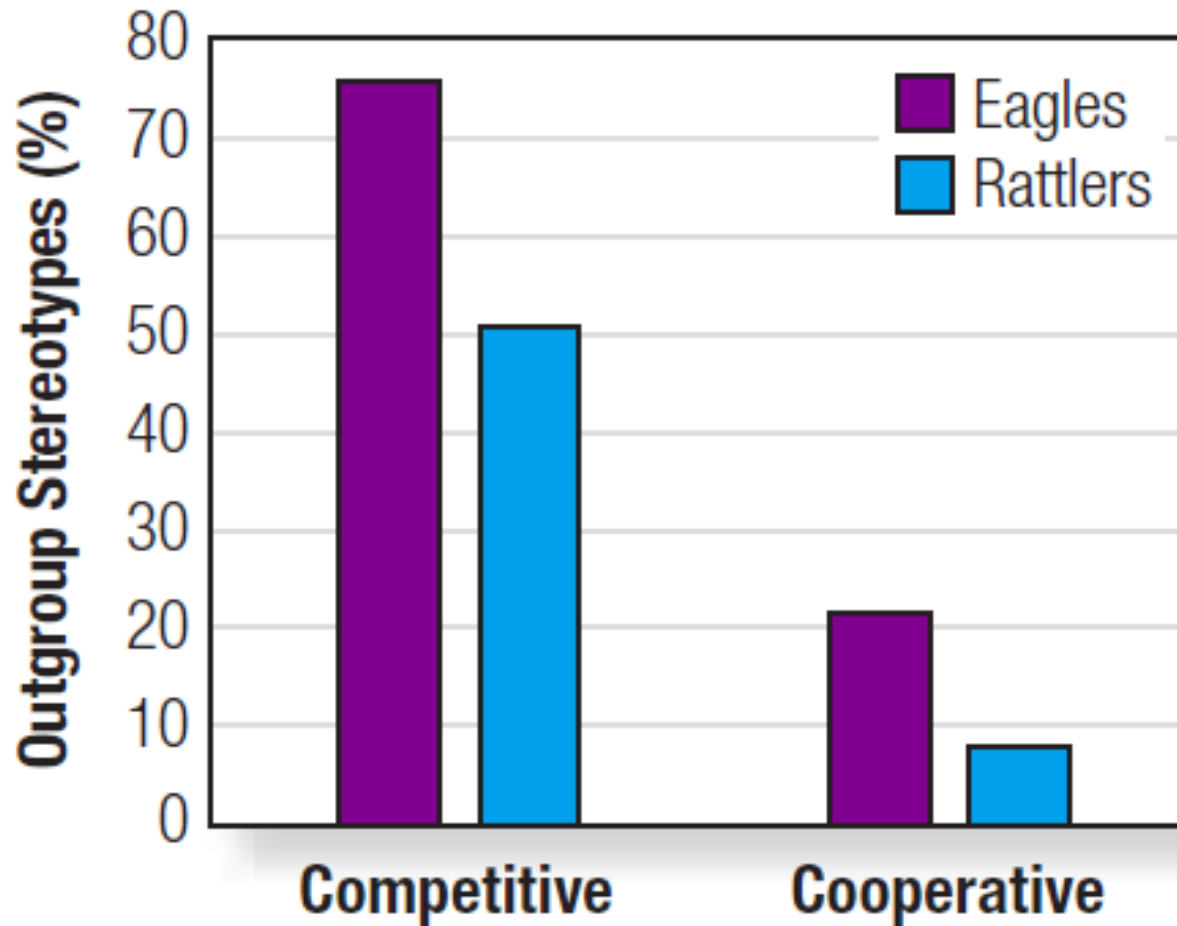
# Why Prejudice Exists

- Tendency to align with similar others and square off against different others is deeply rooted in the human psyche
  - Ingroup favouritism: preferential treatment of, or more favourable attitudes toward, people in one's own group
  - Minimal group effect: people show favouritism toward ingroup members even when group membership is randomly determined

# Why Prejudice Exists (cont'd.)

- Us versus them: groups in competition
  - Realistic conflict theory: competition over scarce resources leads to intergroup hostility and conflict
  - Discontinuity effect: groups are more extreme, and often more hostile, than individuals
  - <http://serendip.brynmawr.edu/playground/pd.html>

# Outgroup Stereotypes



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# Trade Offs

- Competition versus cooperation
  - Some societies have little or no competition
    - Typically peaceful, economically undeveloped groups
- Competition has both costs and gains
  - May produce prejudice, hostility, and aggression
  - May produce progress and advancement

# Why Prejudice Exists (cont'd.)

- Contact hypothesis
  - Under favourable conditions, regular interaction between different groups reduces prejudice
- Rationalisations for oppression
  - Stereotypes can be used to justify oppression
- Stereotypes as heuristics
  - “The law of least effort“
- Prejudice and self-esteem
  - Your group is superior

# Why Does Prejudice Exist?

**TABLE 13.1** Explanations for Why Prejudice Exists

| Explanation                     | Definition                                                                                                                                        | Example                                                                                                                                                      |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Competition                     | According to realistic conflict theory, competition over scarce resources leads to intergroup hostility and conflict.                             | Competition over good housing, schools, and jobs can lead to hostility toward outgroup members.                                                              |
| Ignorance                       | People who have very little contact with other groups have no information about them, and so they attempt to fill the gap by forming stereotypes. | People who have little contact with Muslims may assume that they all support the jihad against the West.                                                     |
| Rationalizations for oppression | To retain their status, powerful groups justify and rationalize prejudice against less powerful groups.                                           | Some feminists have suggested that men invented stereotypes of women simply to rationalize continued oppression of women.                                    |
| Stereotypes as heuristics       | To simplify their world, people often rely on stereotypes as mental shortcuts or heuristics.                                                      | Rather than collect information about each African American individually, it requires less mental effort to stereotype them all as good at music and sports. |
| Prejudice boosts self-esteem    | People can feel better about themselves if they consider their own group superior and all other groups inferior.                                  | People might feel better about themselves if they think their own religion is the only true one and all others are false.                                    |

# Content of Prejudice and Stereotypes

- Are stereotypes always wrong, mostly wrong, or mostly right?
  - Modern stereotypes have a high level of accuracy
- Are stereotypes always negative?
  - There are positive stereotypes (e.g., Asian Americans are good at schoolwork)
  - Negative stereotypes generally present more of a cultural problem

# Inner Processes

- Inner processes (e.g., emotions) contribute to prejudice and stereotyping
  - Salience: being obvious or standing out
  - Scapegoat theory: blaming misfortunes on outgroups contributes to negative attitudes
  - Self-serving bias: taking credit for success but refusing blame for problems and failures
  - Confirmation bias: focusing more on evidence that supports one's expectations than on evidence that contradicts them

# Overcoming Stereotypes, Reducing Prejudice

- Conscious override
  - Automatic system may sustain prejudices; conscious system can strive to overcome
  - Mental processes of nonprejudiced people: difference lies in conscious system
  - Discrimination in reverse: when people are accused of prejudice, they often exert themselves to prove the opposite
  - Motives for overcoming prejudice: dedication to equality and social disapproval
    - <https://implicit.harvard.edu/implicit/>

# What Is Your Motivation to Overcome Prejudice?

## **Internal Motivation to Respond Without Prejudice**

1. I attempt to act in nonprejudiced ways toward black people because it is personally important to me.
2. According to my personal values, using stereotypes about black people is OK (reverse scored.)
3. I am personally motivated by my beliefs to be nonprejudiced toward black people.
4. Because of my personal values, I believe that using stereotypes about black people is wrong.
5. Being nonprejudiced toward black people is important to my self-concept.

## **External Motivation to Respond Without Prejudice**

1. Because of today's PC (politically correct) standards, I try to appear nonprejudiced toward black people.
2. I try to hide any negative thoughts about black people in order to avoid negative reactions from others.
3. If I acted prejudiced toward black people, I would be concerned that others would be angry with me.
4. I attempt to appear nonprejudiced toward black people in order to avoid disapproval from others.
5. I try to act nonprejudiced toward black people because of pressure from others.

Note: Answer each item on a scale running from 1= strongly disagree to 9 = strongly agree. For #2 on the Internal Motivation scale, subtract your answer from 10. Then add across items, and divide by the number of items. The average score for college students is about 8 for the Internal Motivation scale and about 5 for the External Motivation scale.<sup>188</sup>

# Political Correctness



# Overcoming Stereotypes, Reducing Prejudice (cont'd.)

- Contact
  - Covert expressions of prejudice can be reduced by intergroup contact
- Superordinate goals
  - Cooperating to achieve common goals is one powerful antidote to intergroup conflict
    - Jigsaw classroom: cooperative learning technique for reducing feelings of prejudice by having students interact and cooperate to learn material

# Impact of Prejudice on Targets

- No culture seems immune to stereotypes, prejudice, and discrimination
  - Most have stereotypes; people dislike being stereotyped
- Self-fulfilling prophecy
  - Prediction that ensures, by the behaviour it generates, that it will come true
    - <http://www.facinghistory.org/video/little-things-are-big>

# Impact of Prejudice on Targets (cont'd.)

- Stigma and self-protection
  - Social comparison
  - Self-worth
  - Attribution theory
- Competitive victimhood
  - People may claim victim status because of moral, legal, or financial advantages

# Impact of Prejudice on Targets (cont'd.)

- Stereotype threat
  - Fear that one might confirm stereotypes that others hold
- Self-defeating prophecy
  - Prediction that ensures, by the behavior it generates, that it will not come true
- Are social psychologists biased?
  - “Liberal bias”

# Summary

- Prejudice and stereotyping is found in every society
- Some prejudices are accepted by society as a whole, while others are rejected
- Stereotypes are appealing to cognitive misers
- The most effective ways to overcome stereotypes include inducing intergroup cooperation