

IMPLICIT/EXPLICIT INTERACTIONS

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RECAP...

Explicit Prejudice

- Conscious, deliberate, and often expressed openly.
- Often shaped by ideology, social norms, or personal values.
- Measured using self-report questionnaires, interviews/focus groups
- Issues: Social Desirability Bias and subject to shifts in societal norms

Implicit Prejudice

- Unconscious, automatic, unintentional, stable
- May contradict one's explicit beliefs.
- Measured using behavioural observations and cognitive tasks
- Issues: what are you really measuring? Legitimate attitudes or culturally knowledge?

Theoretical Foundations of Implicit and Explicit Prejudice Interaction



Dissociation
Model
(Devine, 1989)



MODE Model
(Fazio, 1990)



Dual Attitude
Models (e.g.,
APE,
Reflective-
Impulsive
Model)



The two-
dimensional
model of
Prejudice
(Son Hing,
Chung-Yan,
Hamilton and
Zanna (2008))

Dissociation Model

(Devine, 1989)

**Automatic
Activation of
Stereotypes**

**Controlled
Processing
of Responses**

Real-life scenario



Imagine a teacher who strongly believes in equality and fairness. Despite this, they unknowingly call on boys more often than girls in math class.

Experiment 1: Knowledge of Cultural Stereotypes

- Equal knowledge of cultural stereotypes.
- Stereotype knowledge is widespread, regardless of personal endorsement.

Experiment 2: Automatic Stereotype Activation

- Stereotypes can be automatically activated and influence judgments outside of conscious awareness.

Experiment 3: Controlled Responses to Stereotypes

- Controlled processes can override automatic stereotype activation when motivation is present.

Devine (1989)

Motivation and Opportunity as Determinants of Behaviour

(MODE Model; Fazio, 1990)

**Automatic
Attitude
Activation**

Motivation

Opportunity

Behavioural Outcomes

Motivation	Opportunity	Likely Behaviour
LOW	LOW	Automatic, biased behaviour
HIGH	LOW	Mixed or conflicted behaviour
LOW	HIGH	Automatic behaviour, possibly masked
HIGH	HIGH	Controlled, deliberate behaviour

Empirical Support



Implicit and explicit
prejudice and
interracial interaction

Dovidio, Kawakami, & Gaertner
(2002)



Stereotyping and
evaluation in implicit
race bias

Amodio & Devine (2006)



Measuring individual
differences in implicit
cognition

Greenwald, McGhee, &
Schwartz (1998)



Self-regulation of
prejudiced responses

Monteith (1993)

MODE Model



- Integrates automatic and controlled processes in a single framework.
- Accounts for contextual variability in prejudice expression.
- Useful for predicting when implicit bias will manifest in behaviour.



- Requires careful operationalization of “motivation” and “opportunity.”
- Doesn’t fully explain how implicit attitudes are formed or changed.
- May oversimplify complex interactions between cognition, emotion, and social context.

Dual Attitude Models



Coexistence of Attitudes

explicitly endorse egalitarian values while still harbouring implicit biases



Different Origins

Explicit attitudes: Formed through reasoning, education, and social norms.

Implicit attitudes: Formed through repeated exposure, conditioning, and social learning.



Different Behavioural Effects

Despite being red, Mars is a cold place. It's full of iron oxide dust

Models Within the Dual Attitude Framework

Associative-Propositional
Evaluation (APE) Mode

Gawronski &
Bodenhausen (2006)

Reflective-Impulsive
Model

Strack & Deutsch
(2004)

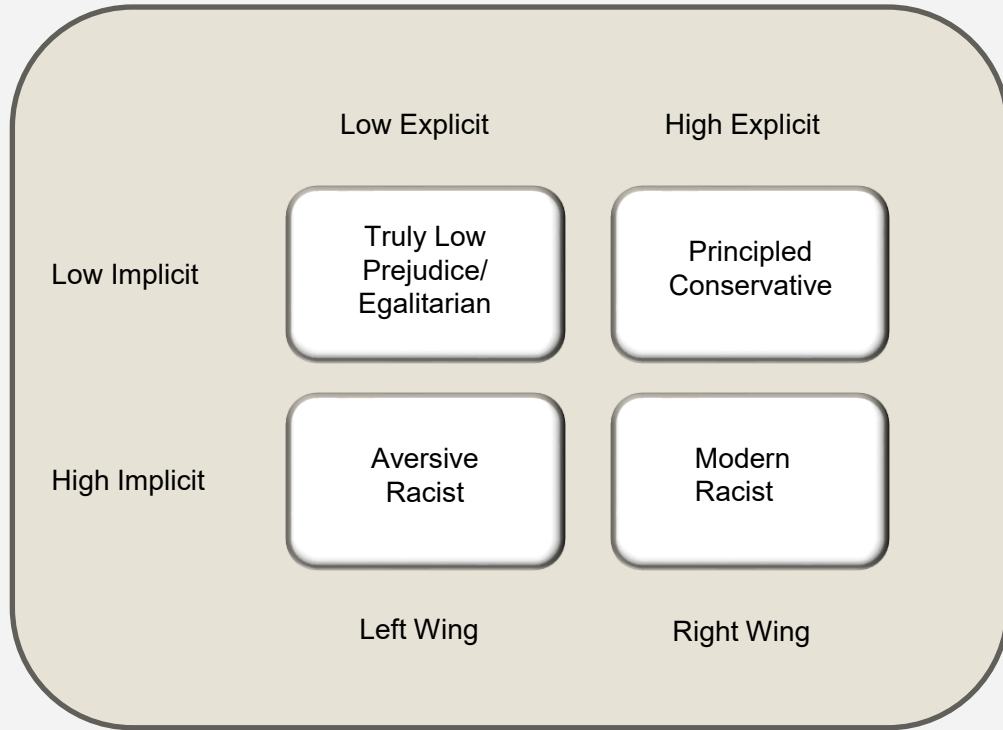
The APE Model

Associative System

- Responsible for **implicit attitudes**.

Propositional System

- Responsible for **explicit attitudes**.



The two-dimensional model of Prejudice

Son Hing, Chung-Yan, Hamilton and Zanna (2008)

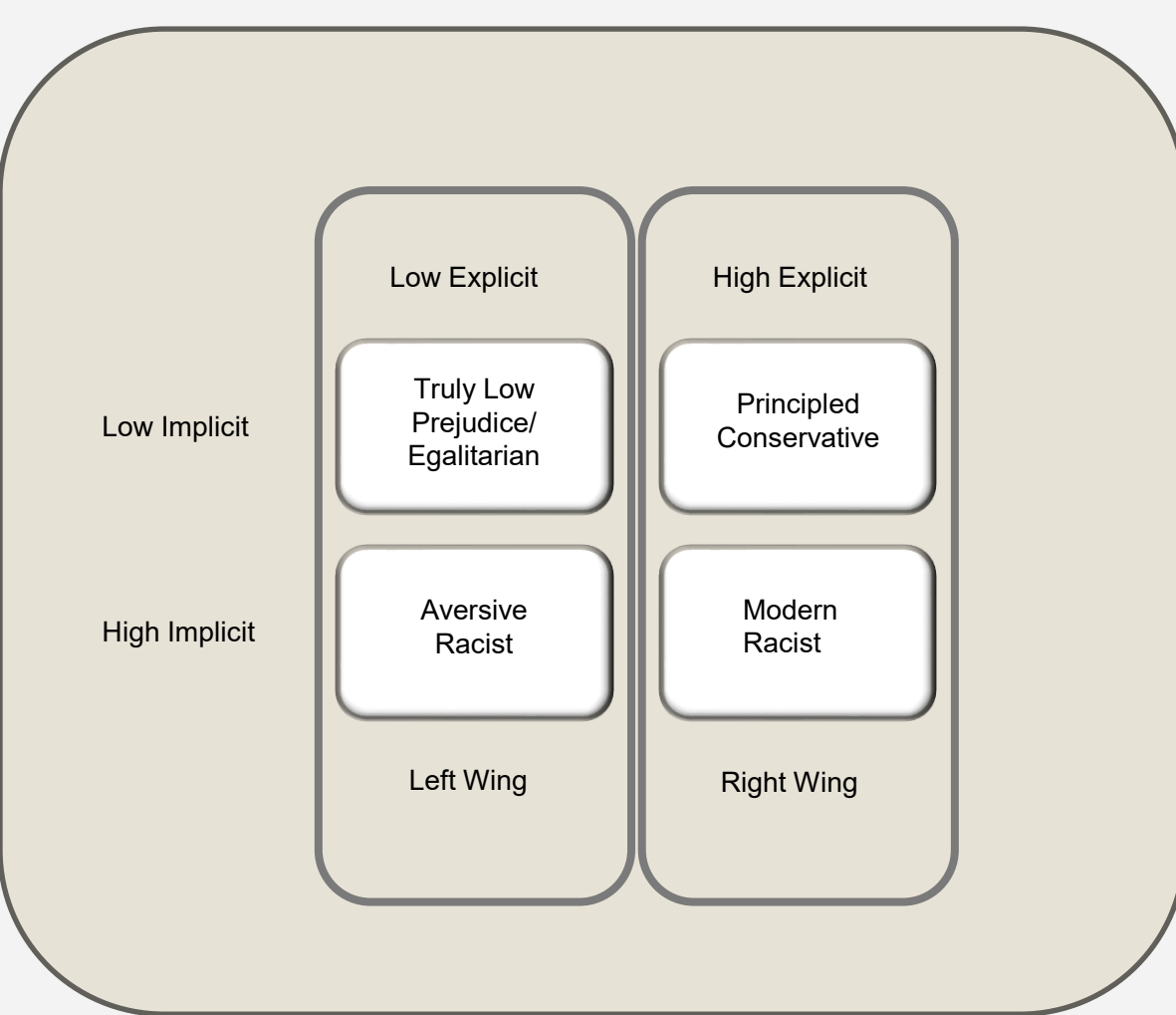


High Implicit but Low Explicit Prejudice: Aversive Racists

Aversive racists genuinely believe in equality, but unconsciously harbor racial prejudice.

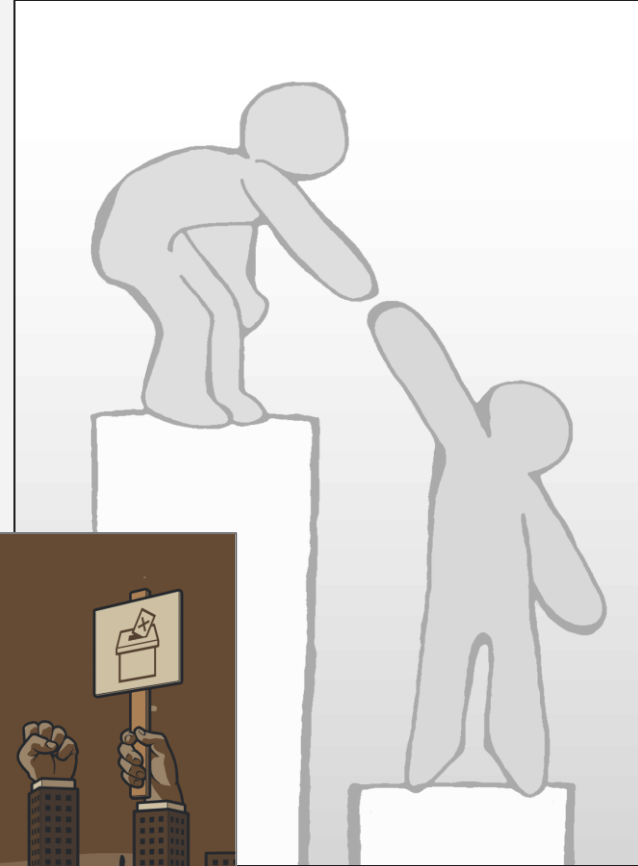


... aversive racists, in contrast to old-fashioned racists, endorse fair and just treatment of all groups...despite their conscious good intentions, aversive racists unconsciously harbor feelings of uneasiness toward blacks and thus try to avoid interracial interaction... when interracial action is unavoidable, aversive racists experience anxiety and discomfort, and consequently they try to disengage from the interaction as quickly as possible...their feelings will be expressed, but in subtle, unintentional, rationalizable ways that disadvantage minorities or unfairly benefit the majority group (Dovidio and Gaertner, 2004, p. 8).

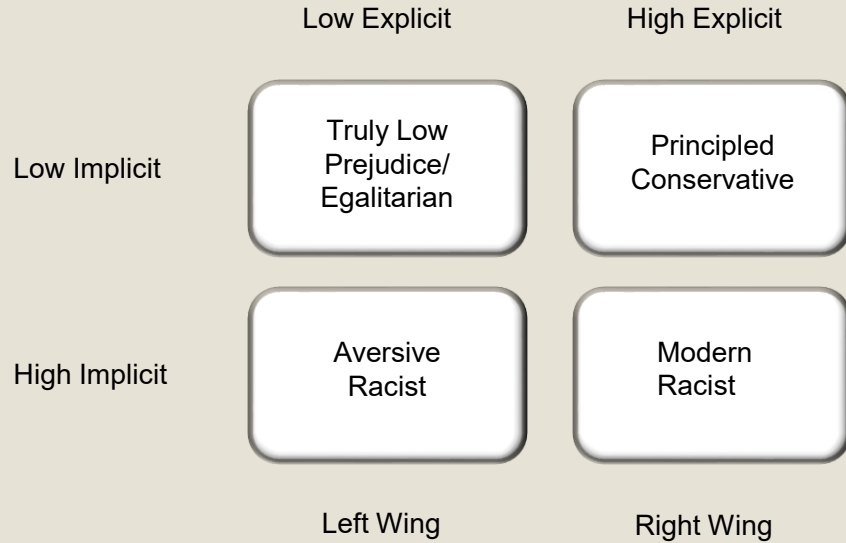


‘Political’ Prejudice

High Implicit but
Low Explicit:
Principled
Conservatives



**High Implicit &
High Explicit:
Modern Racists**



Measuring Prejudice in the Model



THANK YOU FOR LISTENING

Task

Create a plan to answer the essay question:

- What are the key definitions that you need to include?
- How do you introduce this topic?
- What are the arguments for/against?
- What are the key theories/studies?
- What is your conclusion?