

Prejudice and Discrimination

Lecture Six

The Development of Prejudice

Dr Paul Hutchings

Miss Katie Sullivan

Awareness of Social Categories

- Basic building block for human social cognition
 - Explicit and implicit awareness
- 2 – 6 years old – show development of explicit categorisation
 - Linked in to overextension etc.
- Implicit categorisation found much earlier
 - Langlois et al; Fantz

- Doll studies (Clark & Clark, 1947)

- Methodology still used in contemporary research
- Implicit preference for race – White doll preferred (even by Black children)
 - Similar findings for disability/obesity

Patterns of Prejudice

- Raabe & Beelmann (2011)
 - Maj group low contact = prej gets worse
 - Maj group high contact = prej gets better
 - Min group = pos prej gets worse

Intergroup Behaviour

- School/Peer groups
 - Time of high identity choices
 - Conformity
 - Self-segregation

Why So Aversive To Overweight People?

- Appears to start in childhood (Penny & Haddock, 2007)
 - Children show prejudice from an early age
 - Towards many out-groups; race, age... and overweight people
 - Child participants presented with drawings of children and asked which of them they would like to be friends with
 - Children preferred thin figures over fat figures
 - Even preferred other races over same-race fat figures
- Stronger prejudice in individualist cultures than collectivist cultures (Crandall et al., 2001)
- More negative attitudes in Caucasian women (Hebl & Heatherton, 1998)

Parental Influence

- Social Learning Theory
- Similarities in RWA attitudes (Fraley et al., 2012)
- Studies of KKK (Blee, 2002)
- Duckitt's models of RWA/SDO & application to children (Duckitt, 2001; Perry et al., 2013)

Peer & Media Influence

- Little correlation between friends on attitudes toward stigmatised groups
- Media – general principles appear to apply to media influence upon prejudice
- Certain types of media exposure may lead to higher prejudice (e.g., Burgess et al., 2011)