

## Chapter 13: Prejudice and Intergroup Relations

---

PSY 450  
Social Psychology

---

---

---

---

---

---

---

---

## Outline

---

- Common Prejudices and Targets
- Why Prejudice Exists
- Content of Prejudice and Stereotypes
- Inner Processes
- Overcoming Stereotypes, Reducing Prejudice
- Impact of Prejudice on Targets

---

---

---

---

---

---

---

---

## Prejudice and Intergroup Relations

---

- Prejudice: A negative feeling toward an individual based solely on his or her membership in a particular group (Affect)
- Discrimination: Unequal treatment based on group membership (Behavior)
- Stereotype: Beliefs that associate groups with traits (Cognition)
  - Subtypes: Categories for people who don't fit a general stereotype
- Racism: Prejudiced attitudes toward a particular race
- Aversive racism: Simultaneously holding egalitarian values and negative feelings toward minorities

---

---

---

---

---

---

---

---

# Prejudice and Intergroup Relations



- Why were people disturbed by Pat?
- Categorization
  - Natural human tendency to group objects
  - Categorization is a way for the human mind to think about something without much effort
    - e.g., tables and chairs are both types of furniture
- Social categorization
  - Sorting people into groups on common characteristics
    - e.g. race, gender, age, religion, sexual orientation
  - Western culture
    - We frown on stereotypes and prejudice
      - Even if there is a kernel of truth in the stereotype or prejudice

---

---

---

---

---

---

---

---

## What are the typical characteristics of:

- New Yorkers?
- Used car dealers?
- Attorneys?
- Fraternity members?
- Southerners?

---

---

---

---

---

---

---

---

# Prejudice and Intergroup Relations



- Outgroup members (Them)
  - People who belong to a different group or category than we do
- Ingroup members (Us)
  - People who belong to the same group or category as we do
- Out-group homogeneity bias
  - Assumption that outgroup members are more similar to one another than ingroup members are to one another
    - People have less exposure to outgroup members than to ingroup members
    - Are able to distinguish differences in ingroup members more quickly than outgroup members

---

---

---

---

---

---

---

---

## Common Prejudices and Targets



- Most prejudice arise from external characteristics
  - Racial prejudice (Racism)
    - e.g., Kenneth and Mamie Clark's Doll Study (1940s)
      - <http://abcnews.go.com/video/playerIndex?id=7216171>
  - Gender prejudice (Sexism)
- Most people claim not to be prejudiced
  - Behavior sometimes differs from expressed attitudes

---

---

---

---

---

---

---

---

## Common Prejudices and Targets

- Muslims
  - Prejudice and discrimination increased in US after September 11, 2001
  - Studies have shown that people are less responsive to persons with an Arabic name than a European name
- Homosexuals
  - Homophobia
    - Discrimination is often violent, as evidenced in the case of Matthew Shepard, beaten to death by two men because he was gay
- People who are overweight
  - People often respond in a visibly and verbally discriminatory way toward people who are overweight

---

---

---

---

---

---

---

---

## Food for Thought: Prejudice Against the Obese

- Anti-fat attitudes begin as early as preschool
  - Stigma of being overweight is strong across genders and ages
  - People who are overweight are viewed as less intelligent, less athletic, unpopular, unsuccessful, etc.
- Stigma
  - Individual's characteristics considered socially unappealing
    - Example: being overweight, mentally ill, sick, poor, or physically scarred
- Stigma by association
  - Discrimination toward people associated with a stigmatized person

---

---

---

---

---

---

---

---

## Why Does Prejudice Exist?

- Tendency to hold stereotypes and prejudices may be innate
- They are found all over the world, across genders, and in different cultures
  - Content of stereotypes is learned through socialization
- People automatically know stereotypes and have to work to override them

---

---

---

---

---

---

---

---

## Why Does Prejudice Exist?

- Ingroup favoritism
  - Preferential treatment or favorable attitudes toward one's own group members
    - e.g., A male business owner gives preferential treatment to his male customers but not his female customers
- Minimal group effect
  - Ingroup favoritism occurs even when group membership was random
    - e.g., When students are placed in dorms at random the members still show favoritism toward their own dorm mates

---

---

---

---

---

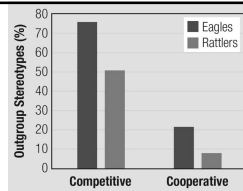
---

---

---

## Us Versus Them: Groups in Competition

- Intergroup relations at Robber's Cave (Sherif & Sherif, 1954)
  - After one week of group competition the two groups were intensely hostile
  - To induce cooperation, they introduced superordinate goals
    - Goals that can be achieved only by cooperating and working with others
      - e.g., Only by working together can a small town build a playground for the town children
      - Saving the environment must be done in cooperation with other individuals and nations



---

---

---

---

---

---

---

---

## Us Versus Them: Groups in Competition

- Realistic conflict theory
  - Competition over scarce resources leads to intergroup hostility and conflict
    - Two gangs fight over the drug proceeds from an area of their territory
- Competition
  - People can attain their goals only if others do not
    - At sporting events, the goal is for one team to win. In order for this to happen, then the other team must lose
- Cooperation
  - People must work together with others to help all achieve their goals
    - A team at an ad agency must work together to put together a campaign for a client

---

---

---

---

---

---

---

---

## Why Does Prejudice Exist?

- Rationalization for Oppression
  - Powerful group retains power through use of stereotypes and prejudices
- Prejudice and self-esteem
  - Can be self-affirming
  - If other groups are inferior, my group ("I") must be superior

---

---

---

---

---

---

---

---

## Stereotypes as Heuristics

- Stereotypes as mental shortcuts
  - Law of least effort (Allport, 1954)
  - Stereotypes simplify the process of thinking about other people
  - We conserve energy and effort by using stereotypes
  - Use information from other people versus direct experience

---

---

---

---

---

---

---

---

## Accuracy of Stereotypes

- Many stereotypes may be based on genuine difference, but then overgeneralized
  - e.g., Men are more aggressive than women
    - This stereotype is true most of the time but there are situations where this is not true
- Accuracy depends on how the stereotype is used
  - As heuristics, may be fairly accurate
  - Not when used to boost self-esteem or rationalize status quo
    - Exaggerated with little factual basis

---

---

---

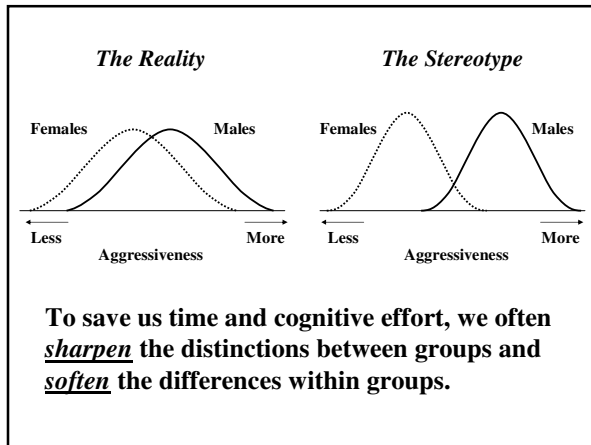
---

---

---

---

---



---

---

---

---

---

---

---

---

## Inner Processes

- Stereotypes can form on the basis of salience
  - Being obvious or standing out
- Scapegoat theory
  - Blame problems on outgroup, contributing to negative feelings
- Difficult times cause people to behave aggressively toward outgroups
- Conflict and stress bring out stereotypes
  - Anti-immigrant backlash in the US in bad economic times

---

---

---

---

---

---

---

---

## Overcoming Stereotypes and Reducing Prejudice

- Modern Americans have come far in overcoming many prejudice and stereotypes
- *With a Black first family and fewer people citing racism as a "big problem" these days, how much have the country's race relations changed?*
  - <http://abcnews.go.com/video/playerIndex?id=7237067>
- Must consciously override prejudice feelings
  - Automatic system may sustain prejudice
  - Implicit prejudices are strong predictors of behaviors

---

---

---

---

---

---

---

---

## Overcoming Stereotypes and Reducing Prejudice

- People exert themselves consciously to overcome and hide prejudices
- Internal and external motivations to overcome prejudice are not mutually exclusive
  - Internal Motivation
    - Prejudices are morally wrong
  - External Motivation
    - Avoidance of social disapproval

---

---

---

---

---

---

---

---

## Overcoming Stereotypes and Reducing Prejudice

- Contact Hypothesis: Under favorable conditions, regular interaction between members of different groups reduces prejudice
  - Negative stereotypes arise because groups don't have contact with each other
  - However, people of different groups often do not interact
  - This hypothesis only holds true under these conditions
    - People are of equal status
    - Contact is positive
    - Outgroup members are perceived as typical members of their group

---

---

---

---

---

---

---

---

## Overcoming Stereotypes and Reducing Prejudice

- Superordinate Goals
  - Jigsaw classroom
    - A cooperative learning technique for reducing feelings of prejudice
      - Each person learns one part of the information needed to complete a group project
    - Participation reduces racial prejudice
  - Symbols as superordinate goals
    - Patriotism and the flag (Plant, Butz, & Doerr, 2005)
      - Just having a flag in the room can reduce prejudice for those high in patriotism

---

---

---

---

---

---

---

---

## Impact of Prejudice on Targets

- Self-fulfilling prophecy: A prediction that ensures – by the behavior it generates – that it will come true
  - Example: Believing her neighbor doesn't like her, Judy is unfriendly toward the neighbor. Fairly soon the neighbor indeed doesn't like her
  - People sometimes come to act like the stereotypes others hold of them
- Self-defeating prophecy: A prediction that ensures – by the behavior it generates – that it will not come true
  - Example: Man who looks like Santa Claus refuses to act jolly
  - People will rebel against the stereotype they've been labeled with and refuse to let it be true

---

---

---

---

---

---

---

---

## Stereotype Threat

- Fear that one's behavior may confirm a stereotype that others hold...and often leads individuals to confirm these stereotypes
  - Most powerful when it is difficult to contradict
  - Black students perform better on IQ tests when they are not asked about their racial/ethnic background
  - Black men do better on a golf putting task when it is called "athletic ability" but White men do better when the same task is called "athletic intelligence"
  - Gay men are more anxious around when children after disclosing their sexual orientation to an interviewer

---

---

---

---

---

---

---

---