

Stereotypes and prejudice

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Definitions

- Stereotypes: *beliefs* associating a group of people with certain traits
- Prejudice: negative *feelings* toward people based on group membership
- Discrimination: Negative *behavior* directed at people because of their group membership

Basis of stereotyping

- Social categorization
 - Cognitive shortcut
 - Category rigidity and the “truth”
- Ingroups versus outgroups
 - Ingroup diversity and detail
 - Outgroup homogeneity (demonization)
- Sociocultural and motivational forces

Stereotype survival

- Individual differences: “entity” vs. “incremental theorists”
- Illusory correlation and distinctiveness
- Subtypes and “exceptions”
- Confirmation biases
- Automatic activation

Automatic activation

- Getting stereotype-consistent information
- Accessibility from priming
- *Application* promoted by lack of
 - personalizing information
 - cognitive strain
 - motivation to be accurate

Factors in prejudice

- Intergroup conflict without superordinate goals
- Social identity theory as a source of self-esteem
- Ingroup favoritism, outgroup derogation
- Actual low status and relative deprivation

Sexism

- Despite the book, it is SEX, not GENDER
- Sex-role stereotypes are *prescriptive* as well as *descriptive*. Blue and pink.
- Sociocultural: lore and media images
- Social roles, division of labor, and role-consistent behavior

Occupational choices*

- Stereotyped
 - Firefighter (98%)
 - Construction worker (97%)
 - Truck driver (95%)
- Comparable
 - Financial manager (49)
 - Bartender (52)
 - Physician's assistant (47)

* (% held by males)

Testing the differential

- Initial occupational choice
 - College teacher (42% female; 58% male)
- Possession of qualifications
 - Terminal degree of PhD
 - National prestige of doctoral university
- Length of continuous service
 - Any breaks before tenure?
 - Any breaks since tenure?
- Publication history
 - Number and quantity
- Teaching ratings

Racism

- An attitude: cognition, affect, behavior
- The old style
- “Modern” racism
 - Profound ambivalence
 - Emerges when safe or socially acceptable
- <https://implicit.harvard.edu/implicit/demo/>

Interpersonal effects

- Priming of expected hostility by high IAT
- Perceiving outgroups > stronger fMRI responses in amygdala (both races)
- Differential treatment on the basis of race
- Reactions often reflect level of one's own identification with one's race or sex

Stereotype threat

- Performance deteriorates if
 - There is a stereotype about the outcome
 - Situation primes this stereotype threat
 - Black students worse on SAT problems if task described as “test of intelligence” (Steele & Aronson, 1995)
 - Women students worse on math when wearing swimsuits in front of mirror (Frederickson, et al., 1998)

Out with the bad...

- Contact hypothesis: equal status, personal interaction, cooperative activities, and favorable social norms
- Jigsaw classroom: no one answer
- Cultural change
 - Queer eye for the straight guy
 - Brokeback Mountain