

stereotyping, prejudice, and discrimination

Components of Group Antagonism

- negative attitudes and beliefs about members of other social groups
- most of the time 3 interrelated elements:
 - Stereotypes (beliefs; cognitive component)
 - Prejudice (attitudes; evaluative / affective component)
 - Discrimination (actions; behavioral component)

Components of Group Antagonism

- in-group: a group to which we belong and that forms part of our social identity.
- out-group: any group with which we do not share membership.

Stereotypes

- stereotypes are beliefs about typical characteristics of members of a group or social category.
- a type of schema that involves
 - personality traits,
 - abilities,
 - motives,
 - attributions of out-group members

Stereotypes

- here are some stereotype [examples](#)
- usually contain much inaccuracy
 - over-generalized
 - overemphasize negative attributes
 - underestimate group variability
 - sometimes, may have a “grain of truth.”

Stereotypes

- bias stereotype holder' s perceptions
 - (e.g., Correll et al., 2002)
- can create a self-fulfilling prophecy
- can create stereotype threat
 - (e.g., Steele & Aronson, 1995)

Prejudice

- prejudice: evaluation of a group or a single individual based on group membership
 - traditionally unfounded and negative
 - suggest that they deserve an inferior social status
 - may include more complex and contradictory emotions

Prejudice

e.g., “I adore women. I love the way they look, the way they cook. I put women on a pedestal and worship them. But if a woman begins thinking that she can “lord it over” a man, she’s a problem and is no good for anything”

Prejudice

- forms of prejudice are based on 2 factors:
 - relationship with mainstream society: competitive or cooperative?
 - status: low or high?
- three basic forms of prejudice:

Prejudice

- contemptuous prejudice
 - e.g., towards the poor, gypsies, transsexuals...
- ambivalent prejudice: mixed
 - envious prejudice
 - e.g., Jews, upper classes...
 - paternalistic prejudice
 - e.g., elderly, disabled, housewives, women in general...

Prejudice

- ethnocentrism: “My group is better than all other groups”
 - prejudice about in-groups
- stereotypes and prejudice: are they really that different?
 - e.g., a person with AIDS
- aware of stereotypes, but not feel that way

Prejudice

- explicit prejudice: consciously held prejudicial attitudes toward a group
- implicit prejudice: unconsciously held prejudicial attitudes

Prejudice

Go to:

<http://www.UnderstandingPrejudice.org>

>> Exercises & Demonstrations <<

>> Test yourself for hidden biases <<

GENDER / RACE

Discrimination

- negative / patronizing behavior against members of specific groups
 - dislike, disrespect, resentment → prejudice
 - physical attack, not hiring, asking to drop a course → discrimination
- May be blatant or subtle
- Discrimination disguised as something else leads to attributional ambiguity

Stigma

- an attribute that serves to discredit a person or social group in the eyes of others
- becomes central trait for the individual, shapes meaning of all other traits
 - tribal identities: race, sex, religion, national origin
 - blemishes of individual character: mental disorders, addictions, homosexuality, criminality
 - abominations of body: physical deformities, physical disabilities, diseases, obesity

Racism

- prejudice and discrimination based on a person's racial background
- old fashioned racism:
 - blatant negative stereotypes
 - beliefs of in-group superiority
 - opposition to racial equality
- race-based stereotype activation: the darker the skin the more negative associations

Racism

- aversive racism:
 - more subtle than old-fashioned
 - a mix of positive and negative beliefs and feelings
 - causes to avoid interaction with members
 - involves ambivalent prejudice
 - response amplification: when ambivalent, responses tend to get more extreme

Sexism

- attitude, action, or institutional structure that subordinates a person because of his/her sex
- focuses on prejudice and discrimination that males direct at females
- patriarchal societies: males dominate
- old-fashioned sexism: ideology that women are inferior and need to be controlled

Sexism

- ambivalent sexism: based on positive (benevolent) and negative (hostile) attitudes
- men who believe that:
 - women are “wonderful” as long as they:
 - conform to traditional gender roles
 - do not compete for powerful social roles
- varies from culture to culture, may even be used to justify violence

Sexual Prejudice

- negative attitudes based on sexual orientation (homosexuals, bisexuals, transsexuals, or heterosexuals)
- heterosexism: system of cultural beliefs, values and customs that
 - praises heterosexuality
 - denies, denigrates, and stigmatizes other behavior or identity
 - take a look at Social Sense OLC

Characteristics of Those Expressing Antigay Attitudes:

- male rather than female
- racially prejudiced, sexist, authoritarian
- conservative religious organizations
- traditional gender-role attitudes
- friends with similar negative attitudes
- less personal contact with gay men / lesbians

Learning Prejudice

- socialization: the process by which children learn the social norms of their environment
 - by age 4 or 5 start to show.
 - by adolescence, hard to change
- media coverage reflects and reinforces stereotypes

Psychodynamic Approaches

- an individual's personality
- authoritarian personality:
 - exaggerated submission to authority
 - extreme conformity to conventional standards
 - hostility towards deviants
 - ethnocentrism
- displaced aggression: aggression expressed against a target other than the source of frustration, usually a safer one

Categorization

- man/woman, dark/light skin, young/old, rich/poor
 - automatically and unconsciously
 - influence of social norms
- can you tell what would be the most important cues to pay attention in Turkey?
- loaded affectively: labels \Rightarrow evaluations
 - e.g., large vs. fat; gay vs. queer

In-group Bias

- Categorization and perceiving people as members of in-groups and out-groups
- in-groups (us) are evaluated more favorably than out-groups (them)
 - group serving biases (attributions)
 - assumed similarity effect
 - out-group homogeneity effect

In-group Bias

- social identity: part of our self-concept derived from our group memberships
 - knowledge
 - evaluation
 - emotional significance
- e.g., thbt member, from adiyaman, sociology student, working class parents...

In-group Bias

- social identity theory states that:
- we categorize in- and out-
- derive self-esteem from our social identities
- self-concept depend on in-group evaluations

Intergroup Competition

- realistic group conflict theory:
 - a real conflict of resources, values, interests
 - increased hostility toward out-group; increased loyalty toward in-group
 - relative, rather than absolute, deprivation is important

Intergroup Competition

- robber' s cave experiment: Muzafer Sherif
 - develop different identities: rattlers & eagles
 - competitive games encouraged increased hostility and aggression
 - cooperation and superordinate goals encouraged decreased prejudice
- mere perception of conflict rather than actual is sufficient for prejudice

Intergroup Competition

- social dominance theory:
 - emphasize hierarchy of power in societies
 - dominant group(s) enjoy most power & assets
 - subordinate groups receive most liabilities
 - stereotypes and prejudice serve to justify oppression

Herman Goring,
Hitler's Commander of Nazi Storm Troopers
(1893-1946)

- “It’s always a simple matter to drag the people along whether it’s a democracy, a fascist dictatorship, a parliament, or a communist dictatorship. All you have to do is tell them they are being attacked, and denounce the pacifist for lack of patriotism, and exposing the country to great danger.”

Reducing Prejudice

1) subtypes or subcategories help maintain stereotypes despite personal experience

- e.g., women: housewives, career women, athletes, feminists, sex objects.
- rather than changing stereotype, conclude “she’s not like one of them”

Reducing Prejudice

2) monitor stereotyped thinking

- conscious effort to use more rational, inductive strategies
- requires conscious deliberate attention
 - just like breaking a bad habit
 - rebound effects
- requires self-awareness & self-regulation
- discrepancy associated consequences: guilt and self-criticism

Reducing Prejudice

3) breaking the silence

- assertive responses from targets
- communicate displeasure to perpetrator
- raises awareness, reduces prejudice
- reduces negative feelings of target

Reducing Prejudice

4) intergroup contact

- reduce segregation (school, work, housing)
- will reduce hostilities when specific situational conditions are met

Reducing Prejudice

- Gordon Allport's Contact Theory:
 - equal social status
 - sufficient frequency, duration, closeness
 - cooperative interdependence
 - institutional support / social norms
 - friendship potential
- all conditions need to be met
 - e.g., “jigsaw technique”

Reducing Prejudice

5) Recategorization

- form a larger, more inclusive group to combine in- and out-groups
- superordinate group
 - e.g. “we are all peoples of this land”
- cross-cutting categories
 - e.g. “people of our culture around the world”