

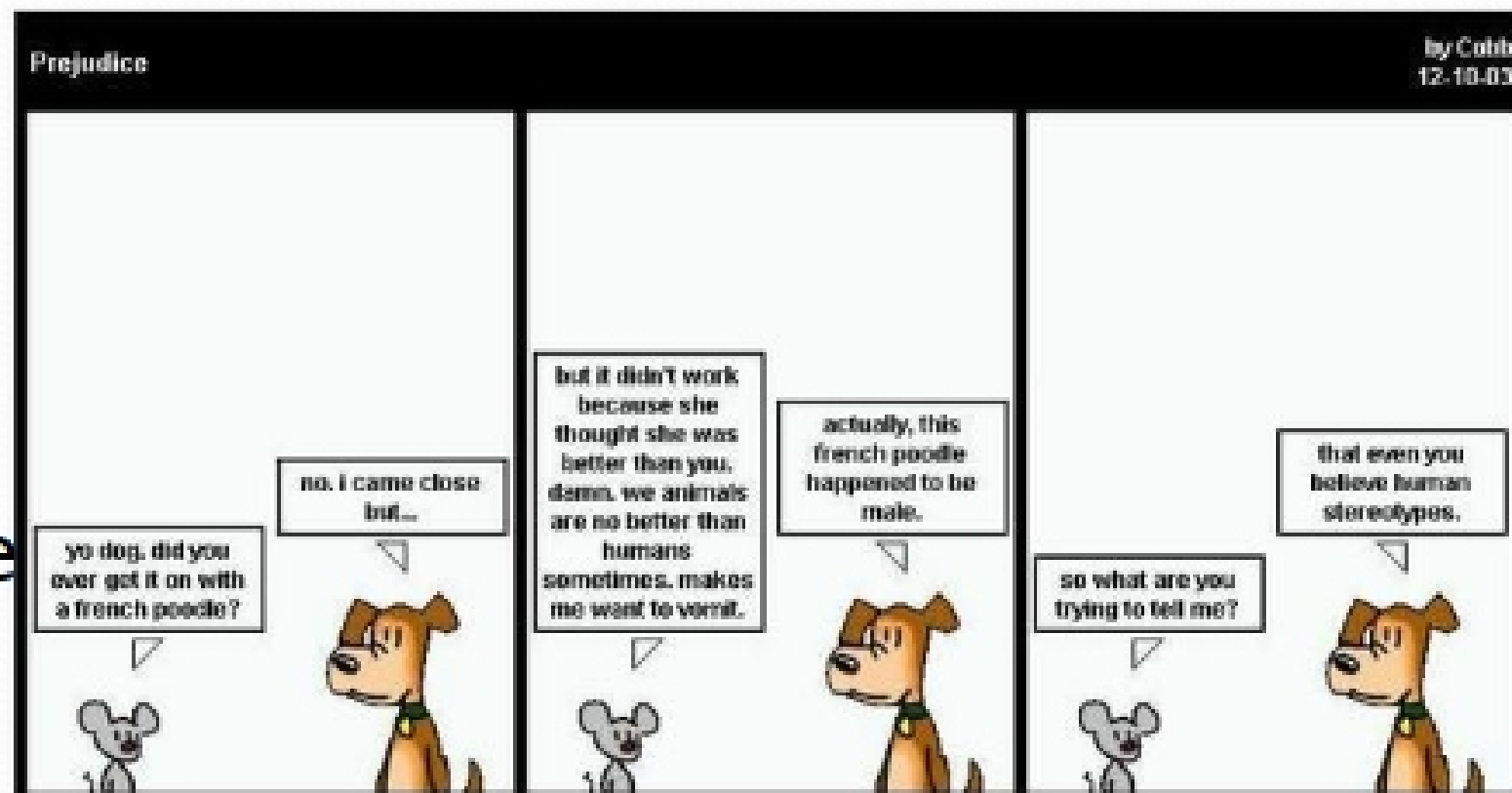
# Prejudice

- **Prejudice:** drawing negative conclusions prior to evaluating the evidence
- **Stereotype:** a belief (positive or negative) about a group's characteristics that we apply to most members of that group
  - Mental shortcut
- Some may be accurate, but others are due to *illusory correlations* and the *confirmation bias*

# Prejudice

- Stereotypes can result in the **ultimate attribution error**, or attributing negative behavior of some group entirely to their disposition

- Also attribute positive behaviors to luck or as rare exceptions



# Nature of Prejudice

- **Adaptive conservatism** - better safe than sorry
- **In-group bias** means that we favor those within our group compared to those without
- **Out-group homogeneity** is the tendency to view people outside our group as similar

