

CHAPTER 5: STEREOTYPES & PREJUDICE

1. THE ABCS OF STEREOTYPES, PREJUDICE, AND DISCRIMINATION

- A. **Stereotypes** [C]: endorsed or unendorsed knowledge about the attributes associated with a group of people
- B. **Prejudice** [A]: a positive or negative attitude towards others based on group membership
- C. **Discrimination** [B]: unjustifiable negative behavior towards others based on group membership

2. DEFINITIONS

- A. **Isms**: Racism, sexism, etc.
 - i. An individual's prejudicial attitudes, beliefs, and discrimination towards people of a given group
 - ii. Institutional practices that subordinate people of a given group
 - 1. *Examples: dance clubs with dress codes, lack of wheelchair access to buildings, English exam for LPGA Tour*

3. SOCIAL CATEGORIZATION

- A. **Social Categorization**: the process by which we place people into meaningful social groups
 - i. Necessary element for stereotypes, prejudice, and discrimination
 - ii. Ex: Tufts v. Harvard; Faculty v. Students, etc.
- B. **Stereotyping**: process of using information about the group to make judgments
 - i. The features we use to categorize people are sometimes features that are stereotypic of the group
 - ii. Example: skin tone
- C. **Categorization**: people use physical features to categorize others; stereotypes can guide categorizations

- i. Gender, sexual orientation
 - 1. *Facial characteristics, vocal tone, body morphology: jawline, waist to hip ratio, gait, etc.*
- ii. Race
 - 1. *Facial characteristics, clothing style, dialect: baggy jeans, skin tone, etc.*
- iii. Consequences of Categorization
 - 1. **Perceptual Accentuation:** *Within-group differences are minimized; between-group differences are maximized*
 - 2. **Out-group homogeneity:** *members of out-groups are perceived to be all alike relative to members of in-groups*
 - 3. *The Line Study (1963) by Tajfel & Wilkes*
 - a. *Those who got labels recalled lines to be more similar if they were categorized together into labeled groups*
 - 4. *Cross Race Recognition Deficit*
 - 5. **In-group Bias:** *tendency to favor members of your in-group*

4. COGNITIVE PROCESSES

- A. Cognitive perspective on stereotypes: a stereotype is a cognitive structure that can guide social perception; mental filter through which we view the world (Schema, expectancy, role)
 - i. Only if it is activated in some way; yet, even if it is activated, it can be controlled
- B. **Stereotype Activation:** stereotypes can be consciously or unconsciously switched on/primed in a variety of ways
 - i. Noting distinctive physical features
 - ii. Social group label
 - iii. Voice tone, accent, dialect
 - iv. Name
- C. **Implicit Associations:** associations like this may be inconsistent with how you think about yourself, but they are pervasive
- D. **Illusory Correlation:** perceiving an exaggerated correlation between infrequent groups and distinctive events and groups and events we already expect to go together
 - i. Examples: Islamic men and terrorism; lesbian women and masculine behavior; elderly people and poor driving

- E. **Hypothesis Confirmation Bias:** looking for and seeing what we already believe particularly when behavior is ambiguous
 - i. Stereotypes and prejudices act as hypotheses that guide how we look for and process information about others
 - ii. Examples: any stereotype about a group that leads you to assume something about a novel individual

- F. **Attributional Bias:** we make dispositional/trait attributions about group members from their social roles without realizing the contribution of social roles to their behavior
 - i. Examples:
 1. *Poor people stereotypes about laziness and lack of education (dispositional stereotypes); racial minorities*
 2. *Cultural myths → the American Dream, anyone can make it if they work hard enough, so efforts are proportional to output*

5. SUMMARY: COGNITIVE PROCESSES

- A. Social categorization and stereotyping influence perception in ways that reinforce each other
- B. Implicit biases reflect the relative spontaneity of associations between concepts and social groups
- C. Illusory correlation, confirmation biases, and attributional biases explain the formation and maintenance of stereotypes

6. SOCIAL PROCESSES

- A. **Self-fulfilling prophecies:** also known as behavioral confirmation; we can create stereotype-consistent behaviors in others
 - i. Perceiver's expectancies lead their behaviors towards the target. Resultantly, the target's behavior is influenced by the perceiver's expectancy-led behavior
 - ii. Snyder, Tanke, & Berscheid (1977) Self-Fulfilling Prophecies Study: male female pairs tested; communication by phone
 1. *IV: Attractiveness of photograph*
 - a. *Males (mis)informed that pictures are of conversational partners*
 - b. *Shown picture of attractive or unattractive female*
 - c. *Females were blind to the conditions (unaware of what the male had seen)*
 2. *DV: Judge's ratings*