

Social Psychology
Lecture 10: Prejudice
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In our previous discussion, we examined the structured methods used to deliberately shape and alter core attitudes and behaviors. We explored the two routes to persuasion, analyzed the key elements that drive persuasion specifically the communicator, message, medium, and audience. We concluded by discussing why resisting persuasion is not always the optimal choice.

In this lesson, we will explore how groups function and how they influence individual behavior. We will also dive into group decision-making, what causes group conflicts, and how to resolve group conflict successfully.

At the end of this lecture, you will be able to:

1. Differentiate between stereotype, prejudice, and discrimination.
2. Identify the social, motivational, and cognitive sources of prejudice.
3. Explain the consequences of prejudice on individuals and society.
4. Propose effective ways to combat prejudice and discrimination.

STEREOTYPE

- an overgeneralized belief about the personal attributes of a group of people.
- They may be true, false or over generalized
- It may contain positive or negative information
- Examples:
 - “Americans are outgoing.”
 - “African Americans are good at sports”.

Gender Stereotype

- people’s belief about how women & men do behave based on socially and culturally defined beliefs.
- Examples:
 - Women are naturally nurturing, emotional, and sensitive.
 - Men are aggressive and logical.

The Stability of Stereotypes

1. When people encounter instances that disconfirm their stereotypes of a particular group, they tend to assume that those instances are atypical subtypes of the group.
2. People’s perceptions are influenced by their expectations.
3. People selectively recall instances that confirm their stereotypes and forget about disconfirming instances.

PREJUDICE

- A negative belief or feeling about a particular group of individuals.
- Prejudices are often passed on from one generation to the next.
- Ex: Racism, sexism, ageism, homophobia

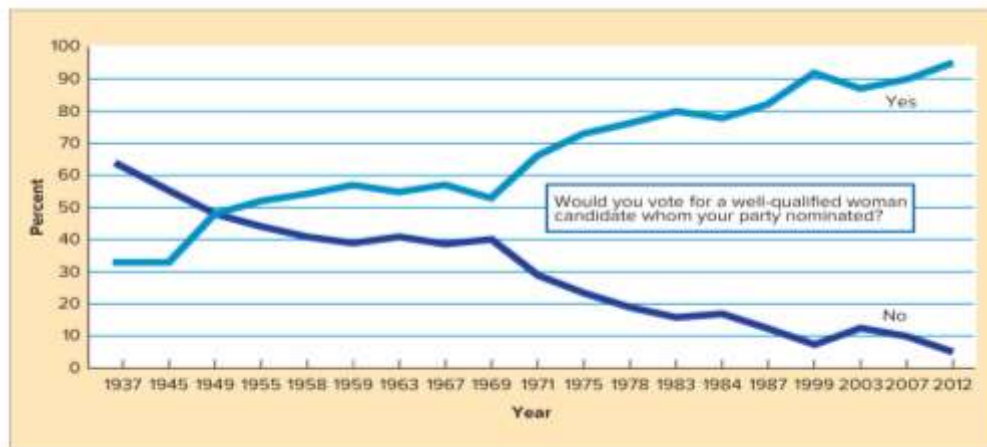
1. RACISM

- an individual's prejudicial attitudes and discriminatory behavior toward people of a given race
- Ex: negative attitudes against Indians, and discrimination against them in employment and immigration
- ***Brown vs. Board of Education of Topeka, Kansas***
 - **Lawsuit:** Oliver Brown, partnered with the NAACP and 12 other parents to sue the Topeka Board of Education.
 - Thurgood Marshall and his team referred to the “Doll Test” studies of social psychologists Kenneth and Mamie Clark as evidence for the destructive effects of social segregation.

- **Findings of Doll Test:** Children perceived white as “good” & “pretty” and black as “bad” & “ugly”
- **Conclusion:** at age 6 or 7, black children have already accepted their inferior status in society (Clark & Clark, 1947)

2. SEXISM

- an individual's prejudicial attitudes and discriminatory behavior toward people of a given sex
- A system of beliefs and behaviors that perpetuate inequality based on sex.
- A 2007 poll found out that the percentage of Americans who are willing to vote for a qualified female candidate is: 88 % in 2007, 57 % in 1967, 33 % in 1937



Source: Data from Gallup Polls., Cited in Myers, D. G. & Twenge, J. M. (2021).
Social Psychology 14th ed. McGraw-Hill Higher Education

- In Asia: Sons are more highly prized than daughters, contributing to a rise in number of sex-selective abortions
- In China, 95 percent of orphanage children are girls
- Natural sex ratio (global) → 1.05 to 1 (105 male babies are born for every 100 female babies)
- China → 120 male for every 100 female
- Guangdong & Hainan → 135 male to 100 female

TYPES OF SEXISM

A. Hostile Sexism

- The most overt form of sexism, characterized by openly negative attitudes and behaviors towards a particular sex, most often women.

Examples:

- Sexist insults and slurs – “slut”, “bitch” and “whore”
- Explicit expressions of prejudice, contempt, and resentment towards a particular gender.
- Sexual harassment and acts of violence against women
- Globally, 6 out of 10 women experience sexual and physical violence in their lifetime (United nations, 2010)

B. Benevolent Sexism

- This form of sexism appears more subtle and even positive, but it still reinforces traditional gender roles and limitations.
- It involves paternalistic attitudes that portray women as delicate, innocent, and in need of protection.
- Why is it harmful?
 - Limits women's opportunities
 - Reinforces dependence
 - Undermines equality

Examples:

- Insisting on paying for a woman's meal or holding doors open for her, even when she expresses a desire to do these things herself.
- Complimenting a woman's appearance or domestic skills while ignoring her other accomplishments.
- Describing women as "pure" or "innocent," implying they need to be shielded from the harsh realities of the world.

C. Ambivalent Sexism

- The belief that some women are worthy of love and respect, while others deserve bad treatment.
- How women are categorized as worthy or unworthy wholly depends on personal views.
- Combination of benevolent and hostile sexism.

Examples:

- A man may be respectful to his mother and grandmother, but he does not believe women who are not related to him are worthy of the same respect.

Institutional Sexism

- Occurs when the society provides different opportunities and benefits for one sex over the other.
- This refers to sexism that is embedded within the structures and practices of institutions, such as workplaces, schools, and legal systems.
- It can result in unequal opportunities, discriminatory policies, and a culture that favors one sex over another.

Four Areas Where Institutional Sexism Can Be Found

○ *At Work*

- Hiring and promotion processes that favor men.
- Pay gaps where women earn less than men for comparable work.
- Lack of women in leadership positions.
- Workplace policies that don't accommodate the needs of women, such as those related to pregnancy or caregiving.

○ *At Home*

- Women often bear a disproportionate burden of housework, childcare, and emotional labor, even when they also work outside the home.
- In the Asian regions, women's unpaid work hours are as long as (if not longer) than paid work (Armstrong & Richter, 2019).

- Unpaid work includes meal preparation, cleaning, washing clothes, water and fuel collection, and direct care of persons (United Nations)
 - **Second shift** (double burden) – the additional workload of a person with income who is also expected to do domestic labor but without pay.
- ***In Politics***
 - Women are consistently underrepresented in political leadership positions. The absence of women's voices in policy-making leads to policies that may not adequately address the needs of half the population.
 - Issues such as reproductive rights, childcare, and gender-based violence may be marginalized.
 - Parliamentary procedures and schedules may not accommodate the needs of women with caregiving responsibilities.
 - ***In the Military***
 - In several countries all over the world. Most of the members of armed forces are men, particularly heterosexual men; while women and homosexual men are barred from the service in some countries.

3. AGEISM

- an individual's prejudicial attitudes and discriminatory behavior toward people of a certain age.
- Ex: Tendency to regard older people as debilitated, unworthy of attention, or unsuitable for employment.

4. HOMOPHOBIA

- prejudice and discrimination of individuals based solely on their sexual orientation.
- Negative feelings often result in discrimination, such as the exclusion of lesbian, gay, bisexual, and transgender (LGBT) people from social groups and the avoidance of LGBT neighbors and co-workers.

- This discrimination also extends to employers deliberately declining to hire qualified LGBT job applicants.

In Western countries, anti-gay prejudice is rapidly diminishing BUT...

In the United States...

- 27 percent support same-sex marriage in 1996
- 55 percent support same-sex marriage in 2014

Generation gap:

- 78 percent of 18- to 29-year-olds supportive
- 42 percent of those over aged 65 are supportive
- In a school survey, 8 out of 10 gay-lesbian adolescents reported experiencing sex-related harassment in the prior year (GLSEN, 2012).
- Nearly 6 in 10 gay and lesbian American adults report being “subject to slurs or jokes”.
- 3 in 10 report having been “threatened or physically attacked” (Pew, 2013).
- Two-thirds of British gay youth report experiencing homophobic bullying (Hunt & Jensen, 2007).
- Thirty-nine percent report having “a friend or family member” reject them because of their sexual orientation or gender identity (Pew, 2013).

Does it cause actual harm?

- In U.S. states without laws protecting the LGBT against hate crime and discrimination, LGBT people experience substantially higher mood disorder rates, even after controlling for state differences in education and income.
- Communities where anti-gay prejudice is commonplace are communities with high rates of gay-lesbian suicide and cardiovascular death.
- Between 2001 and 2005, sixteen states banned same-sex marriage. In those states, gays and lesbians (but not heterosexuals) experienced:
 - 37% increase in mood disorders

- 42% increase in alcohol use disorders
- 248% increase in general anxiety disorders.

SOCIAL SOURCES OF PREJUDICE

1. **Unequal status** – ex. master and slaves
 - **Social dominance orientation** – a motivation to have one’s group dominate other social groups. This desire to be on top leads people high in social dominance to embrace prejudice and to support political positions that justify prejudice.

2. **Socialization** – the influence of parents to children
 - Children’s implicit racial attitudes reflect their parents’ explicit prejudice
 - Parental attitudes assessed shortly after their babies are born predict their children’s attitudes 17 years later (Fraleley et al., 2012).
 - **University of California researchers:** to uncover the psychological roots of an anti-Semitism
 - **Ethnocentrism** – believing in the superiority of one’s own ethnic and cultural group and having a corresponding disdain for all other groups.
 - **Authoritarian personality** – a personality that is disposed to favor obedience to authority and intolerance of outgroups and those lower in status.

3. **Conformity** – those who conformed most to other social norms were also most prejudiced; those who were less conforming mirrored less of the surrounding prejudice (Pettigrew, 19580).

4. **Institutional Supports** – school, government, media
 - Face-ism

MOTIVATIONAL SOURCES OF PREJUDICE

1. **Frustration and aggression**

- **Scapegoat theory** – people may be prejudice toward a group in order to vent their anger
- **Realistic group conflict theory** – prejudice arises from competition between groups for scarce resources.

2. **Social Identity** – the "we" aspect of our self-concept. The part of our answer to "Who am I?" that comes from our group memberships. Ex: "I am Filipino."; "I am Catholic"

- **Social identity theory**
 - **Categorize** – We find it useful to put people, ourselves included, into categories.
 - **Identify** – we associate ourselves with certain groups (our ingroups) and gain self-esteem by doing so.
 - **Compare** – we contrast our groups with other groups (outgroups), with a favorable bias toward our own group.

3. **Need for status, self-regard and belonging** – to perceive ourselves as having status, we need people below us.

COGNITIVE SOURCES OF PREJUDICE

1. **Categorization** – to organize the world by clustering objects into groups.
 - **Outgroup Homogeneity Effect** – the tendency to see outgroup members as similar to one another but ingroup members as diverse individuals
Ex: "All Caucasians look alike."
 - **Own-race bias** – the tendency for people to more accurately recognize faces of their own race.

2. **Attribution** – we attribute others' behavior so much to their inner dispositions that we discount important situational forces.

- **Group-serving bias** – explaining away outgroup members' positive behaviors; also attributing negative behaviors to their dispositions. Ex: ***“They fail because they’re stupid; we fail because we didn’t try.”***
- **Just-world hypothesis** – the tendency of people to believe that the world is just and fair and that people therefore get what they deserve and deserve what they get.
 - ~ Rape victims must have behaved seductively.
 - ~ Battered spouses must have provoked their beatings.
 - ~ Sick people are responsible for their illness.
 - ~ Successful people deserve what they have.

CONSEQUENCES OF PREJUDICE

1. DISCRIMINATION

- A negative *action* toward members of a specific social group.
- Example: Employee is treated unfavorably because of his or her race, skin color, national origin, gender, disability, religion, or age.

2. STEREOTYPE THREAT

- A self-confirming apprehension that one will be evaluated based on a negative stereotype.
- Example: Being small in a basketball team, people will expect you to be a detriment to their team and that tends to undermine your confidence

How Can We Combat Stereotyping and Prejudice?

1. **Contact hypothesis** – prejudice declines when people in an ingroup become more familiar with the customs, norms, food, music, and attitudes of people in an outgroup.
2. Group interdependence
3. Education
4. Motivation

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