

Implicit Prejudice Ballot Measure 9 (BM9)

- Showed how Christian fundamentalists tried to legislate discrimination against Gays and Lesbians in Oregon

Many prejudice theories depicted

- Authoritarianism (social learning)
- The link between stereotypes and prejudice
- System-justification theory
- Realistic group conflict theory

Authoritarianism

- Recall that it is based on
 - Conservatism (fear of change)
 - Obedience to Authority
 - Desire to punish deviants
- Bob Altemeyer put these together to model how authoritarianism leads to prejudice

A model of authoritarianism

- Fear of a dangerous world → strict obedience to authority (e.g., the Bible)
- The authority granted → _____
- Moral superiority → willingness to punish those who disagree
- “Fear causes people to grab the gun and cock the trigger; moral superiority releases the trigger” – Bob Altemeyer (1988)

“Equal opportunity bigots”

- You noticed how the campaign spread to other groups as well
 - The Catholic church was vandalized
 - Swastikas started to appear
 - Racial slurs and epithets became common
- Hatred beget hatred so that the entire community suffered

Stereotypes & Prejudice

- Still, the campaign against gays and lesbians was especially violent
- It was _____ by gay and lesbian stereotypes (e.g., gays are promiscuous, are pedophiles)
- One activist points out a good example of “_____ correlation” (“If you pair the word homosexual with pedophilia often enough, people will start to believe it”)

System-justification

- In some respects, the young people in the film are the most frightening of all
- They justify their hatred by rendering gays as _____

Nevertheless

- The high school kids were quick to dismiss the OCA speaker (“I just want to know who is next”)
- And many people saw the parallels to the situation in Oregon and Nazi Germany – “I voted NO b/c my father escaped from Nazi Germany, and this is how it begins”

Realistic Group Conflict

- Realistic group conflict theory argues that prejudice stems from _____ for scarce resources (e.g., land, water, jobs)
- Palestinian-Israeli conflict is the classic example
- Prejudice is based on a _____ fear that if the other group wins, your group will lose

Realistic Group Conflict

- The argument that homosexuals were asking for “special rights” is an _____ example – civil rights are not “scarce”
 - Irrational conflicts arise from beliefs in what is called a mythical _____ pie
- Stems from the illusion that a resource is scarce when in fact, it is not
- So heterosexuals feared they would somehow be discriminated against if gays and lesbians were treated equally
 - “Does this mean I won’t get a job?”
 - “It took women 20 years to get maternity leave – are gays now going to get special treatment, too?”

Escaping Devaluation

- The campaign led to a general devaluation of gays and lesbians in the community
- But as you saw, they banded together and overcame the efforts to legalize discrimination against them
- Group identity can be good – and can help people escape devaluation

Options for people whose ingroup is a “cultural outgroup”

- The first set pertains to what people can do in groups (social _____)
- The second set concerns when you are on your own (social _____)

Social Change (_____ Level)

- _____ = Work to redefine your group as part of the cultural ingroup
- _____ = Redefine what is valuable
- _____ = Compete with the cultural ingroup (e.g., resort to supremacism)

- Nazi propaganda portrayed Jews as vermin (“rat people”); banners at rallies blatantly read “Jews are the cause of all our problems”
- To _____ themselves as humans, Jews organized protests, formed resistance groups with Gentiles, and tried to use the media
- Many refused to leave, hoping that their collective loyalty would cause them to be perceived as “true blue” Germans

Social _____

- Black Power Movement tried to redefine beauty (“Black is Beautiful”)
- _____ feminists argue that female qualities are morally better than male ones
- Dan Savage (writes a sex advice column); jokingly refers to heterosexuals as “_____” (gays don’t contribute to overpopulation!)

Social _____

- _____ resort to this
- Jews (foiled by recategorization efforts) resorted to Zionism, demanding their own country
- Malcolm X similarly argued for complete racial separation

Question

- Which of these did people in BM9 use?

Answer: _____

- “Work to redefine the outgroup as part of the cultural ingroup”
- In this case, they strived to _____ gays and lesbians as human (versus subhuman -- animals)
- They did this through protests, media attention, and by rallying other members of the community to their cause

Social _____ (Personal Level)

- When revolution is not an option (when you are on your own), there are other options to choose from

Dissociate (real distance) = _____ and _____

Disidentify (psychological distance) = _____
and _____

Dissociate

- The distance between you and your ingroup is practically or physically _____
- “Passing” is used by many gays and lesbians
 - Jews who emigrated often changed their names
 - Blacks who can “pass” as Whites were considered lucky
- Escape simply means to leave the threatening situation (e.g., emigrate)

Disidentify

- If you can't get real distance, you can aim for _____ distance
- Subtyping self out of the category
 - “Most women can't do math, but not me!”
 - “Most Blacks don't play country music, but not me” (Charlie Pride)
- Note: this is the same idea as subtyping others, but the process is applied to yourself

CORFing

- “Cutting off Reflected Failure” is another means of psychological distance
 - Colin Powell now fights against affirmative action (despite his own reliance on it)
 - Camille Paglia attacks women for being rape victims
- By engaging in _____ **victim blaming**, people can disidentify with their ingroup and regain a sense of personal _____
- All of these are ways minorities may try to avoid being devalued by society as a whole
- Some means are more costly than others; some are more feasible than others; some bring greater rewards
- Some can be done alone; others must be done in groups

Explicit Prejudice

- As we saw in BM9, prejudice toward homosexuals remains explicit (overt) in our society
- It is backed up by religious teachings and the government (e.g., their sexual practices remain outlawed in many states; only in Vermont may they legally marry; “Don’t ask don’t tell” military policy isn’t very effective)
- Employers also discriminate against them by not giving them the same rights (e.g., health care for partners)

Explicit Prejudice Measures

- Explicit measures of prejudice = _____
- Consciously controlled, they involve deliberative responses, not automatic reactions
- Their great flaw is that they rely on people being both willing and able to report how they feel

Implicit Prejudice

- Many minorities today do not suffer explicit prejudice
 - It is now socially undesirable to be prejudiced toward many groups
- But does prejudice go away, really? Or do people remain (implicitly) biased?
- Implicit prejudice = hidden, covert, nonconscious

Implicit Prejudices

Formal definition:

- “The automatic associations that people have between _____ and _____”
- They are believed to be culturally transmitted, like a virus (“brainwashing”) – and based on long-term _____ between groups
- Even when we have consciously worked not to be biased, we have learned that some groups are better than others

Implicit Prejudice Measures

- Due to the willing and able problem, researchers have increasingly turned to implicit measures
- Responses are spontaneous, automatic (not controlled)
- The most popular are based on reaction time data

The Implicit Association Test

- One of the most popular is the IAT
- A clip from Discovery's documentary, "How Biased Are You?" demonstrates it
- Although the method was changed for the video presentation, the basic principle is the same
- It measures the "automatic links" in our minds between (for example) White+good and Black+bad

Post-video

- It is interesting that even avowed non-racists often showed implicit prejudice
 - This was true even for some African Americans
- Hundreds of thousands of web site visitors
 - About _____% of Whites (and _____% of Blacks) show implicit prejudice
- The data for Blacks supports which theory of prejudice? SIT or SJT?

Does implicit prejudice matter?

- Greenwald stressed that it is likely to play a role in our behavior
- Especially under conditions in which we feel uncertain, or the situation is ambiguous, or somehow threatening – the times when "emotions" rule over "reason"

Examples

- Many people (Blacks and Whites alike) spontaneously cross the street when they see a group of young Black men approaching
- People of color are more likely to be accidentally _____
- Replicated in laboratory research, using simulated video games (Black citizens holding harmless objects, such as beer bottles or flashlights, are "shot" by accident twice as often as Whites are)
- When people take the time to think, they are _____ likely to be influenced by their implicit prejudices
- The problem is, we don't always take the time (people often behave mindlessly)
- And we don't always realize that our judgments might be tinged with bias

Implicit prejudice in the lab

- Researchers often find that implicit prejudice is a _____ correlate of discrimination, compared with self-reports
- Here's a list of some of the things it predicts

A partial list

- Unfriendliness toward African Americans
- Rating a Black author's essay negatively
- Rating a Black applicant for the Peace Corps negatively
- Willingness to cut the budget for Jewish or Asian student organizations
- Discrimination against female job applicants

“Unlearning” implicit prejudice

- Can you change implicit prejudice? If so, how?
- We have tried motivating people in different ways to see if they can change their scores on the IAT
 - Offering incentives (\$\$) does not work
 - “Shaming” does not work
- Scores on the IAT are _____

Is Implicit Prejudice Permanent?

- Researchers have likened implicit prejudice to a “_____”
- The automatic linkage in our minds between social groups and “good” things or “bad” things is certainly strong
- It is also beyond our control; but is it permanent?

Diversity Education

- If we “learn” implicit prejudices via cultural indoctrination, maybe we can unlearn them through diversity education, provided we volunteer for it
- If we are “ready and willing” to undergo an intense immersion in the topic, it might change us (even deeply); we set out to test this idea

Diversity Education Research

- Professor Mel Gary teaches a Prejudice and Conflict seminar at RU
- We tested whether the seminar would reduce students' _____ (as well as self-reported) prejudice toward Blacks
- What is the class like?

Prejudice & Conflict Seminar

- It's a small class, led by an African American male professor
- Assignments and discussions
 - provide insight into students' own biases
 - foster respect for diversity
 - students keep a journal documenting instances of prejudice in themselves and others

Method

- Subjects' IAT (and self-report) prejudice scores were obtained at the beginning and end of the semester
 - High score = preference for Whites over Blacks
- We compared the P&C group to another group
 - large lecture course taught by _____ professor

Hypotheses

- At Time 1, our two groups should show _____ levels of prejudice
- But at Time 2, only P&C students should show _____ prejudice
 - Both explicit and implicit prejudice?
- Let's look at explicit prejudice first – did the P&C class reduce this? Yes/No
- What about implicit prejudice – did the P&C class reduce this? Yes/No

Summary

- At Time 1, both groups showed _____ amounts of implicit and explicit prejudice
- At Time 2, the P&C group showed _____ amounts of _____ types of prejudice
- Although implicit prejudice is typically _____ as strong as explicit prejudice, this was not the case for P&C group at Time 2

Diversity Education _____!

- This shows that implicit prejudice is not “permanent” – it can be altered by _____
- Including diversity education, at least when led by a Black professor
- But the professor alone was _____; the content of the course mattered, too

Implications

- Does this research suggest we should force people to take these courses?
- _____
- Our experimental students were _____
- Results could _____ on people who do not volunteer for diversity training

Summary

- The IAT measures the automatic associations we have in our minds between social groups and evaluation (_____ prejudice)
- The fact that so many people show evidence of it, despite dramatic social changes, suggests that this type of prejudice is _____ to change
- But it _____ – it can be changed when the conditions are ripe for changing it

Reminder

- Exam 2 next session
- Be sure to download the study guide from the web site