Discrimination: unjustified negative action towards a member of a group (solely based on his/her membership); aka, Behavior

Prejudice: Attitude (negative) toward someone/group based solely on their membership to that group

What is Stereotype then? • Beliefs associated with a group of people with certain traits; aka Cognition.

Social Categorization - Classifying people into groups on the basis of common attributes.

• Minimal Group Paradigm ▫ people give more resources to own group (even when categorization is superficial, e.g., based coin flip, Diehl, 1990)

• In-Group Bias ▫ preferring the people with whom you share a membership with

• Out-Group Homogeneity ▫ perception that individuals in the out-group are more similar than they really are

Stereotype The cognitive component

• Even “positive” stereotypes can be harmful

▫ Set expectations high

▫ Deindividuates people

Can still be demeaning Ex: hostile sexists vs benevolent sexists

Cognitive Processing • Two Step Model of Cognitive Processing of Stereotypes

▫ Contact with a stereotype leads to EITHERs:

1. Automatic Processing ▫ without awareness, the information stays in mind

2. Controlled Processing ▫ with awareness, choose to disregard information Requires cognitive resources

Steele & Aronson (1995)

• Classic article to say stereotype exists

• Furthermore, stereotype threats --- performance

• Try to reduce anxiety and racial labels

Stereotype threat- when anything one does or any of one’s features that conform to a stereotype make the stereotype more plausible as a selfcharacterization in the eyes of others, and in one’s own eyes; it becomes a self-evaluative threat

• Racial vulnerability- Steele’s concept where minorities internalize a state where they become anxious from a variety of race-related cues in the environment. They then blame others for their troubles, and form a “victim’s identity.”

Blanton et al (2009)

Conclusion

• There is a disconnect between the

attitudes and the behavioral data

▫ We cannot say IAT = Discrimination

• Primary concern: the way a small number of

studies are being used to make strong claims in

applied settings, including courtrooms.

Big take-aways

• Stereotypes still exist

▫ It influences how we behave and make decisions

▫ Implicit attitude testing is an attempt to capture some of the negative attitudes we may have in a way people can’t fake

▫ We do not have good ways of measuring this yet

• Expectations and labels can determine or at the very least influence performance

▫ Be careful with company policies, selection tests, etc.

Certain professions/team may require different attributes

▫ Face the stereotypes, in a controlled manner.

▫ Composition and context can dictate expectations

.▫ Leadership should intervene.

▫ This is an ongoing effort.