



Implicit Stereotypes

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Psych 1A – Social Psychology



THE UNIVERSITY
of ADELAIDE

We acknowledge and pay our respects to the Kaurna people,
the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the
Kaurna people to country and we respect and value their past, present
and ongoing connection to the land and cultural beliefs.

Length: 11m

Introduction

This presentation discusses the role of social cognition in prejudice.

Learning Outcomes:

1. Understand how stereotypes persist
2. Learn about the concept of implicit stereotypes

Stereotypes

Stereotypes are hard to change.

- We take more notice of stereotype-consistent information
- Inconsistent information is often treated as being exceptional to the rule

Tacit Inferences:

- We often change our interpretations of inconsistent information to make it fit the stereotype



Stereotypes Example

Watch the below linked video detailing the Australian's Defence Force's response to asylum seekers.

- https://youtu.be/6NMk6L_4Bw4



Stereotypes Example

The Government misrepresented the actions of asylum seekers. Watch this next video for more details on the Government response:

- <https://youtu.be/E3WJ10xGkas>



Stereotypes Example

The Government's message was that asylum seekers were such bad people that they were prepared to put the lives of their own children in jeopardy.

However, this interpretation was not accurate.

- The images displayed actions inconsistent with stereotypes for asylum seekers
- So, it was much more convenient to interpret their actions in a way that was more consistent with the stereotype

Implicit Beliefs

Whether we like it or not, we process negative stereotypical information – even if we don't necessarily agree with what we are processing.

Implicit Beliefs:

- Unconscious stereotyping



Real World Example: Adam Goodes Racism Incident



Photo by Andrew White

Adam Goodes Racism Incident



In 2013, footballer Adam Goodes was subject to racial vilification during his game against Collingwood. Goodes called out the person who made the racist comments during the game.

After the game, Collingwood president, Eddie McGuire, said this:

"I wanted to apologise to Adam on behalf of football in general and ask that he would accept our apologies. He was gracious enough to know that it was a one-off person. I said 'we won't stand for this, we have a zero tolerance'.

Adam Goodes Racism Incident



A few days later, McGuire again discussed the incident on the radio. Watch the below video to see how it went.

- <https://youtu.be/wS2Y8ZGHTz8>



Implicit stereotyping and real world consequences



McGuire: Implicit Stereotyping in action?

When we give voice to an negative stereotype, even if it is unintended, we nonetheless perpetuate it.

For example, a 2021 review of the culture of McGuire's football club concluded there to be 'systematic racism.'

- McGuire's slip may have been a reflection of this
- McGuire's slip may have encouraged similar behaviour in the club to the point where casual, implicit racism became systemic



Empirical evidence

- Patricia Devine's (1989) priming research
- The Implicit Association Test
 - <https://implicit.harvard.edu/implicit/index.jsp>



Summary

We all process implicit stereotypes, even if it does not lead to discrimination.

- We may subconsciously refer to implicit stereotypes, even if we do not endorse them
- Implicit stereotyping can have serious ramifications in real-world scenarios



make
history.

