

Social Influence Effects on Automatic Racial Prejudice

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Outline

1 Introduction

2 Experiments

- Experiment 1: Black vs White Experimenter
- Experiment 2: Asian-American vs European-American participants
- Experiment 3: Asking Participants Not to Be Prejudiced vs. NOT Asking
- Experiment 4: Subliminal Priming Procedure

3 Discussion

Automatic Prejudice

Racial prejudice and stereotyping can operate **automatically**

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Dual-processing approaches to social cognition Chaiken and Trope (1999)

Activation Devine (1989)

upon **exposure**, irrespective of
*conscious intentions, beliefs or
prejudice*

Application Plant and Devine (1998)

susceptible to *conscious control*

Control Prejudice

controllability of **application**

4 conditions (J. Bargh, 1999, 1994):

- awareness of invoking a stereotype
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automaticity of **activation**

might **NOT** be inevitable (J. Bargh, 1999; Blair et al., 2001; Dasgupta et al., 2000; Moskowitz, Salomon, et al., 2000)

Control Stereotype *Activation*

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- Kawakami et al. (2000): experimentally generated counterstereotypical associations can **temporarily** eliminate stereotyped associations
- J. Bargh (1999) and Moskowitz, Gollwitzer, et al. (1999): hypothetically, people with nonprejudiced motivations may over time **learn** to associate egalitarian thoughts with members of stereotyped groups, until the new association becomes automatized

This Study: *A Contemporary Communication Theory Approach*

Hypothesis: social interaction is predicated on
ongoing mutual perspective taking that is highly routinized, and probably
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- adjust perspectives and communicative attempts according to inferences they make about the **knowledge** and **attitudes** of others
 - influential incidental knowledge (McCann and T. E. Higgins, 1992)
 - depends on relationship-relevant motives (E. T. Higgins and McCann, 1984; McCann and Hancock, 1983)

This Study: Social Tuning and Prejudice

social desirability

- it is an important concern (Crosby et al., 1980)
- how to bypass it (Fazio et al., 1995; Greenwald and Banaji, 1995)

attitude change

- influence on private attitudes
 - assimilation (Blanchard et al., 1991)
 - social motivation reducing automatic activation (Sinclair and Kunda, 1999)

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 - E3 tacit versus expressed social influence
 - E4 prejudice measures: Implicit Association Test (IAT, Greenwald, McGhee, et al., 1998) versus a subliminal priming measure

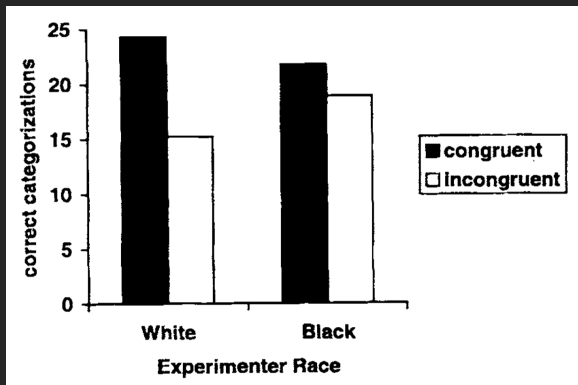
Experiments

Experiment 1: Method

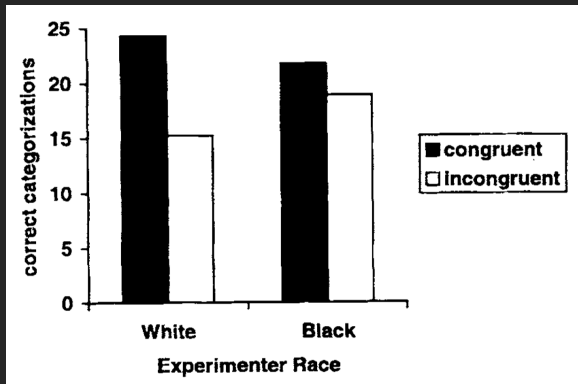
- Participants: 7 men and 26 women
- Measure of automatic racial prejudice: IAT (how efficiently participants can pair Black/White names with positive/negative words)
- Task awareness: participants were told that the procedure assesses prejudice
- Two phases
 - prejudice congruent: mark Black-name negative-word associations
 - prejudice incongruent: mark Black-name positive-word associations
- Variation: Black versus White experimenter

Experiment 1: Black vs White Experimenter

Experiment 1: Results



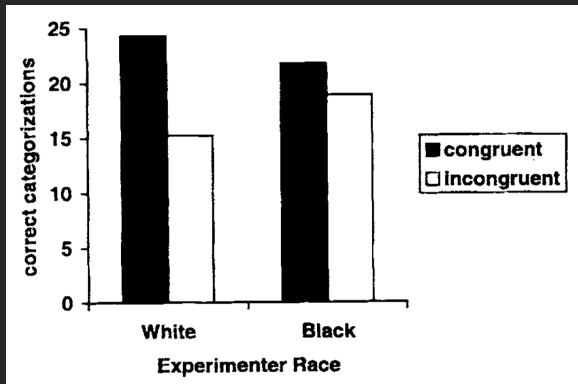
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- more automatic anti-Black prejudice in the presence of a White experimenter

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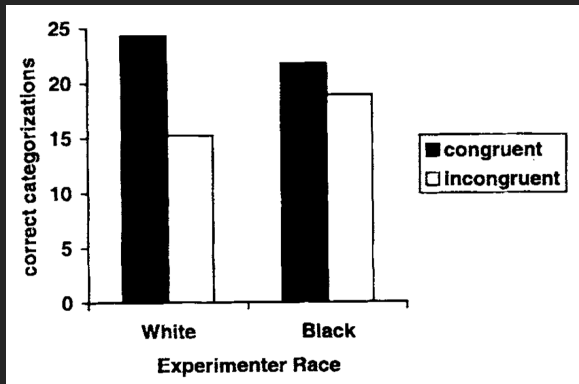
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- more automatic anti-Black prejudice in the presence of a White experimenter
- driven by more incongruent items categorized, **NOT** by less congruent items categorized

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Question: positive *subtype*?

Shared Reality Theory

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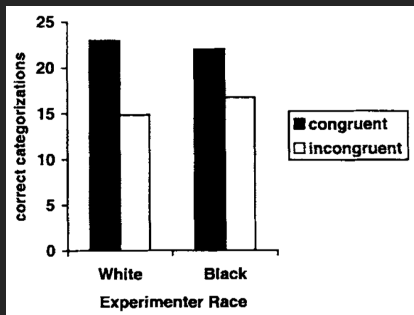
Prediction

- Asian Americans exhibit less automatic social tuning
- subtype: equivalent effects

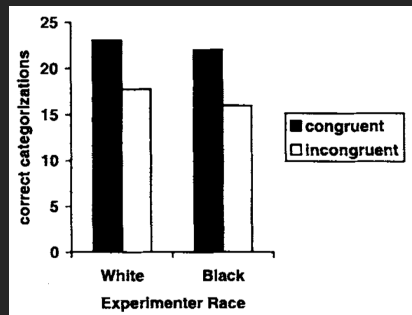
Experiment 2: Method

- Pilot: Sampled Asian Americans and European Americans are equivalently knowledgeable of African Americans
- Pre-experiment survey: explicit race-related attitudes
 - Modern Racism Scale (**MRS**; McConahay et al., 1981)
 - Social Dominance Orientation Scale (**SDO**; Pratto et al., 1994)
 - Internal/External Motivation to Respond without Prejudice scales (**IMS, EMS**; Plant and Devine, 1998)
- Participants: 133 European American and 140 Asian American

Experiment 2: Results



European American Participants



Asian American Participants

Experimenter race affected the automatic prejudice of European American participants, but **not** Asian American participants.

Experiment 2: The Role of Explicit Attitudes

Measure	IAT	EMS	IMS	MRS	SDO
IAT	-				
EMS	0.03	-			
IMS	-0.01	0.06	-		
MRS	0.03	0.19	-0.38*	-	
SDO	0.09	0.15	-0.35*	0.56*	-

Some takeaways

- IMS: European Americans are **more** internally motivated to respond without prejudice
- MRS: European Americans are **less** willing to express explicitly racist attitudes
- EMS: European Americans and Asian Americans are **equally** externally motivated to respond without prejudice

Summary of Experiment 1 and 2

■ Results:

- Experiment 1: European Americans exhibited **less automatic prejudice** in the presence of a Black experimenter
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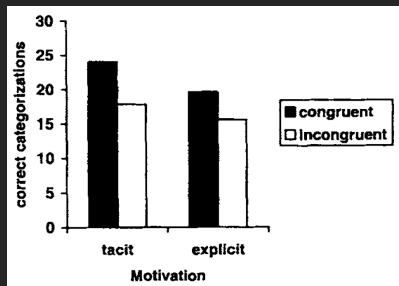
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- Further validate shared reality theory: manipulate the relationship with the Black experimenter

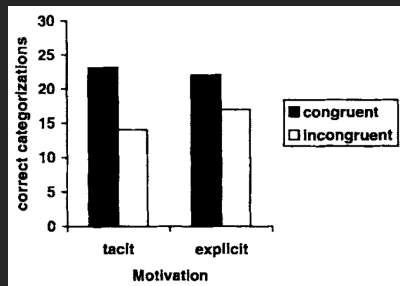
Experiment 3: Method

- Variation: the relevance of racial prejudice to participants' relationship with the experimenter
 - attitude relevance moderating social tuning: **equivalent levels of social tuning** for European Americans and Asian Americans
 - subtyping: **no impact** on levels of automatic prejudice
- Participants: 86 European American and 71 Asian American
- All experimenters were Black
- Explicit social influence: instructing participants to avoid prejudice

Experiment 3: Results



European American Participants



Asian American Participants

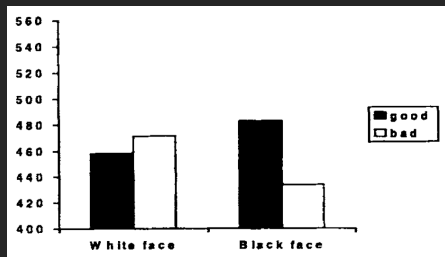
Both European American and Asian American participants exhibited **equivalent** automatic social tuning as a function of explicit social influence, while **unable** to deliberately manipulate IAT performance

Experiment 4: The Validity of IAT

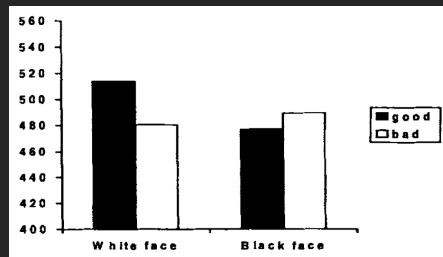
Using a subliminal priming procedure to assess automatic racial prejudice (John A Bargh et al., 1996; Chen and John A Bargh, 1997; Lepore and Brown, 1997; Wittenbrink et al., 2001)

- flashes of White and Black faces, followed by either *good*, or *bad*
- prejudice measure
 - anti-Black prejudice: the degree to which responses are quicker to *bad* than *good* after exposure to Black faces
 - pro-White prejudice: the degree to which responses are quicker to *good* than *bad* after exposure to Black faces

Experiment 4: Replicating Experiment 1



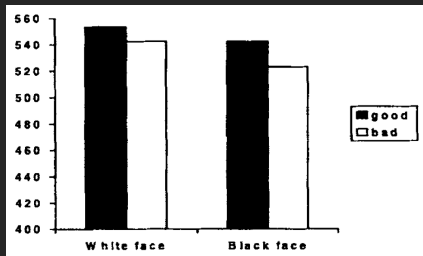
White Experimenter



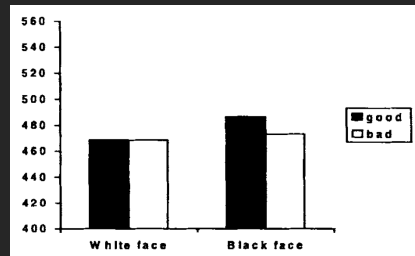
Black Experimenter

European Americans exhibited **less automatic prejudice** in the presence of a Black experimenter ✓

Experiment 4: Replicating Experiment 2



White Experimenter



Black Experimenter

Asian Americans' **automatic prejudice** is unaffected the race of the experimenter



Discussion

Recap

- Experiment 1: European Americans exhibit less automatic prejudice in the presense of a Black experimenter

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- Experiment 1: European Americans exhibit less automatic prejudice in the presence of a Black experimenter
- Experiment 2: Asian Americans do not exhibit such pattern
- Experiment 3: Explicit experimental instruction to avoid racism reduced automatic prejudice for European Americans and Asian Americans alike
- Experiment 4: The results are robust w.r.t. different measures of automatic prejudice

Discussion

■ shared reality theory vs. subtyping

- Experiment 2: tacit relevance of attitude-relationship connection
- Experiment 3: explicit relevance of attitude-relationship connection

But the evidence is only suggestive: no direct testing on whether interpersonal relationship regulation mediates automatic social tuning

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Experiment 3: the results do **NOT** mean that automatic attitudes can be consciously or intentionally controlled

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But the evidence is only suggestive: no direct testing on whether interpersonal relationship regulation mediates automatic social tuning

■ dual-process models of attitudes

Experiment 3: the results do **NOT** mean that automatic attitudes can be consciously or intentionally controlled

■ attitudes: what do they represent?

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Thank you!