

# Thinking about Social Phenomena

## *Constructing Puzzles*



*Lecture dt. Apr 6, 2020*

# Timeline, amended (once again)

- April 6 & 13: Regular lecture
- April 9: Draft project presentation slides, invite comments
- April 16, Thu: Exam and project related Qs; review of course
- **April 23, Thu**: End Sem Quiz (Moodle), half an hour
- **April 27, Mon**: Final project submission, present slides online or upload on Moodle (inform me of your option in advance)
- May 9: Course grade due

# Last week

Negative stereotypes a significant predictor of both realistic and symbolic threat

**THE WORLD MAP OF USELESS STEREOTYPES** Christoph Niemann, NYT

**EUROPE:** ARROGANT, CRAZY ABOUT CHEESE, L'NUT, MELANCHOLY (& ARROGANT), GIRLIE (& ARROGANT), LAZY, HEARTLESS, HORNIER THAN THOU, HOLIER THAN THOU, NEVER FAT, FAT.

**RUSSIA:** EAT DOGS, COPYCATS, CRYBABIES.

**CHINA:** PREJUDICED.

**JAPAN:** PREJUDICED.

**INDIA:** VILE.

**AFRICA:** GREAT RUNNERS.

**UNITED STATES:**

- WEST COAST:** NERD, JERK.
- HEARTLAND:** LATTE-DRINKING, ICEBERG-WITH-RANCH-DRESSING-EATING.
- NORTHEAST:** YUPPIE.
- FLORIDA:** PALE, BLOND, OLD & BAD AT REAL ESTATE, YOUNG & WHY DON'T YOU COME VISIT MORE OFTEN.
- MANHATTAN:** YUPPIE.
- BRONX:** KNOWS #\$\$%!
- QUEENS:** KNOWS #\$\$%!
- GREEN-POINT:** YUPPIE.
- WILLIAMS-BURG:** YUPPIE.
- BUSHWICK:** YUPPIE.
- PARK SLOPE:** KNOWS #\$\$%! ABOUT FICTION WRITING.
- BROOKLYN:** KNOWS #\$\$%! ABOUT HYDRANGEAS.

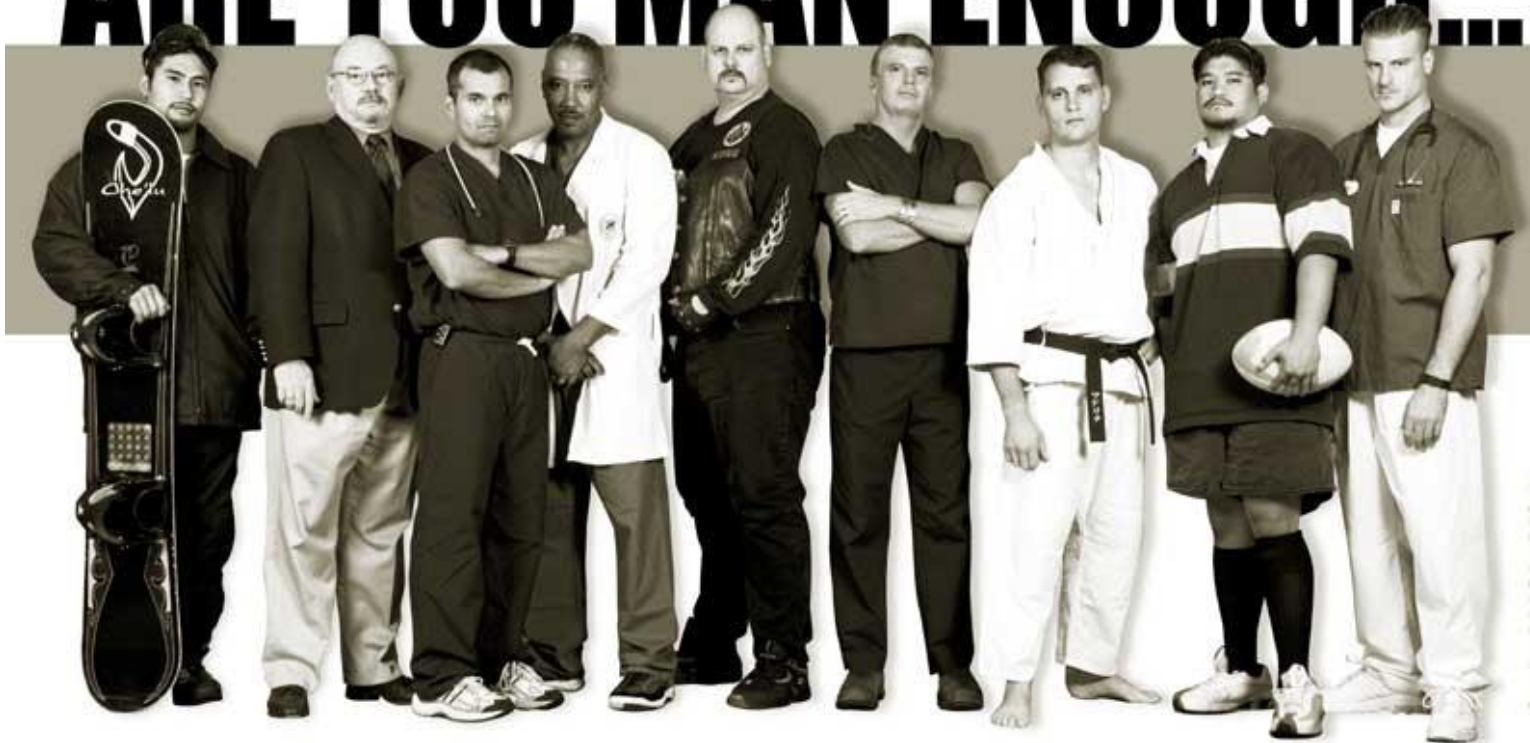
**OTHER STEREOTYPES:** CANA-WHO?, MARCISSTIC, MIDDLE EAST (BAD, BAD, BAD, BAD, BAD, BAD, BAD, BAD), ROCKET SCIENTISTS (NOT NECESSARILY MEANT IN A GOOD WAY), JUST JEALOUS.

## Labelling



# Gender

## ARE YOU MAN ENOUGH...



**Song Kim RN**  
Cardiac Telemetry  
Nurse  
Snowboarder

**Terry Miesner RN, PhD**  
Dean, School  
of Nursing  
Retired LTC  
U.S. Army

**Yuri Chavez RN, CRNA**  
Nurse Anesthetist  
2:54 LA Marathon

**Noland Jonersom RN**  
Post Anesthesia  
Recovery Nurse  
Decorated Vietnam  
Combat Medic &  
Retired Major,  
U.S. Army

**Don Muccigrosso RN**  
Poison Specialist  
Nurse  
Harley Rider

**Walter Moore, Jr RN**  
Intensive Care  
Unit Nurse  
U.S. Navy Seal  
Team One

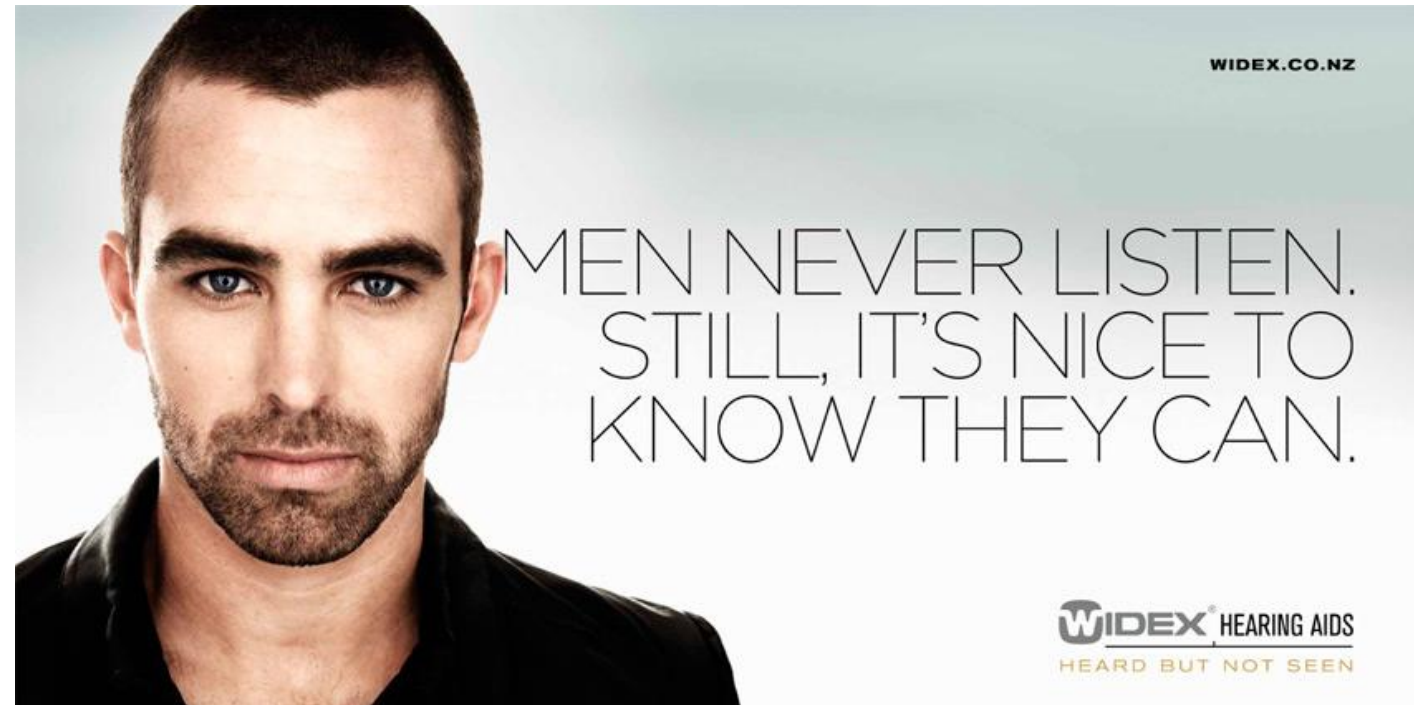
**RH Maddalena SN**  
Student Nurse  
3rd Degree Black  
Belt Kenpo

**E. Rey Ariola RN**  
Cardiology Nurse  
Rugby Right Prop

**Jason Scott Carrick SN**  
Student Nurse  
Basketball Power  
Forward

## ...TO BE A NURSE?

# Gender



## Race and religion



# Race and religion

why are jews so|

why are jews so **cheap**

why are jews so **successful**

why are jews so **smart**

why are jews so **rich**

why are jews so **greedy**

why are jews so **annoying**

why are jews so **hated**

why are jews so **ugly**

why are jews so **liberal**

why are jews so **funny**

Google Search

I'm Feeling Lucky



# Common regional stereotypes in India?

- Sindhi: money-minded, businessmen
- Marwari: miserly
- Punjabi: loud, love alcohol
- South Indian: good at maths, South Indian itself is a stereotype ('madrasi')!
- Bengali: everyone eats fish

# Stereotypes: how they work

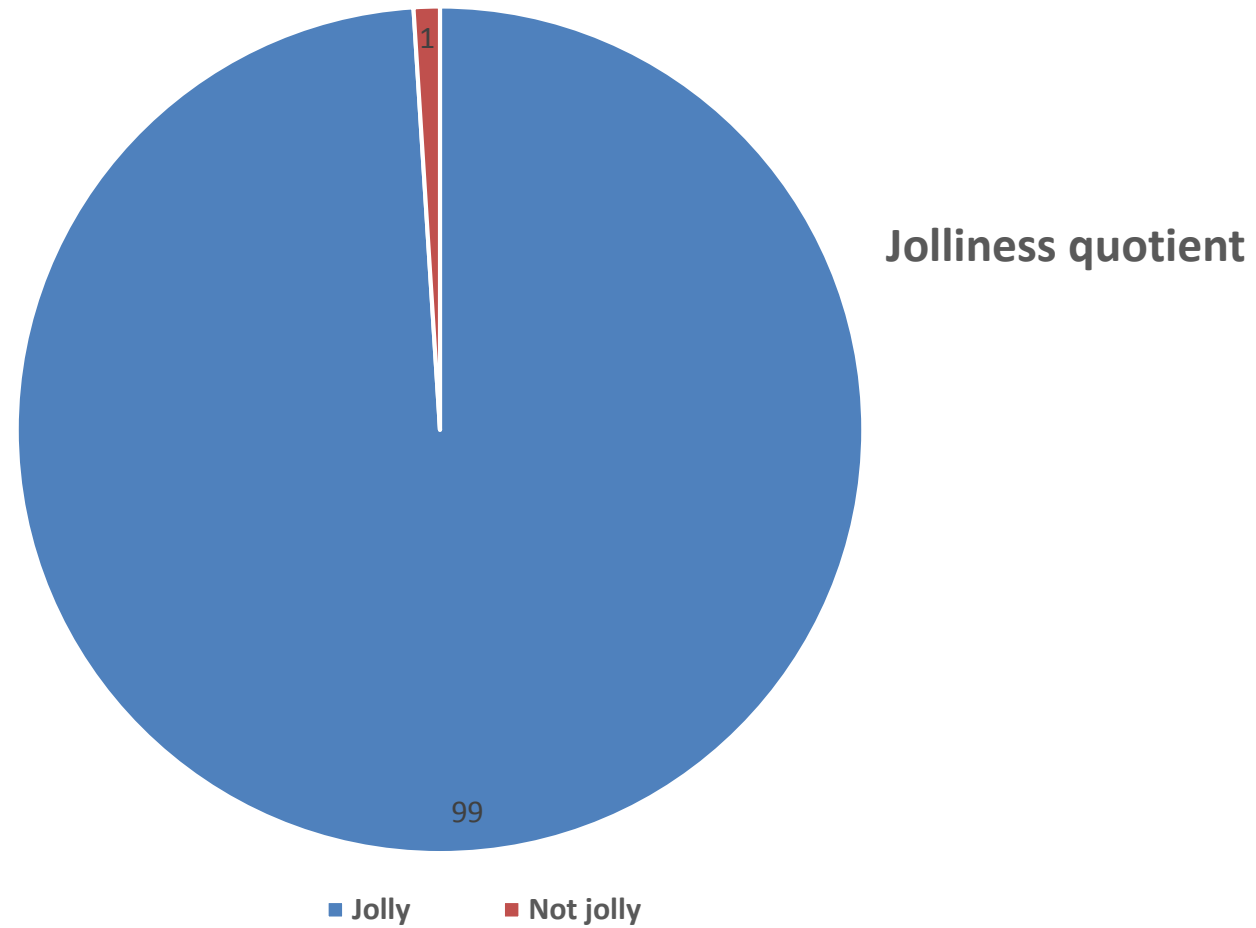
Simplifies social reality → see people who fit the label (confirmation bias) → reinforce stereotype; also, self-stereotyping

- *If you belong to a group facing discrimination, you begin to internalize the stereotypes associated with the group*

## Positive stereotypes?



'Fat people are jolly'





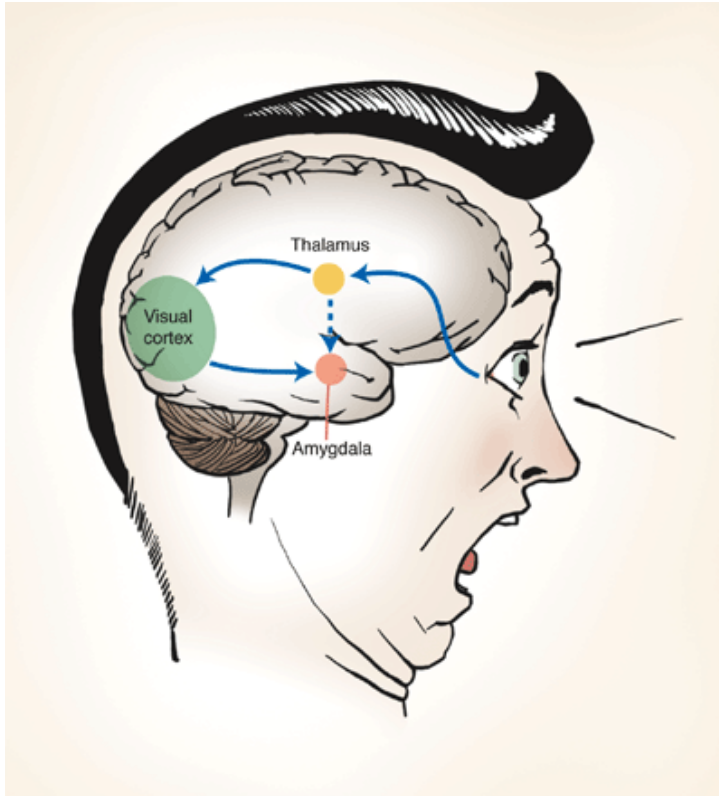
# The neuroscience of prejudice

## **Prejudice:**

- Implicit, responds to emotions, or
- Explicit, responds to cognition (reason)
  - Implicit prejudice relatively inescapable

E.g. White Americans did not explicitly report bias for or against black/white stereotypes, but favoured—unconsciously—positive white stereotypes (Ames and Banaji 2002)

# The neuroscience of prejudice

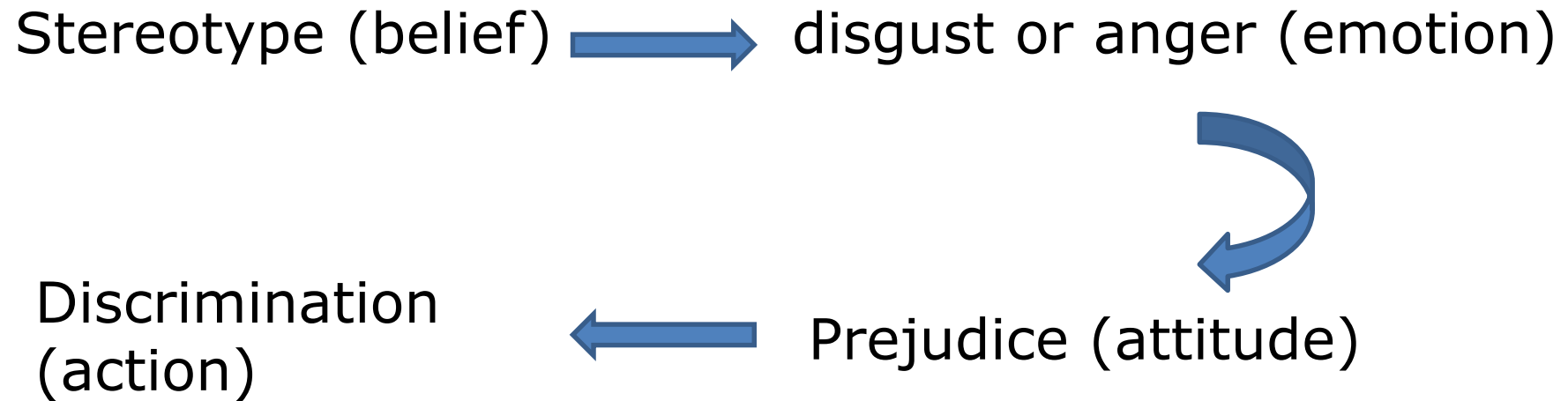


## Implicit prejudice

- Some evidence to suggest that implicit prejudice rooted in emotional learning mechanisms
- Associated with the activation of the **amygdala**: governs fear and fear conditioning

(See Lu, 2016 for an overview)

# Mechanism



# The social psychology of prejudice

## Explicit prejudice: cognition

- Threat to self-esteem, want to feel better through downward social comparison → activation of stereotype (Hilton and von Hippel 1996)
- Gordon Allport and the 'contact hypothesis': your puzzle last week



## Puzzle for Monday

*A student once told the famous social psychologist Gordon Allport, 'I despise all Americans, but have never met one I didn't like.'*

Using the concept of intergroup threat, can you think of the inherent contradiction in the statement and a possible explanation?



# Threat, but also contact

‘Contact hypothesis’ (Allport, 1951)

Intergroup contact, *under appropriate conditions*,  
reduces prejudice

## Difference in spatial scale

- Aggregate → *Threat*  
(*realistic and/or symbolic*)
- Individual → *Contact*

NEXT LECTURE

## Also, next lecture

Stereotypes, prejudice, and the self-fulfilling prophecy

'a *false* definition of the situation evoking a new behavior which makes the originally false conception come *true*' (Merton [1948] (1968): 477)

# Readings

Allport, Gordon W. 1979 [1954]. *The Nature of Prejudice*. 25th Anniversary Issue. Cambridge, MA: Perseus Books.

Hilton, James L. and von Hippel, W. 1996. 'Stereotypes'. *Annual Review of Psychology* 47 (1): 237-271.

Lu, Lily. 2016. 'Emotional Insight: Discovering the Nature of Prejudice Development and Reduction through Emotional Mechanisms'. *Exposé*. Available online: <https://projects.iq.harvard.edu/expose/book/emotional-insight-discovering-nature-prejudice-development-and-reduction-through>