

Prejudice

Mahima Raina, Ph.D

Agenda

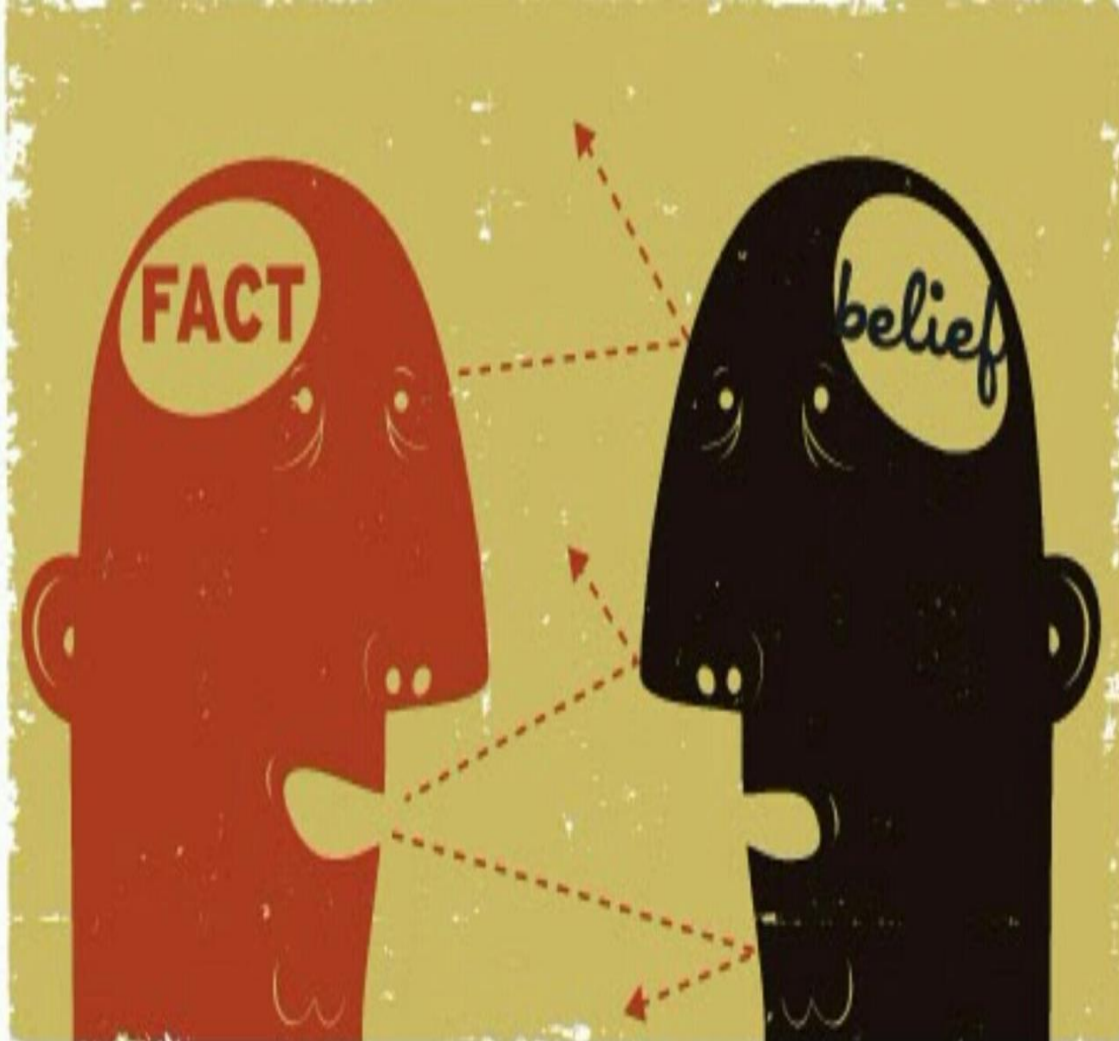
- What is prejudice?
- Three components of prejudice
- Causes of prejudice
- Effects of prejudice on the victims
- Reducing prejudice



What is Prejudice?

The three components of prejudice

Component 1



Prejudice stems
from **stereotypes**
(a cognitive
element)

Component 1

Stereotypes can be *positive or negative* and have an emotional element attached to it (eg., backlash effect*)

Rudman, L. A., & Phelan, J. E. (2008). Backlash effects for disconfirming gender stereotypes in organizations. *Research in organizational behavior*, 28, 61-79.

Stereotypes can be *implicit and explicit*

Component 2

“Prejudice is an
emotional
commitment to
ignorance”
- Nathan Rutstein

The nature of emotional “charge” (deep seated negative feelings) in prejudices is so strong that individuals can become impervious to logic and reasoning.

Component 3

The behavioral consequence of (above two) is
discrimination
(*eg., racial or gender discrimination, micro-aggression*)



Causes of Prejudice- how “other-ing” happens

Normative Conformity

*(eg., LGBTQ+ Bill is an example of how **institutional discrimination** was corrected)*

Shankar, V. (2023). From Penal Code to Nyaya Sanhita: A shift from Punishment to Justice. The Criminal Law Review, 9(1), 158-161. Hyderabad: Sardar Vallabhbhai Patel National Police Academy.

Consequences of Prejudice- what “other-ing” looks like

Social Identity

(ethnocentricity, in/out-group bias)

Social Learning View (of prejudice)

(the direct and vicarious experiences of prejudice)

Social Learning View (of prejudice)

(fundamental attribution error and attribution training)

Social Learning View (of prejudice)

(social influence- can both maintain and perpetuate prejudice)

Social Learning View (of prejudice)

(social influence-collective guilt)

Contact Hypothesis

(inclusive/neutral physical spaces & personal attitudes)

Contact Hypothesis

Contact reduces prejudice when both sides come together (**interdependence**) as equals and spaces are created to treat them as equals. (**common ingroup identity model, recategorization- from “them” to “us”**)

Reading Resource

[Baron et al pp 176-213](#)