

Prejudice, Stereotypes and Discrimination

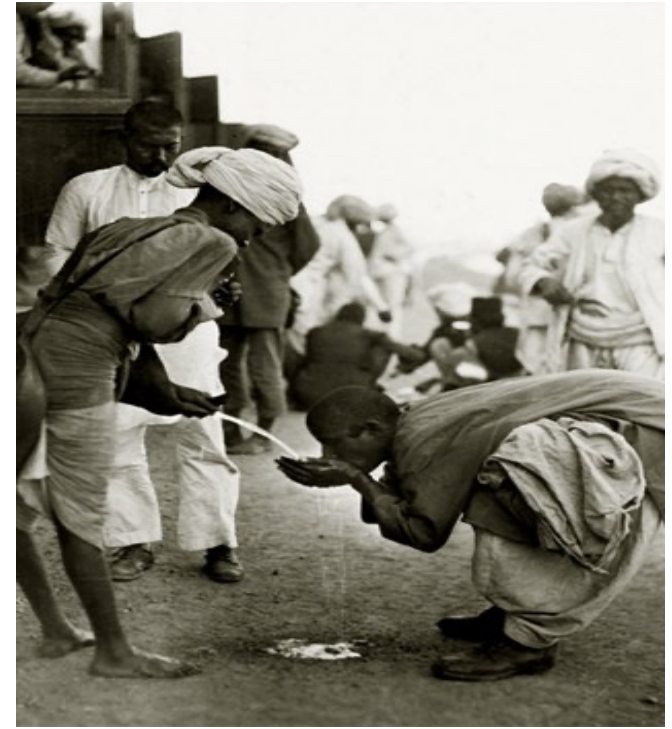




Jews during Holocaust



African-American in US



Untouchables in India

Common targets of prejudice and stereotypes

Attitudes towards outgroup

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graph TD; A[Attitudes towards outgroup] --- B[Prejudice  
(Affective component)]; B --- C[Stereotypes  
(Cognitive component)]; B --- D[Discrimination  
(Behavioral element)];
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Stereotypes
(Cognitive component)

Prejudice
(Affective component)

Discrimination
(Behavioral element)

Nature and Origins of Stereotyping

- Stereotyping: Beliefs About Social Groups
 - ***Stereotypes—beliefs about social groups in terms of the traits or characteristics that they are believed to share***
 - These mental categories affect the processing of social information.
 - ***Gender Stereotypes—the traits possessed by females and males, and that distinguish the two genders from each other***
 - Contain both positive and negative traits and convey status

Stereotypes: The Cognitive Component

The distinguished journalist Walter Lippmann (1922), who was the first to introduce the term *stereotype*, described the distinction between the world out there and stereotypes—

“the little pictures we carry around inside our heads.”

Within a given culture, these pictures tend to be remarkably similar.

Stereotypes: The Cognitive Component

Stereotype

A generalization about a group of people in which identical characteristics are assigned to virtually all members of the group, regardless of actual variation among the members.

Once formed, stereotypes are resistant to change on the basis of new information.

Stereotypes: The Cognitive Component

Stereotyping is a cognitive process

Stereotyping does not necessarily lead to intentional acts of abuse.

Often stereotyping is merely a technique we use to simplify how we look at the world—and we all do it to some extent.

SPORTS, RACE, AND ATTRIBUTION

- POTENTIAL ABUSE OF STEREOTYPING'S MENTAL SHORTCUTS CAN BE BLATANT AND OBVIOUS—AS WHEN ONE ETHNIC GROUP IS CONSIDERED LAZY OR ANOTHER ETHNIC GROUP IS CONSIDERED GREEDY.
- THE POTENTIAL ABUSE CAN BE MORE SUBTLE—AND IT MIGHT EVEN INVOLVE A STEREOTYPE ABOUT A POSITIVE ATTRIBUTE.

SPORTS, RACE, AND ATTRIBUTION

So what here is abusive to the minority?
What's wrong with the implication that
black men can jump?



The abuse enters when we ignore the overlap in the distributions—like when we ignore the fact that plenty of African American kids are not adept at basketball and a plenty of white kids are.

SPORTS, RACE, AND ATTRIBUTION

So what here is abusive to the minority?
What's wrong with the implication that
black men can jump?



Thus, if we meet a young African American man and are astonished at his ineptitude on the basketball court, we are, in a very real sense, denying him his individuality.

Nature and Origins of Stereotyping

How many women have become Directors of IITs and IIMs in India?

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Women leaders are still missing at top institutes

By Sreeradha Basu, ET Bureau • Last Updated: Dec 31, 2018, 08:21 AM IST

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Synopsis

Indian Institutes of Technology (IITs), IIMs and other premier institutes are adopting aggressive strategies to attract more female students, but efforts have been found wanting at the hiring for leadership levels.



Agencies

The Indian Institutes of Management ([IIMs](#)) got their third woman director this year but the country's broader higher education space is overwhelmingly male when it comes to top jobs. Only 63 out of a total of 1,008 institutes including central, state, private, deemed universities and

“Glass Ceiling”

- Stereotypes lead to the glass ceiling effect.
- the “**glass ceiling**,” refers to the barriers that prevent qualified females from advancing to top-level positions
 - Female leaders tend to receive lower evaluations from their subordinates compared to male leaders.
 - Women who violate expectancies based on stereotypes are likely to be rejected in male occupations.
 - Women face greater obstacles than men do to achieve similar levels of success.
- However, Men in traditionally female occupations do not face the glass ceiling.

Tokenism

- Tokenism: “the practice of doing something (such as hiring a person who belongs to a minority group) only to prevent criticism and give the appearance that people are being treated fairly” (via Merriam Webster).
- Consequences of token women in high places:
 - ***Tokenism*** can be an effective strategy for deterring protest by disadvantaged groups.
 - Tokens serve purpose of maintaining status quo
 - It can be used as evidence that employers are not really prejudiced and maintains perceptions that system is fair
 - Being a token employee can be upsetting and damaging to self-esteem
 - Tokens are perceived negatively by their coworkers

Why do People Form and Use Stereotypes?

- Stereotypes often act as *schemas*
 - Their use saves cognitive effort and they serve motivational purposes.
- How stereotypes operate
 - They are easily accessible.
 - They strongly affect how social information is processed.
 - Information related to an activated stereotype is remembered better
 - Stereotype-consistent information is more likely to be noticed

- Stereotype-inconsistent information, if noticed, often is refuted or changed to make it appear consistent with the stereotype.
 - People who do not fit their group's stereotype are put in a ***subtype*** and the stereotype is not changed.
- Stereotypes contribute to the formation of ***illusory correlations, the perception of a stronger association between two variables than actually exists.***
- For example, white Americans overestimate the crime rates of some minority groups.
 - One explanation is that infrequent events stand out and are easily noticed, especially when they confirm existing stereotypes.

Forming Impressions of Others:

A Classroom Demonstration

Introduction

- This demonstration was created by Jackson (2000) and is based on an actual study by Hamilton and Gifford (1979).

Illusory Correlation

- Examples:
 - It always rains on the week-end
 - It always rains after you wash the car
 - The phone always rings when you are in the shower
 - Librarians are quiet
 - Doctors are wealthy

Illusory Correlation

- The Illusory correlation may be one reason individuals become prejudiced.
- Research has shown that White Americans overestimate the arrest rate of African Americans (Hamilton & Sherman, 1996).
 - African Americans = minority
 - Arrest Rate = distinctive event

Do you think that the persons in the next picture look very similar?



- Another result of stereotype use
 - ***Out-group homogeneity***—members of an out-group appear to be “all alike” or more similar to each other than are members of the in-group
 - ***In-group differentiation***—members of own group are more heterogeneous
 - May be due to greater experience within one’s in-group and less experience with members of other groups
 - Its converse is the ***in-group homogeneity effect***, which tends to occur most commonly among minority group members who are uniting to respond to perceived inequalities.

Stereotype Threat

Stereotype Threat

- African Americans, women or many lower status groups in Indian society - do poorly on standardized academic tests and other academic performances.
- This has led to widespread beliefs about intellectual inferiority of African Americans, women or many lower status groups in Indian society.
- When African American, women or other lower status group students find themselves in highly evaluative educational situations, most tend to experience apprehension about confirming the existing negative cultural stereotype of “intellectual inferiority.”



Stereotype Threat

- **Stereotype threat** is the fear or anxiety of confirming a negative stereotype about one's social group.
- Stereotype threat is a situational threat
- Members of groups can feel fear or anxiety about being reduced to negative stereotype.

Stereotype Threat

Stone and his colleagues (1999) found that when a game of miniature golf was framed as a measure of “sport strategic intelligence” black athletes performed worse at it than whites.

But when the game was framed as a measure of “natural athletic ability” the pattern reversed, and the Black athletes outperformed the Whites.



Stereotype Threat

- The common stereotype has it that men are better at math than women are.
- When women in one experiment were led to believe that a particular test was designed to show differences in math abilities between men and women, they did not perform as well as men.
- In another condition, when women were told that the same test had nothing to do with male-female differences, they performed as well as men. The phenomenon even shows itself among white males if you put them in a similarly threatening situation.

Prejudice

Prejudice Defined

Prejudice refers to the general attitude structure and its affective (emotional) component.

While prejudice can involve either positive or negative affect, social psychologists (and people in general) use the word *prejudice* primarily when referring to negative attitudes about others.



Prejudice: The Ubiquitous Social Phenomenon

- Prejudice is ubiquitous: In one form or another, it affects us all.
- For one thing, prejudice is a two-way street; it often flows from the minority group to the majority group as well as in the other direction.
- And any group can be a target of prejudice.

Prejudice:

The Ubiquitous Social Phenomenon

Many aspects of your identity can cause you to be labeled and discriminated against:

- nationality
 - racial and ethnic identity
 - gender
 - sexual orientation
 - religion
 - appearance
 - physical state
- weight
 - disabilities
 - diseases
 - hair color
 - professions
 - hobbies

Prejudice: The Ubiquitous Social Phenomenon

- In addition to being widespread, prejudice is dangerous.
- Simple dislike of a group can be relentless and can escalate to extreme hatred, to thinking of its members as less than human, and to torture, murder, and even genocide.
- Even when murder or genocide is not the culmination of prejudiced beliefs, the targets of prejudice will suffer in less dramatic ways.
- One frequent consequence of being the target of relentless prejudice is a diminution of one's self-esteem.

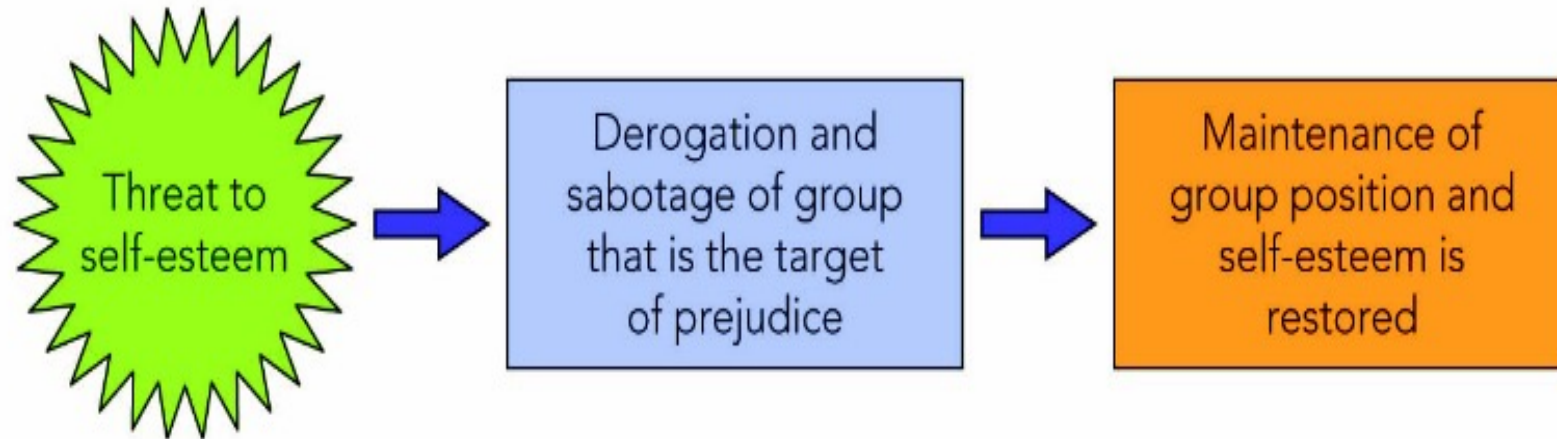
What Causes Prejudice?

Origins of Prejudice

- Generally, perceptions of *threat* are involved.
 - Threat to self-esteem or group interests
 - Competition for scarce resources
 - Self-categorization as a member of a group and others as members of a different group

Prejudice

- Threat to self-esteem
 - Holding prejudiced attitudes toward an out-group allows people to increase their self-esteem when they are feeling threatened.
 - This tendency is strongest among those who think their group's interests are being threatened.



Prejudice

- Competition for resources as a source of prejudice
 - ***Realistic Conflict Theory*** (Bobo, 1983)—***view that prejudice stems from direct competition between various social groups over scarce and valued resources***
 - As competition increases, prejudice increases
 - Can be reduced if cooperation is necessary (***superordinate goals*** are introduced)

Prejudice

- Role of social categorization: The us-versus-them effect
 - People easily divide the social world into us (the *in-group*) versus them (the *out-group*).
 - People considered part of the 'us' category are thought of more favorably than those in the 'them' category.
 - This process affects the attributions people make.
 - **Ultimate Attribution Error**—tendency to make more favorable and flattering attributions about members of one's own group than about members of other groups, which is the self-serving attribution bias at the group level

Discrimination

- **Discrimination**—*differential (usually negative) behaviors directed toward members of different social groups*
 - While blatant discrimination has decreased, but still does occur, subtle forms are common.
 - **Modern racism**—*more subtle beliefs than blatant feelings of superiority, which consist primarily of thinking minorities are seeking and receiving more benefits than they deserve and a denial that discrimination affects their outcomes*
 - Involves concealing prejudice until it is safe to express it

Why Prejudice is Not Inevitable

- ***Contact Hypothesis—view that increased contact between members of various social groups can be effective in reducing prejudice between them***
 - Increased contact can decrease prejudice by increasing familiarity and reducing anxiety.
 - Positive contact that involves cooperation and interdependence between groups can result in the adoption of egalitarian ***social norms*** and the reduction of prejudice.
 - In fact, simply learning that members of one's in-group have formed friendships with out-group members can decrease prejudice.

Why Prejudice is Not Inevitable

- ***Recategorization—shifts in the boundaries between an in-group and some out-group***
 - People in a former out-group now belong to the in-group and are viewed more favorably.
- ***Common In-group Identity Model—suggests that to the extent individuals in different groups view themselves as members of a single social entity, intergroup bias will be reduced***
 - This can happen when groups work together to accomplish shared goals.

END