* Identity—sense of who we are, aspects make unique
* Prejudice—attitude
* Discrimination—behaviors resulting from stereo or prejudice
* Why—knowledge (ease of struct), utilitarian (rewards), ego-defensive, value-expressive (reinforces values)
* Identity Creation
  + Avowal—portray ourselves
  + Ascription—others attribute to us
  + In—care about
  + Out—different and lesser
* Stereo—widely held, generalizing