Definitions

- **Stereotypes**: beliefs associating a group of people with certain traits
- **Prejudice**: negative *feelings* toward people based on group membership
- **Discrimination**: Negative *behavior* directed at people because of their group membership
Basis of stereotyping

- Social categorization
  - Cognitive shortcut
  - Category rigidity and the “truth”
- Ingroups versus outgroups
  - Ingroup diversity and detail
  - Outgroup homogeneity (demonization)
- Sociocultural and motivational forces
Stereotype survival

- Individual differences: “entity” vs. “incremental theorists”
- Illusory correlation and distinctiveness
- Subtypes and “exceptions”
- Confirmation biases
- Automatic activation
Automatic activation

- Getting stereotype-consistent information
- Accessibility from priming
- Application promoted by lack of
  - personalizing information
  - cognitive strain
  - motivation to be accurate
Factors in prejudice

- Intergroup conflict without superordinate goals
- Social identity theory as a source of self-esteem
- Ingroup favoritism, outgroup derogation
- Actual low status and relative deprivation
Sexism

- Despite the book, it is SEX, not GENDER
- Sex-role stereotypes are *prescriptive* as well as *descriptive*. Blue and pink.
- Sociocultural: lore and media images
- Social roles, division of labor, and role-consistent behavior
Occupational choices*

- Stereotyped
  - Firefighter (98%)
  - Construction worker (97%)
  - Truck driver (95%)

- Comparable
  - Financial manager (49)
  - Bartender (52)
  - Physician’s assistant (47)

* (% held by males)
Testing the differential

- Initial occupational choice
  - College teacher (42% female; 58% male)

- Possession of qualifications
  - Terminal degree of PhD
  - National prestige of doctoral university

- Length of continuous service
  - Any breaks before tenure?
  - Any breaks since tenure?

- Publication history
  - Number and quantity

- Teaching ratings
Racism

- An attitude: cognition, affect, behavior
- The old style
- “Modern” racism
  - Profound ambivalence
  - Emerges when safe or socially acceptable
- [https://implicit.harvard.edu/implicit/demo/](https://implicit.harvard.edu/implicit/demo/)
Interpersonal effects

- Priming of expected hostility by high IAT
- Perceiving outgroups > stronger FMRI responses in amygdala (both races)
- Differential treatment on the basis of race
- Reactions often reflect level of one’s own identification with one’s race or sex
Stereotype threat

- Performance deteriorates if
  - There is a stereotype about the outcome
  - Situation primes this stereotype threat
  - Black students worse on SAT problems if task described as “test of intelligence” (Steele & Aronson, 1995)
  - Women students worse on math when wearing swimsuits in front of mirror (Frederickson, et al., 1998)
Out with the bad...

- Contact hypothesis: equal status, personal interaction, cooperative activities, and favorable social norms
- Jigsaw classroom: no one answer
- Cultural change
  - Queer eye for the straight guy
  - Brokeback Mountain