

# Lecture 19 Stereotypes and Prejudice

- United States - long history of conflict between groups.

Progress:

→ Martin Luther Kings

→ Obama

Yet we still have ...

→ Nazi flags

→ Synagogue violence

Any hope to become post-racial society?? Maybe

post-group } probably never.  
post-stereotype }  
↓  
Has to do with human cognition!

# #1 Stereotypes & their purpose

\* **Stereotype** - cognitive schema

\* **Prejudice**

- Stereotype useful:

→ Sick - go see doctor, not baker

→ Hungry - go baker, not doctor

→ In France, probably ppl on street don't speak Japanese

- Allows generalisation and inferences  
reduce cognitive load + still be informative

→ Ppl perform better on cognitive task while using stereotype.

\* **Origins of Stereotypes**

- Classical condition - learn associations

- Social learning - learn from others' stereotype.

- Confirmation bias - stereotype reinforce stereotype

\* **Prejudice** - attitude based on the person's group.

\* **Origins**

- Scarcity: group competing for resources and hate the other group

- In-group - group part of } Minimal group paradigm: arbitrary

- Out-group - group not part of } group creates group

→ **Switching labels of proposal** → turns out ppl support proposal based more on whether it's labelled their group than the actual content.

\* **Out-group Homogeneity Effects** - ppl tend to think own group diverse and other group the same.

## #2 Consequences of Stereotypes

- Cognitive consequences
    - "stop racist police terror" - activates quite many things<sup>△</sup> together!
  - Sometimes racism is not explicit (could be connections in neural network that influence what information is more accessible).
  - Through aspects of cognition. Priming & top-down.
    - flashing picture of photo of ppl of different ways ] faster if primed to crime
    - ↳ then show very noisy image of gun
    - ↳ faster reaction after seeing certain race
- \* This is implicit bias!

- \* Discrimination - make decision about somebody based on group.
- Hiring experiment. Ppl who say not hiring based on race still change what they value and thus hire differently after knowing race
- Self-fulfilling prophecise
    - Randomly choose students to be spurters
      - ↳ changes teacher's behaviour
      - ↳ turns out they do better at end of year
- \* Stereotype Threat: belief that own race does poorly causes person to do poorly.
- "SAT biased" → white doing better
  - "SAT designed to remove bias" → they do equally well.

### #3 Diminishing Stereotype

- Avoid reacting "that's racist". Doesn't help. Maybe reinforce even more.

#### \* Contact hypothesis

- Meeting counterstereotypical people from other group (maybe)
- Super-ordinate Goals: make both groups work for common good.
- Encourage people to learn about individuals in other group.
- Recategorisation: define outgroup ppl as ingroup  
→ hate my jokes? Hey we're all better than Pitt (?)
- Justification: force to justify decision, thus pushing beyond associations.

#### These Need Cognitive Capacity!

- Many approach that aims to fight discrimination backfire. they may reinforce associations.
- But association harder to change.
- Engage in ideas that are different!!