

Old-Fashioned and Contemporary Prejudice



CHAPTER 6
WHITLEY AND KITE

Overview

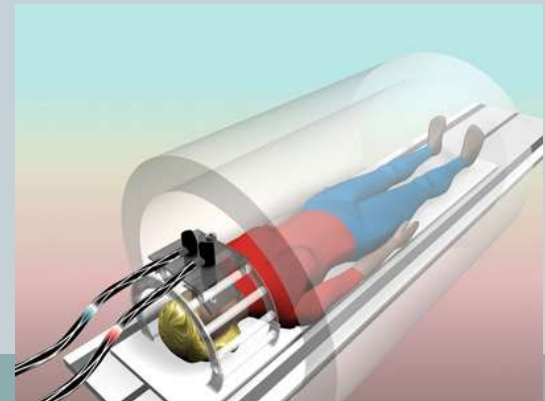
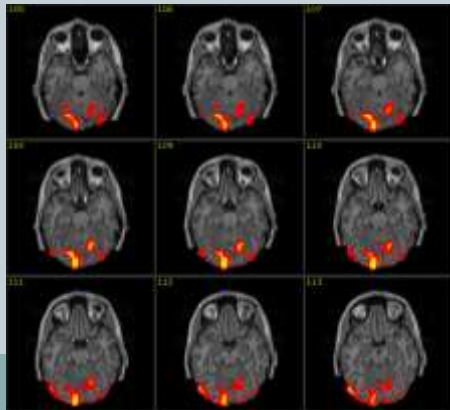


- The Transformation of Prejudice
- Modern-Symbolic Prejudice
- Aversive Prejudice
- Ambivalent Prejudice
- Benevolent Prejudice

Transformation of Prejudice



- Research studies show people still express strong prejudiced attitudes and behaviors even though they don't consciously admit to it
 - Bogus [Pipeline](#)
 - fMRI studies
 - Politeness Request Studies
 - Diary Studies – sexism and racism



Transformation of Prejudice



- “Jim Crow Racism”(old-fashioned) – belief that Whites were genetically superior and subordinate segregation was acceptable

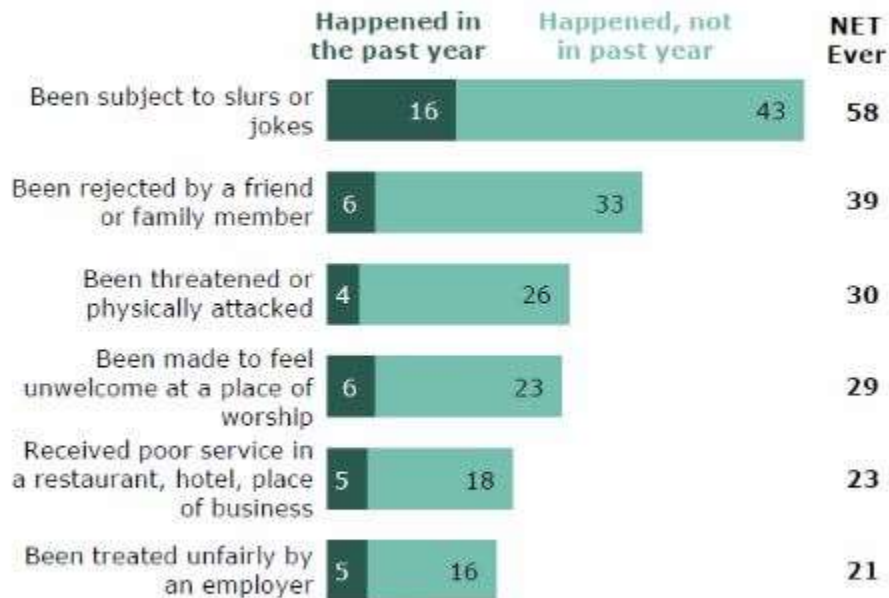
- WWII made us aware of the dangers of segregation and subordination
- Since [Jim Crow laws](#) are gone, some feel prejudice is no longer an issue



Transformation of Prejudice

Perceptions of Discrimination

% saying this ... because of their sexual orientation or gender identity



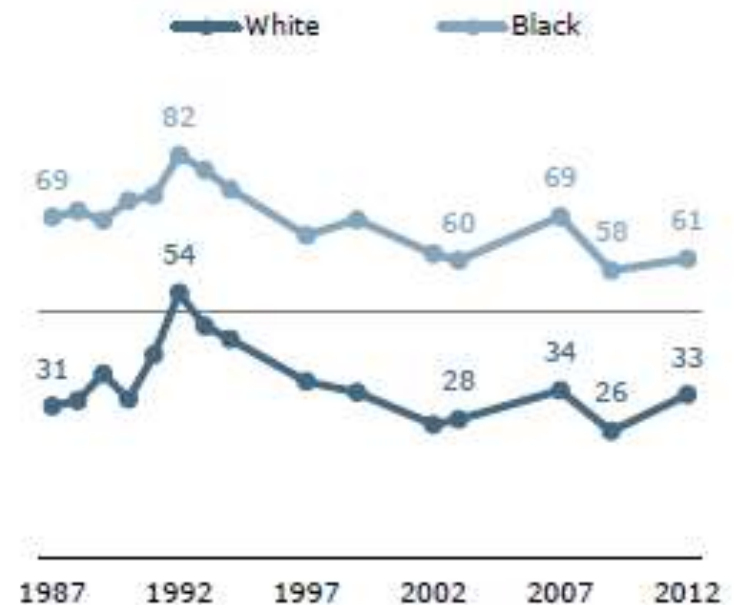
Notes: Based on all LGBT (N=1,197). "Net" was computed prior to rounding.

PEW RESEARCH CENTER

LGBT/82a-f

Most Blacks Continue to Say Their Position Has Not Improved

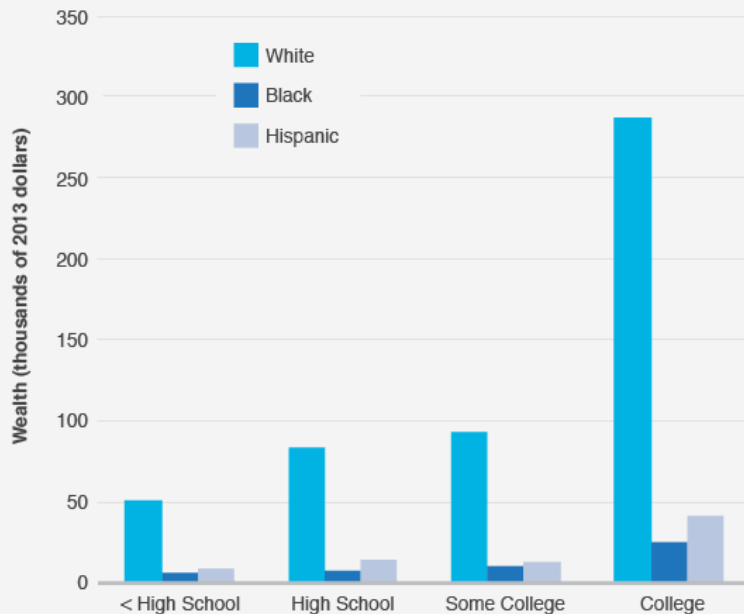
% agree that in past few years there hasn't been much real improvement in position of black people



PEW RESEARCH CENTER 2012 Values Survey. Q30aa/Q40j. Whites and blacks include only those who are not Hispanic.

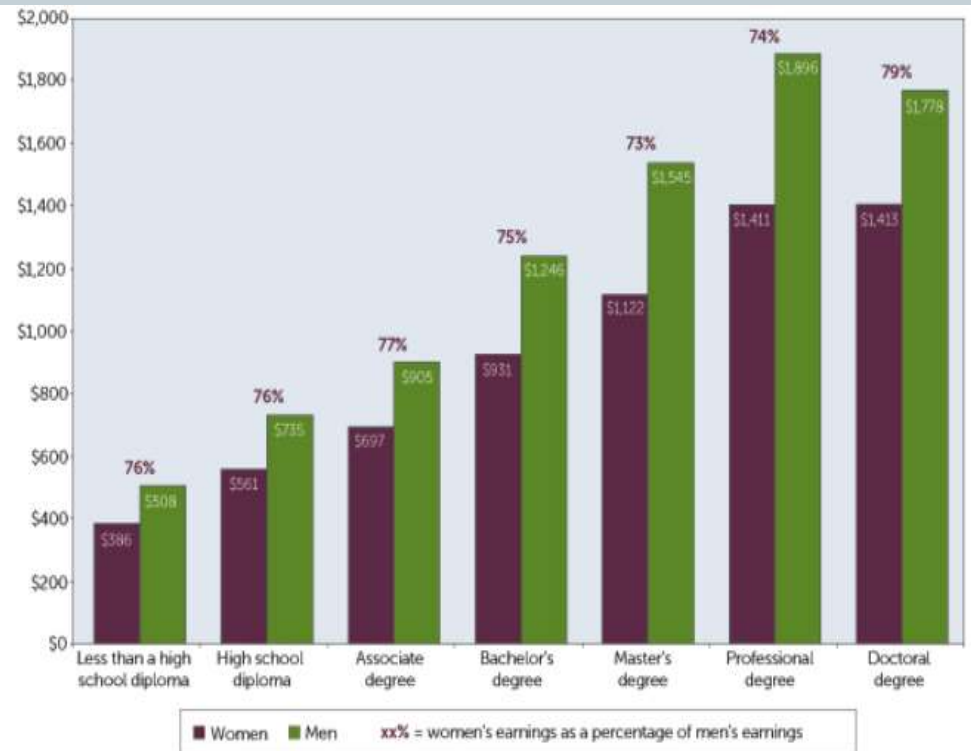
Transformation of Prejudice

Median Wealth By Race & Education (2013)



Dēmos

Source: Federal Reserve





T A B L E 6.1 Percentage of Women and African Americans Reporting Having Observed Sexist or Racist Behavior during Two-Week Periods

Type of Behavior	Examples	Percent Reporting
Sexist Behaviors^a		
Gender-role stereotyping	Expressions of a double standard for men and women	36
Demeaning comments	Referring to a woman as “bitch” or “chick”	31
Sexual objectification	Staring at breasts, unwanted touches	25
Racist Behaviors^b		
Nonverbal behavior	Hostile stares, being watched closely in stores	36
Verbal expressions	Racial slurs, prejudiced jokes	24
Bad service	Whites who arrived later seated first in restaurant	18
Interpersonal offense	Rude behavior, avoiding contact	15

^aSwim, Hyers, Cohen, & Ferguson (2001).

^bSwim, Hyers, Cohen, Fitzgerald, & Bylsma (2003).

Changing Prejudice



- Are we becoming less prejudiced?
 - I'm not racist, but...
 - I'm not sexist, but...
 - Homophobic Language
 - Multicultural Response

Explaining the Contradictions

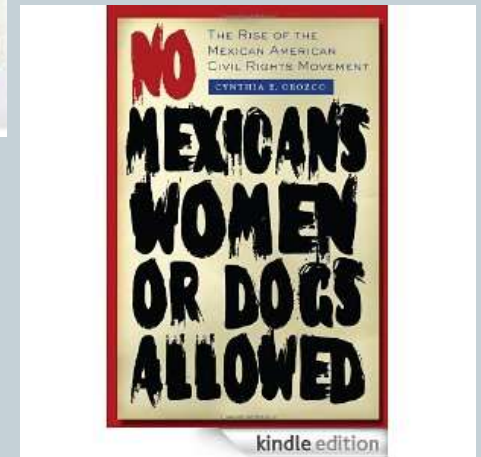


- **Prejudice and Character** – most incorrectly feel that only “bad” people are prejudice
- **Implicit Biases** – unconscious biases can lead to subtle discrimination



Old Fashioned Prejudice

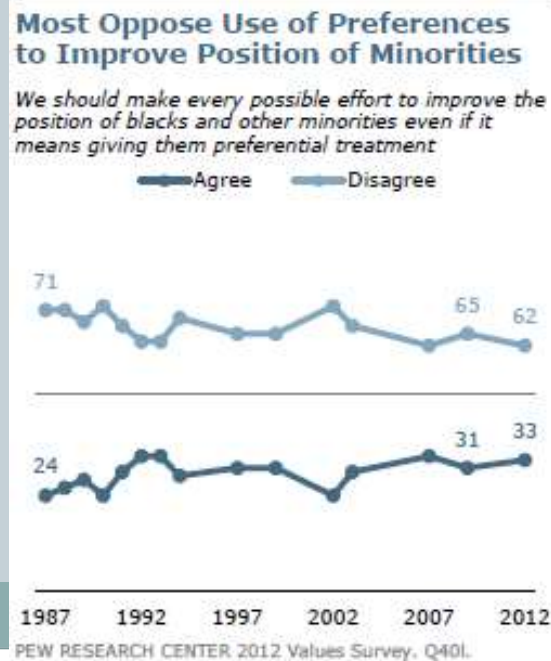
- Women and minority groups are biologically inferior to white men
 - Supported by “scientific evidence”, government and social support



Contemporary Prejudice



- Contemporary Prejudice – reconciling support for racial/sex equality, while still holding negative attitudes towards minority groups
- Contemporary prejudice emerges when it can be justified
 - e.g. “Affirmative Action violates the principle of fairness and equality”



Theories of Contemporary Prejudice



- Modern/Symbolic Prejudice – belief that minority groups are *morally* inferior to majority groups and lack traditional values

- Feel that discrimination complaints are unjustified
- Wealth and Education gaps are due to minority values and lack of motivation, values, and morals
- Endorse egalitarian values, but oppose equal outcome programs to maintain status quo
- Feel threatened by programs that help minority groups improve



Theories of Contemporary Prejudice



- **Modern Symbolic Prejudice...**
 - People are socialized to feel a degree of negative emotion towards minority groups
 - People with modern prejudice typically have little actual experience with minority groups
 - Discrimination – occurs when it can be justified by non-racial/sex/religious grounds



Theories of Contemporary Prejudice



- **Aversive Prejudice** – belief in equality, but ignoring and/or avoiding contact with minority groups
 - May support equality programs like affirmative action
 - Strongly motivated to see themselves as unprejudiced
 - Avoid intimate and prolonged contact with minority groups to eliminate negative affect



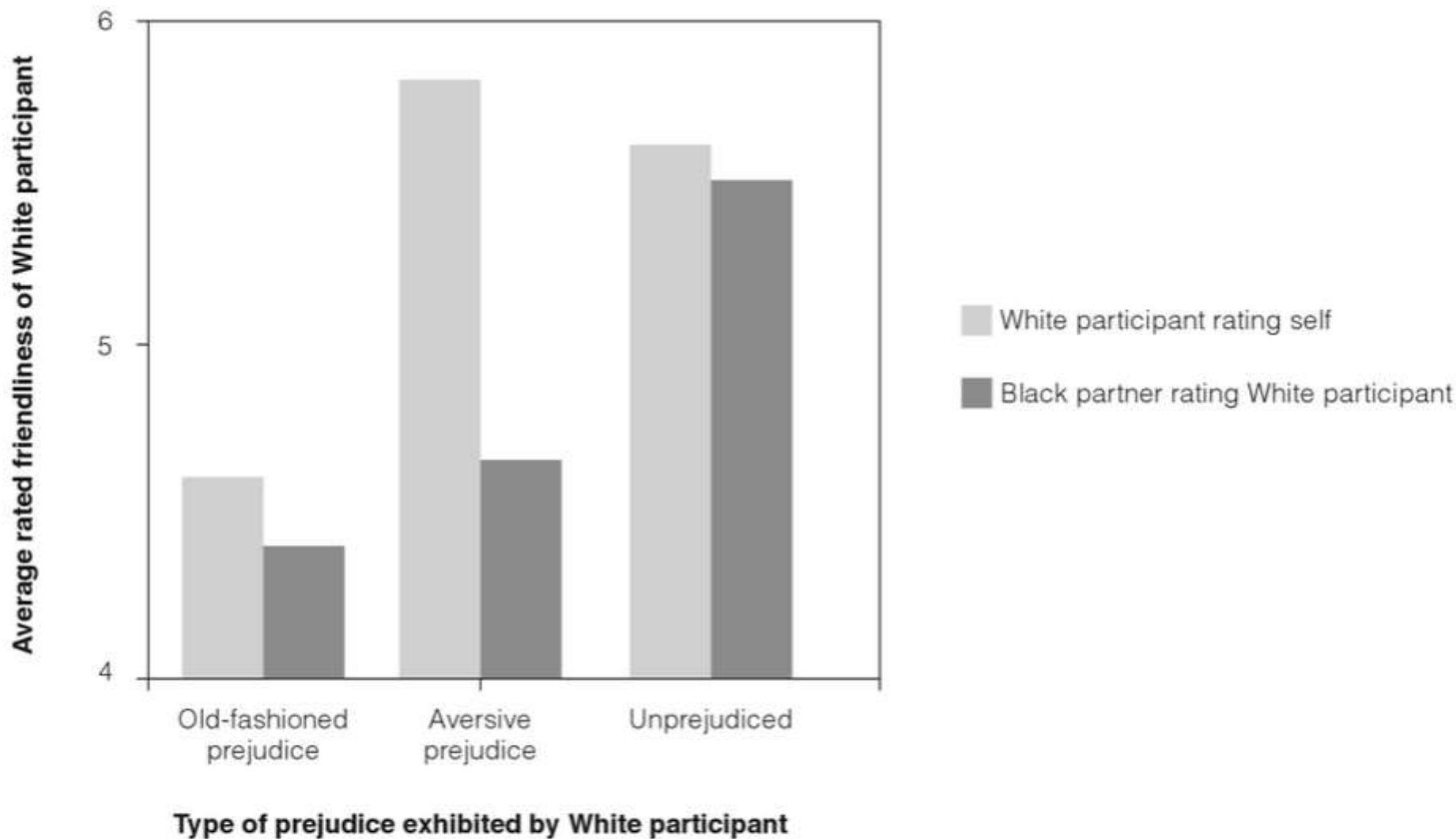


FIGURE 6.4 Interracial Discomfort in Aversive Prejudice

White research participants who exhibited aversive prejudice (low explicit prejudice but high implicit prejudice) tried to act in a friendly manner, but were perceived to be less friendly because they gave off nonverbal cues indicative of nervousness. In contrast, participants who exhibited traditional prejudice (high on both explicit and implicit prejudice) did not try to act in a friendly manner and were perceived as less friendly and unprejudiced participants (low on both forms of prejudice) tried to act in a friendly manner and were perceived as friendly.

Theories of Contemporary Prejudice

• Aversive Prejudice

- May Overcompensate by being overly [positive](#)
- Situational Factors - ambiguous situations lead to minority discrimination
- Discomfort around high status minorities leads to discrimination

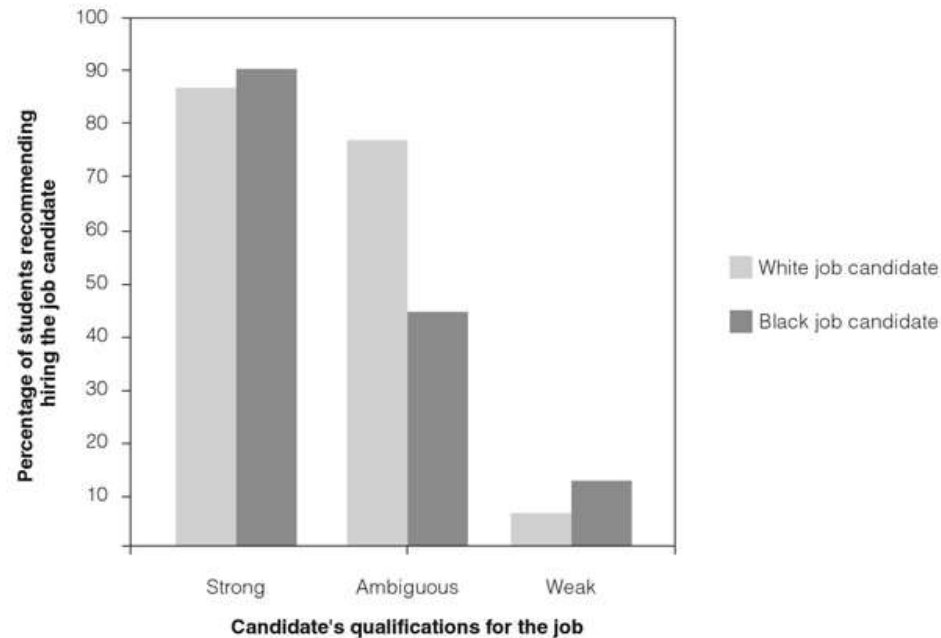
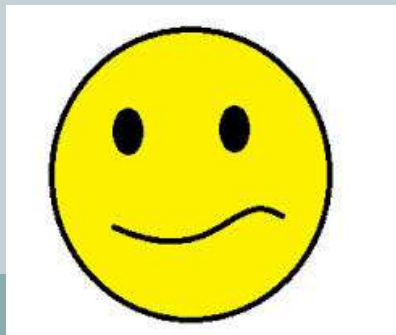


FIGURE 6.5 Pro-White Bias in Aversive Prejudice

Theories of Contemporary Prejudice

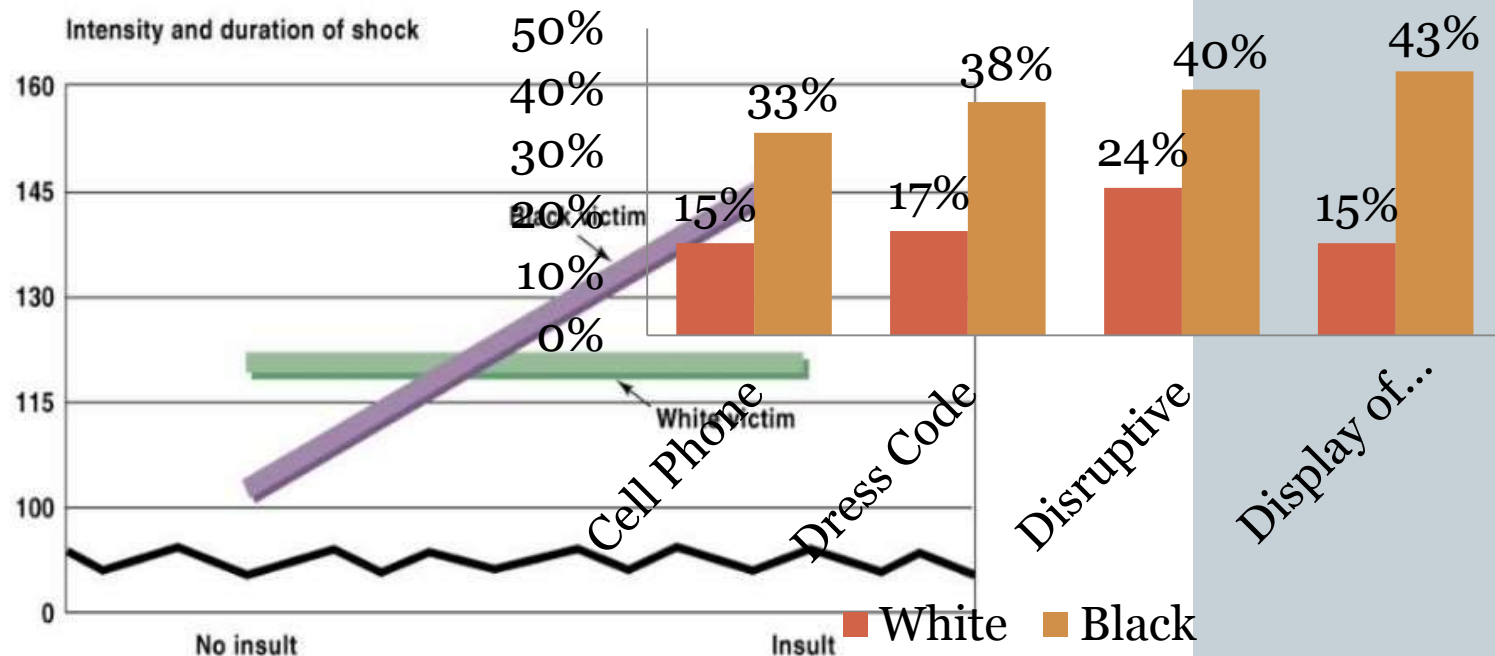


- **Ambivalent Prejudice** – simultaneously having positive and negative feelings/beliefs about other groups
 - Individualism values vs. Egalitarian values
 - ✦ e.g. “black people are both deviant and disadvantaged” or “women are both controlling/manipulative and disadvantaged”
 - Overemphasize one value set depending on context/primes to reduce conflicted feelings



Theories of Contemporary Prejudice

- Ambivalent Prejudice...
 - ✦ **Response Amplification** – extremely positive or negative behavior towards an outgroup member



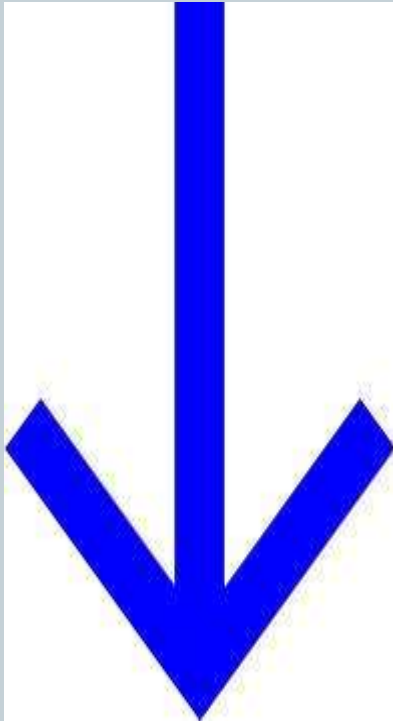
Theories of Contemporary Prejudice



- Benevolent Prejudice - Positive beliefs about minority groups that keep them in low status/power
- Ambivalent [Sexism](#) – a mix of hostile and benevolent sexism (e.g. chivalry)
 - Rewarding women only for adhering to traditional gender [roles](#)



Theories of Contemporary Prejudice



- Old fashioned – domination and exclusion
- Modern – opposition to social policies
- Aversive – avoidance
- Ambivalent – response amplification
- Benevolent – positive beliefs
- Lack of Prejudice

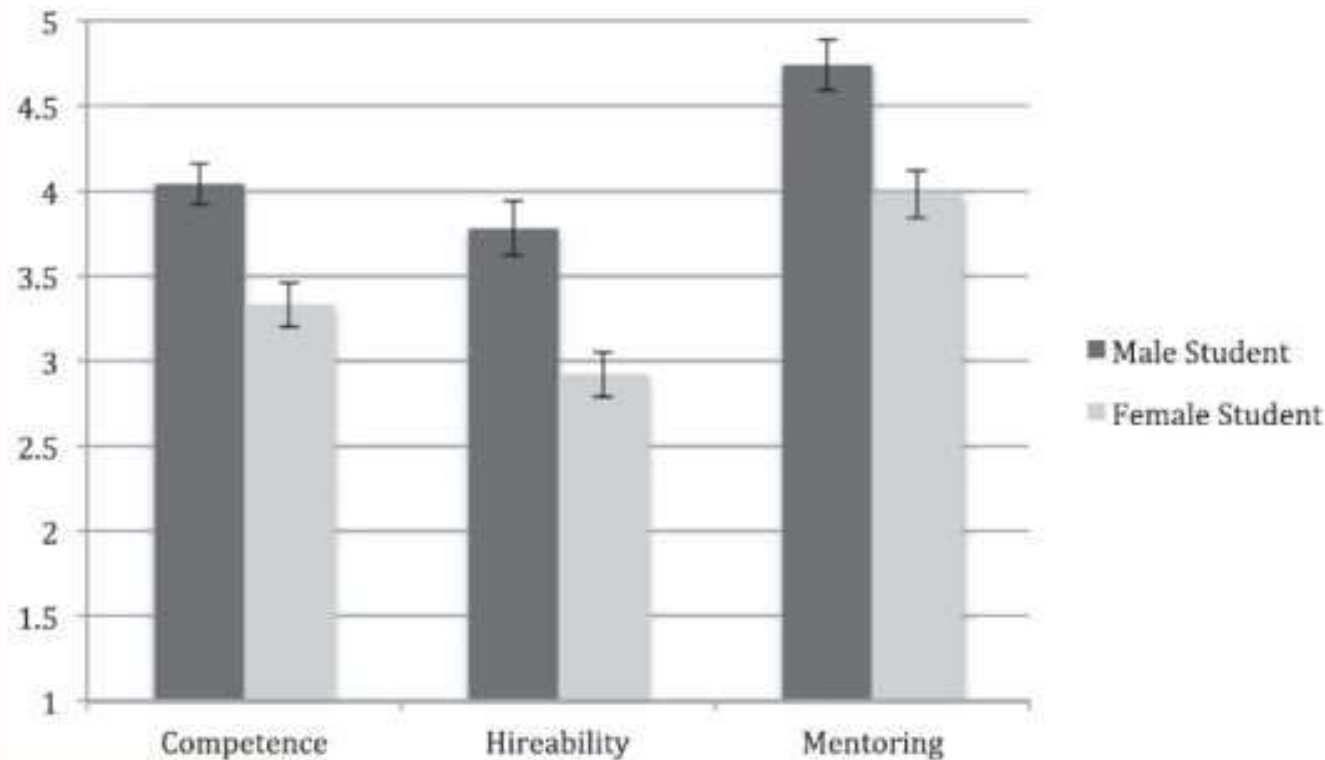


Fig. 1. Competence, hireability, and mentoring by student gender condition (collapsed across faculty gender). All student gender differences are significant ($P < 0.001$). Scales range from 1 to 7, with higher numbers reflecting a greater extent of each variable. Error bars represent SEs. $n(\text{male student condition}) = 63$, $n(\text{female student condition}) = 64$.

Applications for lab assistants in Bio, Chem, and Physics

TABLE 1—MEAN CALLBACK RATES BY RACIAL SOUNDINGNESS OF NAMES

	Percent callback for White names	Percent callback for African-American names	Ratio	Percent difference (<i>p</i> -value)
Sample:				
All sent resumes	9.65 [2,435]	6.45 [2,435]	1.50	3.20 (0.0000)
Chicago	8.06 [1,352]	5.40 [1,352]	1.49	2.66 (0.0057)
Boston	11.63 [1,083]	7.76 [1,083]	1.50	4.05 (0.0023)
Females	9.89 [1,860]	6.63 [1,886]	1.49	3.26 (0.0003)
Females in administrative jobs	10.46 [1,358]	6.55 [1,359]	1.60	3.91 (0.0003)
Females in sales jobs	8.37 [502]	6.83 [527]	1.22	1.54 (0.3523)
Males	8.87 [575]	5.83 [549]	1.52	3.04 (0.0513)

Notes: The table reports, for the entire sample and different subsamples of sent resumes, the callback rates for applicants with a White-sounding name (column 1) an an African-American-sounding name (column 2), as well as the ratio (column 3) and difference (column 4) of these callback rates. In brackets in each cell is the number of resumes sent in that cell. Column 4 also reports the *p*-value for a test of proportion testing the null hypothesis that the callback rates are equal across racial groups.



Table 1

Responses to Apartment Inquiries

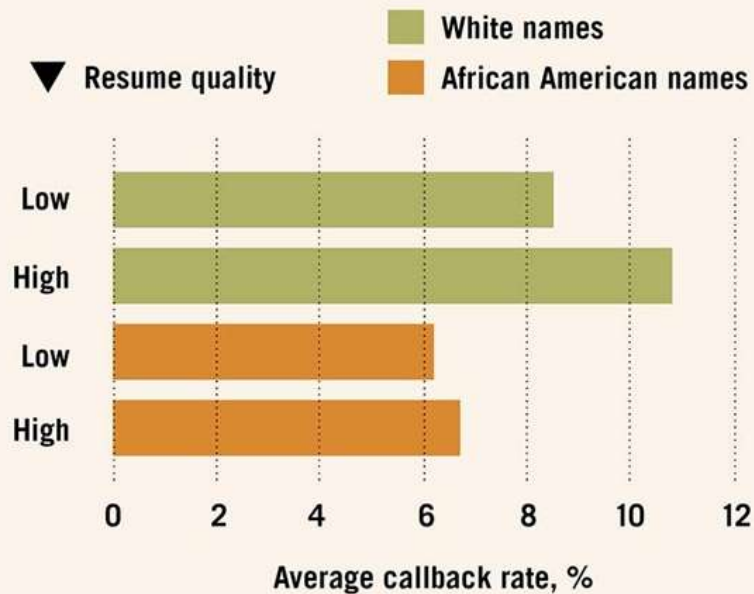
	Name					
	White		African American		Arab	
	+	-	+	-	+	-
Rent						
< \$1,000	84%	16%	68%	32%	53%	47%
\$1,000–\$1,500	91%	9%	47%	53%	70%	30%
> \$1,500	90%	10%	60%	40%	70%	30%
Ownership						
Private	88%	12%	53%	47%	62%	38%
Corporate	91%	9%	59%	41%	75%	25%

Timing



Racism in a resume

Job applicants with African American–sounding names got fewer callbacks.



Source: Bertrand and Mullainathan, 2004