

PREJUDICE – a negative judgment of a group and its individual members

Definition: a negative judgment of a group and its individual members

prejudice – negative attitude

discrimination – negative behavior

STEREOTYPE

- a general description of people who belong in the particular group
 - stems from schemas we have of certain groups
 - to generalize/label people as characteristic of the general traits of a group
- schema or heuristics; makes information processing easier
- we identify the person with a particular group
- a belief about the attributes of a group of people; overgeneralized, inaccurate, and resistant to new information
- an attitude
- ABC

What are the stereotypes we have for the following:

1. *ilocano*
2. *bicolano*
3. *pampangueño*
4. *batangueño*
5. *taga-tondo, payatas*

- can be positive, negative, inaccurate, accurate
 - based on representativeness heuristics
 - although inaccurate, they seem very true at least to own experience

What is the problem when we overgeneralize? Especially when we attribute generalizations to racial background?

- stir up misconceptions and conflicts
- fundamental attribution error

Ex: prejudice against African Americans: violent crime → confounding factor = poverty; *same goes with the bisaya stereotype*

- discrimination need not always stem from prejudicial attitude; sometimes it is incorporated in the system of society/institutions

Racism and Sexism → institutional practices that discriminate, even without prejudicial intent

- not so blatant these days

modern racism → subtle prejudice

EX: giving special consideration to discriminated/marginalized people (blacks and women)

- seldom consciously intended
- more noticeable among homogeneous interactions
- confirmation bias; we also find prejudice when we look for it

EX: being sensitive to signs of potential prejudice; “is it because I’m black?”

- prejudice can operate beyond consciousness

- experiments show this
 - people may give socially desirable answers, but their autonomic responses say otherwise
 - measure autonomic responses; smiling & frowning muscles
 - socially desirable answers; especially when made self-conscious
- it's how we respond (overt behavior) to the unwanted thoughts that matter; *humanistic approach*

Gender Prejudice

Gender Stereotypes – people's beliefs about how women and men DO behave

1. strong gender stereotypes exist!!!
2. members of the stereotyped group accept the stereotype!!!
 - roles play a significant influence on both actors and observers (internalization)
 - stereotypes make sense because of its historical accuracy
 - women are more caring, belong to the home,
 - men are more aggressive, etc..
 - THAT'S WHY: stereotypes are often reasonable approximations of actual gender differences; but get exaggerated when overly generalized

Gender Attitudes

- women are more liked than men

EX: interview with Joey A, maybe they're better at conversing

benevolent vs hostile sexism

EX: Kat's norm violation assignment

- racial and sex prejudice is now less prevalent (blatant) among western than eastern cultures
 - cultural orientation (individualist vs collectivists)
 - strong gender awareness in western culture; Katrina Legarda in the Phil

Social sources of prejudice

- unequal status breeds prejudice
 - results in negative attitudes towards subordinates (inferiority)
 - Religion also rationalizes social order as preordained by God
- stereotypes rationalize unequal status; status rationalizes stereotypes
 - having a boss implies having subordinates, vice versa
- gender stereotypes also rationalize gender roles
 - models for how a particular gender should be (stereotypes) dictates their roles
- continuing discrimination often results in self-fulfilling prophecy; HOW?

stereotype threat → a self-confirming apprehension that one's behavior will verify a negative stereotype

Social Identity

1. We categorize – for ease in information processing
2. We identify – we build schema's for our *ingroups*
3. We compare – we have schema's for our *outgroups*

In Group Bias – favoring one's group

- we are more conscious of our groups when we are the minority
- we identify so strongly to even subtle reasons for becoming a group

- similar birthdays, class number, course
- self-serving bias (evaluating one's self favorably)
 - we judge ourselves as better than those in *outgroups*
- serves also to boost our self-esteem and self-concept
 - we associate ourselves with groups especially when we can bask in its reflected glory
EX: when our team loses, *we won (they lost)*
 - Manny Pacquiao: boosts the morality of Filipinos

Conformity

- society also helps to maintain particular prejudice and discrimination
 - if society dictates that women should stay home; people conform to that norm (to gain acceptance)

Institutional Supports

- society helps to maintain prejudice
 - we segregate those below 18, we wear uniforms to establish our *ingroups*
 - media depicts and strengthens prejudice
EX: blacks are often portrayed as criminals, poor, etc; women as housewives, always looking for 'prince charming'

Emotional Sources of Prejudice

Scapegoat Theory

frustration – blocking of a goal

- we feel more prejudiced when in a bad mood; generally, we do have negative dispositions when we are in a bad mood

Realistic Group Conflict Theory

- prejudice arises when groups compete for scarce resources
- Ingroup bias; we want those resources for our own

Need for Status

- insecurities produces more prejudice to boost one's ego

Cognitive Sources of Prejudice

- we perceive the distinctiveness of groups as being more pronounced
 - schemas at work
 - we feel our differences more when we are the minority
- distinctive events are also remembered better causing us overgeneralize
- *outgroup homogeneity effect*
- Ingroup attributes are more important to us than the attributes of the outgroup
- we also generalize from a limited sample; usually those readily available in memory

just-world-phenomenon

- prejudice, though an effective cognitive mechanism to help in information processing, can sometimes lead people to UNDERESTIMATE situational factors (fundamental attribution error) and think that people deserve what they get

*** small individual preferences can sometimes have societal implications

Because:

1. we want to classify for better information processing
2. we like better those who are similar to us

The Robber's Cave Experiment:

- shared interests form groups; especially when there is a need for interdependence;
 - forms conflicts between competing groups
 - negative attitudes are formed of the other group (COMPETITION)
 - PERSISTS as long as there is competition for goals
- cumulative negative individual attitudes do not result in group negative attitudes
 - the whole group has to feel the negative attitude towards the *outgroup*
 - negative attitudes are extinguished when both groups share a common goal or become *interdependent* on each other to attain a particular goal
- changes on individual attitudes do not result in changes between *ingroup* attitudes towards *outgroups*

AGGRESSION

hostile aggression – intended to injure

instrumental aggression – intended to hurt for some other purpose

Theories of Aggression

1. Rousseau saw it as being caused by society
2. Hobbes saw it as innate, therefore the need for social laws
3. Freud saw it as one of the basic instinct/drives of humans

Instinct Theory

- views aggression as being adaptive to humans
- evolutionary perspective says it is essential for the survival of the species (especially for males)

Neural Influences

- amygdala is responsible for aggression
 - stimulation increases aggressive tendencies in monkeys
 - monkey learned to use the button to deal with the tyrant monkey – adaptive uses

Genetic Influences

- twin studies suggest genetic inheritance of aggression – temperament studies

Biochemical Influences

- alcohol disinhibits and deindividuates people; lowers self-awareness = greater tendency to become aggressive
- testosterone is highly linked with aggression
 - increased levels in criminals
 - at age 25, testosterone levels decline; so does aggression
- high serotonin (upper) levels also linked with higher levels of aggression; dopamine (downer)

Frustration – Aggression Theory

- aggression is always preceded by frustration
- frustration is caused by the impediment of attaining a goal
 - money should be able to alleviate this – it buys things
- Theory of catharsis on aggression
 - releasing aggression is healthy; a common belief before!
 - can be reinforcing; may lead to further aggression

1. Adaptation Level Phenomenon

- we adapt our expectations for ourselves overtime; things that satisfy us today, when met, would not longer satisfy us in the future
 - is also helps us adapt reverse processes (becoming poorer, becoming disabled)

- wealth is not really the answer to everything; although it helps deal with the basic needs (which might cause frustration); food, shelter, clothing, medical needs

Poverty is the US and other western countries bother them... they should see how it is here!!!

- presence of a gun or other tools commonly associated with violence, increases aggressive tendencies; guns distance victims compared to knives
 - statistics say: a gun in the home is more likely to kill members of the house than intruders (accidents and suicide)

Relative Deprivation

- we compare ourselves with others
 - if we feel down, comparing the greater misfortunes of others would help
 - if we compare their success, with our failures, we do ourselves harm

Social Learning Theory – Albert Bandura

- proposes that we vicariously learn to be aggressive from others
 - bobo doll experiment
- we pass on to our children our own behavior; common knowledge!
- media's influence; songs with explicit lyrics
 - popularity of gang related fights – violent rap songs
 - form groups; affiliate/identify strongly
 - gangster rap, killing for the gang

Influences on Aggression

1. Pain
 - not just physical pain; emotional as well
 2. Heat
 - hotter climates are correlated with higher aggression rates; no wonder there's always war in the middle east;
 3. Attacks - naturally
 4. Crowding
 - occupying one's personal space
- these are all unpleasant feelings/situations that would naturally cause people to become more aggressive
 - being aroused in and of itself accentuates our emotional responses
 - in a good situation, we get attracted to people (exercise, horror movies and attraction)
 - in an unpleasant situation, we become aggressive.

Media Influence

- desensitizes people to violence and sex
- common depiction of love scenes distorts the malleable minds of people
- the reverse influence could also be accomplished

“Violence in Our Culture”

- there has been an increase in violence depicted in media; they are also more gruesome now.
- These are also highly correlated to the increase in crimes and violent acts
- to say that media does not influence violence in culture, is to ignore scientific research findings

what are the programs being shown during prime time?

Do you see their influence on most of the people who watch during these hours?

Group Influences

- seeing people doing an anti-social act, we most probably would do the same
- deindividuation

Reducing Aggression

Catharsis – reinforces aggressive behavior

A Social Learning Approach

- punishment is not always that effective; reinforcing good behavior is better

Notes:

- experiments again show our vulnerability to external (sometimes internal: hormones) factors
- violence is always a part of our local news – doesn't stir up our government though
- our culture promotes physical punishment to bad behavior; *pamamalo*