

Stereotypes, Prejudice, & Discrimination: The ABCs



= **Affect**

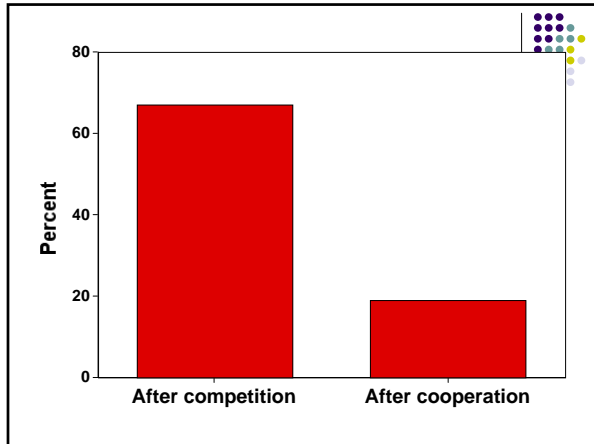
Negative attitudes or feelings toward people
because of their membership in certain groups



Sherif (1966) study at Robber's Cave State Park, Oklahoma



- Phase 1: No contact
- Phase 2: Intergroup conflict
- Phase 3: Conflict resolution



Why Does It Happen?

Theory
Prejudice stems from competition between social groups over valued commodities or opportunities

Theory



Prejudice stems from the belief that one or one's group fares poorly compared to others

Theory



Prejudice stems from the desire to enhance our personal identity and various social identities that derive from the groups we belong to

= Behavior



Behaviors directed against people because of their membership in certain groups

Modern Discrimination



Instances in which individuals, businesses, and other institutions perform trivial positive actions for members of outgroups toward whom they feel strong prejudice



The tendency to treat outgroup members more favorably than they would be treated if they were ingroup members



Fajardo (1985) Study



Independent variables:

- Black author vs. White author
- _____: High, Medium, Low

Dependent variable:

Essay evaluation

