I. Basic Definitions
   A. Group
      1. Two or more people perceived as related because of their interactions with each other over time or their membership in the same social category or common fate.

   B. Prejudice
      1. Positive or negative feelings towards persons based on their membership in certain groups.

   C. Discrimination
      1. Behavior directed against persons because of their membership in a particular group (often negative or harmful)

   D. Stereotype
      1. A belief that associates a group of people with certain traits (type of schema)

Examples:
II. How stereotypes are formed
   A. Social Categorization (reasons for it and problems)

B. Ingroups and Outgroups

   1. Definitions
      a. Ingroup - group to which an individual belongs
      b. Outgroup - group to which an individual does not belong

   2. Results in ingroup bias
      a. The tendency to like the ingroup more than the outgroup

   3. Results in outgroup homogeneity effect (OHE)
      a. The tendency to assume there is greater similarity among members
         of outgroups than members of ingroups
b. Explanations for OHE

(1) Memory and retrieval processes

(2) Opportunities for learning

Examples:

III. How stereotypes distort perceptions of individuals

A. Stereotypes influence interpretation of ambiguous information

Confirmatory Bias:

B. Stereotypes influence memory

IV. How stereotypes survive

A. Attributions
   1. Ultimate attribution error
      a. Tendency to attribute positive ingroup outcomes to disposition, but positive outgroup outcomes to situation
B. Subtyping
   1. The tendency to see stereotype-inconsistent members of stereotyped groups as “exceptions”

C. Self-fulfilling prophecies

(Social Cognition Reprise) Automatic and controlled processes

A. Characteristics of automatic processes
   1. Unconscious
   2. Unintentional
   3. Involuntary
   4. Effortless

Examples:
B. Characteristics of controlled processes

1. Conscious
2. Intentional
3. Voluntary
4. Effortful

Examples:

V. Is stereotyping inevitable?

A. Dissociation model (Devine, 1989)

1. Devine’s (1989) study

Conclusion:
VI. Controlled processes

A. Macrae and others (1994) rebound effects

How to avoid stereotype activation and its influence?
VII. Two levels of prejudice (Automatic and Controlled)

A. Gaertner & Dovidio (1997)

- Conceptual: Conscious attitudes ↔ verbal behaviors
- Operational: Automatic attitudes ↔ non-verbal behaviors

VIII. Origins of Prejudice (Conscious Prejudice Research)

A. Social Categorization Processes

B. Social Identity Theory

1. Self-esteem has two components - a personal identity and social identities

2. Social Identity Theory says that people try to maximize their social self-esteem, just like they try to maximize their personal self-esteem
C. Realistic Conflict Theory
   1. Direct competition (real or imagined) for valuable but limited
      resources breeds hostility and results in prejudice and discrimination

IX. Sexism
   A. Prejudice and discrimination based on a person’s gender

      1. Cultural defaults

X. Racism
   A. Prejudice and discrimination based on a person’s race

      1. Old-fashioned racism

      2. Modern racism
XI. Automatic Prejudice Research

Automatic attitude: when the mere presence of an object automatically activates the attitude held toward that object in memory.

Greenwald et al. (1998) Implicit Association Test (IAT)

Procedure:

Pattern of Results:

Fazio (1996) Evaluative Priming Procedure

Procedure:

Basic Pattern of Results:

Physical context as a factor in Automatic Prejudice
XII. Effects of being a victim of stereotyping, prejudice, and discrimination

A. Self-esteem

B. Stereotype threat

1. Vulnerability experienced by people from stereotyped groups when their behavior could potentially confirm the stereotype about their group

a. Negative stereotypes

(1) Steele & Aronson (1995)

(2) Spencer, Steele, & Quinn (1999)

b. Positive stereotypes

(1) Shih, Pittinsky, & Ambady (1999)
XIII. Ways to reduce prejudice

Contact hypothesis