

Prejudice, Stereotypes, and Discrimination

Why do we treat “others”
differently?



Affect

Prejudice:
how we *feel* about members
of a group



Cognition

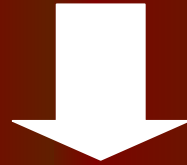
Stereotypes:
generalized *beliefs* about
these groups



Behavior

Discrimination: *behavior*
directed at them because of
their group membership

Prejudice ; Stereotype ; Discrimination



Racism



Sexism



Ageism

PREJUDICE

Definition and Characteristics of Prejudice

Definition :

A positive or negative attitude, belief, or feeling about someone or something by which we prejudice on the basis of some characteristic

Characteristics :

- Learned (we are not born prejudiced).
- Unconscious (we usually don't realize our attitude)
- Directed against group and individuals from that group

Causes of Prejudice?

- **Socialization:** Prejudices are learned
- **Economic Effect:** competition for jobs and insufficient resources
- **Psychological Effect:** False sense of superiority & simple answers to complex questions (“they are to blame.”)

● 5 Levels of Acting Out Prejudice

- Antilocution- Bad mouthing, disparaging comments, jokes, cartoons, stereotypical language, etc. May be verbal or non-verbal.
- Avoidance- If the prejudice is more intense it leads the individual to actively avoid members of the disliked group.
- Discrimination- Actively making distinctions and choices which have an adverse impact on members of one group.

- 5 Levels of Acting Out Prejudice (cont.)
 - Physical Attack- As the emotional level of prejudice intensifies, acts of violence become more probable.
 - Extermination- The ultimate degree of violent expression of prejudice.

What are the conditions necessary for reducing prejudice?

1. Equal status
2. Personal, informal contact
3. Contact w/ multiple group members to breakdown stereotypes

STEREOTYPE

STEREOTYPE

- Have you ever caught yourself using (inclusive) words or phrases like.....
 - All women.....
 - How things (SHOULD) be?
 - These are signs of using Stereotypical language and thinking.

WHAT IS A STEREOTYPE?

- Cognitive structures that contain our knowledge, beliefs, and expectations about social groups
- Over generalized belief about a group of people

Stereotyping?

Stereotyping comes from being either..

- Uninformed
- Misinformed
- Intentionally misinformed, sometimes called (Brain Wash)

Why do we Stereotype?

- Heaven is a place with an American house, Chinese food, British police, a German car, and French art.
- Hell is a place with a Japanese house, Chinese police, British food, German art, and a French car
- Why do we stereotype?
 - Expectations
 - Interpretations
 - Standards

How do you avoid falling into the stereotype?

- The first and the most important rule of thumb is...
 - To asses the situation
 - Ask yourself, is this a personal attack?
 - Are they really infringing on your right?