



Lecture 4

Prejudices and stereotypes

Cross-cultural psychology

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Content

- ▶ Social perception
- ▶ Stereotypes
- ▶ National character
- ▶ Prejudices
- ▶ Contact theory

Intercultural relations

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Social perception and social cognition

- ▶ **Social perception** = process through which we seek to know and understand other people and ourselves

X

- ▶ **Social cognition** = process through which we interpret, remember, and then use information about our social world

- ▶ Social perception is **culturally** rooted, we acquire judgments, attitudes, beliefs **from our cultural milieu**

Social Perception A View of Others



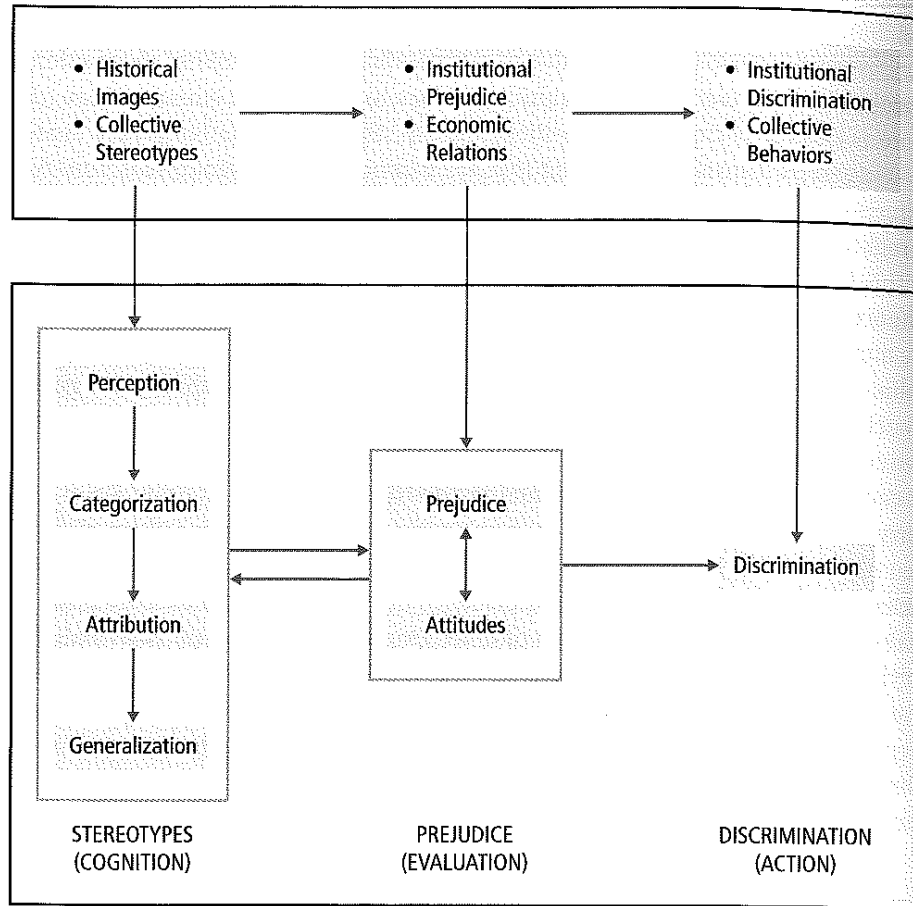
Stereotype, prejudice, discrimination



- ▶ **Stereotype** (cognitive)
 - ▶ „Most of Arabs are terrorists“
- ▶ **Prejudice** (evaluative)
 - ▶ „I am afraid of Arabs, because they could be terrorist“
- ▶ **Discrimination** (behavior)
 - ▶ I avoid Arabs, because because they could be terrorist“

- ▶ <https://www.youtube.com/watch?v=ewE2K8A7Ddw&spfreload=10>

GROUP FACTORS



INDIVIDUAL PROCESSES

Figure 14.2 Central concepts in intercultural relations at group and individual levels.

Stereotypes

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Stereotypes I

- ▶ = traits or characteristics **generally** attributed to **all** members of specific **groups** (Shirayev, 2014)
- ▶ = **categorical** assumptions that **all** members of a given group have a particular trait
- ▶ = cognitive categories which are necessary to bring order to diversity (Jost and Hamilton, 2005)

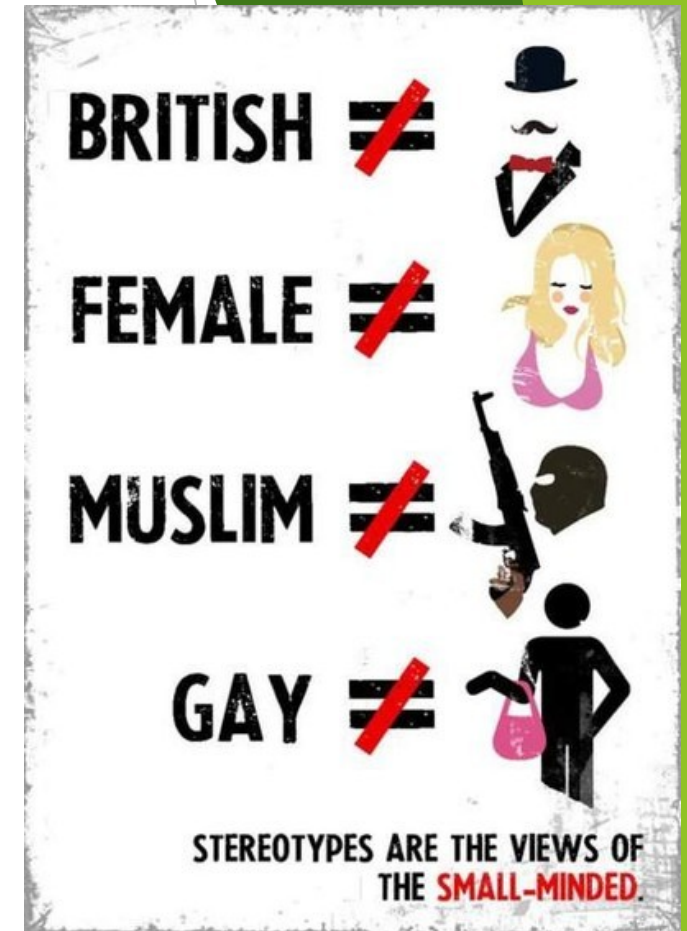
- ▶ To simplify the incoming information and categorize it by groups
- ▶ Part of the process of social perception

Stereotypes II

- ▶ Stereotyping is permitting similarities between phenomena to eclipse their differences
- ▶ Habitually, systematically and automatically **overestimate** within-group similarities, while **minimizing** within-group variability (Fiske, Taylor, 1984)
- ▶ X = fundamental component underlying prejudice, bigotry, chauvinism, racism, sexism, ageism....
- ▶ Problem in overgeneralizations and negative evaluations directed toward members of the categories
- ▶ Stereotyping is making erroneous judgments

Stereotypes III

- ▶ Examples: „most illegal immigrants are criminals“ , „all Jews are wealthy“
- ▶ Is possible to reduce stereotypes? To reduce the influence of stereotypes on our daily judgments?
- ▶ Ingroup x outgroup phenomenon
 - ▶ Favor your own group at the expense of others
 - ▶ Ingroup favoritism
- ▶ „kernel of truth“ hypothesis Campbell 1967
 - ▶ the greater the real cultural differences between two groups of people, then the more likely these differences will appear in their mutual stereotypes



Stereotypes IV

- ▶ **Stereotype content model**
 - ▶ Fiske, Cuddy, 2002
- ▶ Two dimensions:
 - ▶ competence x warmth
- ▶ admiration
- ▶ envy
- ▶ contempt
- ▶ paternalism



Mixed Stereotype Content Model (Fiske et al.)

		Competence	
		Low	High
Warmth	High	Paternalistic stereotype low status, not competitive (e.g., housewives, elderly people, disabled people)	Admiration high status, not competitive (e.g., ingroup, close allies)
	Low	Contemptuous stereotype low status, competitive (e.g., welfare recipients, poor people)	Envious stereotype high status, competitive (e.g., Asians, Jews, rich people, feminists)

National character

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National character

- ▶ = the perceived predominant behavioral and psychological features and traits common in most people of a nation (Shirayev, 2014)
- ▶ Tendency to distinguish themselves from their neighbors (Lithuanians x Russians)
- ▶ Quite frequently people of one's own nation are seen as good and decent x neighbors are considered bad or mean
- ▶ Some notable facts, sensationalistic coverage in media, or individual experience (as same as literature, interpretations of history, jokes, travelers tales) create and maintain **specific stereotypes** associated with national characters





Typical Czech



Typical American



- ▶ <http://cometoprague.com/top-10-signs-that-youre-in-czech-republic/>
- ▶ X
- ▶ <http://www.immihelp.com/newcomer/american-culture-and-behavior.html#>

National character does not reflect mean personality trait levels

- ▶ **Torracciano, McCrae, 2007 - International study across 49 countries**
=> national character stereotypes have only little basis in reality
 - ▶ Most people hold beliefs about personality characteristics typical of members of their own and other's cultures
 - ▶ Generalizations from personal experience, stereotypes with a kernel of truth or inaccurate stereotypes
 - ▶ National character rating x average personality scores = **national character not converge with assessed traits**
 - ▶ Perception of national character as unfounded stereotypes - > function of maintaining a national identity

Prejudice

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Prejudice

- ▶ = **prejudgment** or forming an opinion **before** becoming aware of the relevant facts of a case
- ▶ = preconceived, usually unfavorable, judgments toward people or person because of **gender, political opinion. Social class, age, disability, religion, sexuality, race/ethnicity, language, nationality....**
- ▶ = Positive or negative evaluation of another person based on their perceived group membership
- ▶ = Any unreasonable attitude that is unusually resistant to rational influence
- ▶ Feeling, favorable or unfavorable, toward a person or thing, prior to, or not based on, actual experience (Allport)

Prejudice II

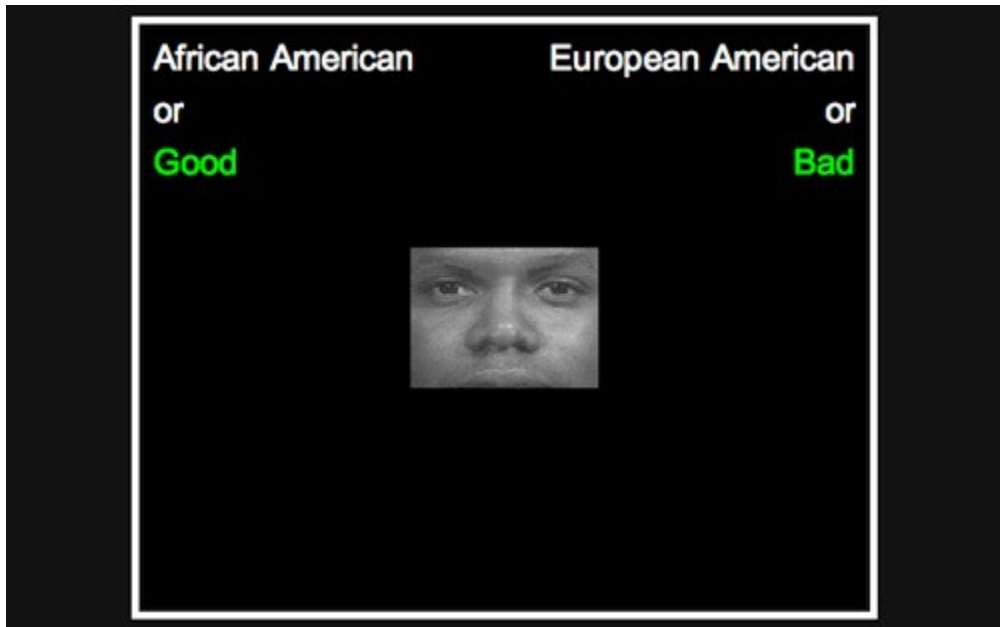
- ▶ Adorno - prejudice stemmed from an authoritarian personalities
- ▶ Allport - prejudice is a natural and normal process for humans
- ▶ Favoritism toward one's own groups,
- ▶ General ethnic prejudice x ethnic attitudes toward specific groups
- ▶ Allport classic volume 1954, data from Eurobarometr surveys and European Social Survey



Prejudice III

- ▶ Perceived threat („The presence of people from minority groups is a cause of insecurity“) explained the largest proportion in the variance in negative attitudes toward immigrants
- ▶ Old-fashioned x new (modern) racism (= express racism indirectly) - generalized prejudice
- ▶ Prejudice against people of African origin in USA and against people of Muslim faith or Arab origin
- ▶ Pettigrew - ultimate attribution error

- ▶ Nonconscious, automatic
- ▶ Implicit association test (IAT)
 - ▶ measures attitudes and beliefs that people may be unwilling or unable to report



- ▶ TED: Paul Bloom: Can prejudice ever be a good thing?
- ▶ http://www.ted.com/talks/paul_bloom_can_prejudice_ever_be_a_good_thing
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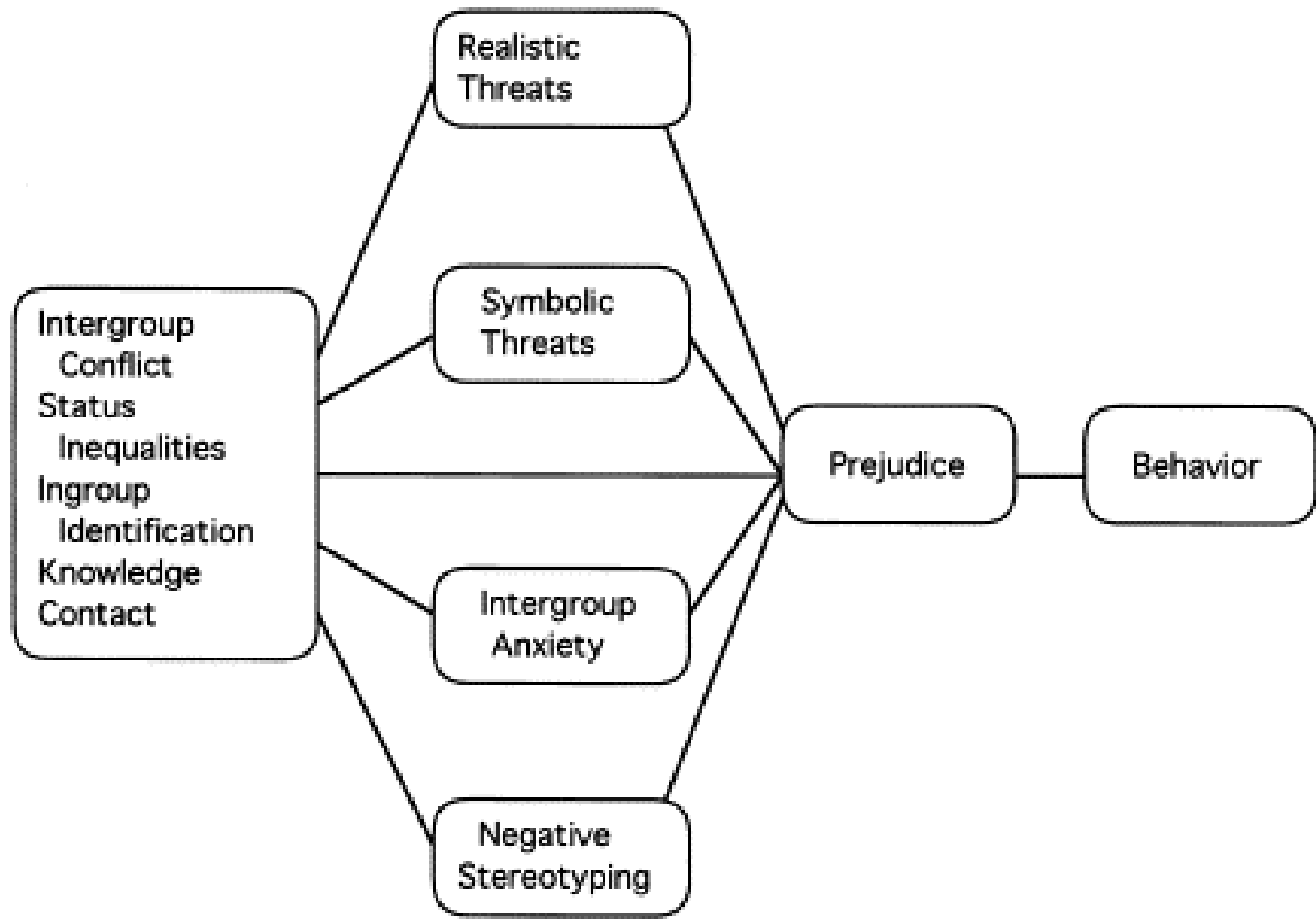
Integrated threat theory (ITT)

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Integrated threat theory (ITT) W.G. Stephan

- ▶ Outgroups prejudice and discrimination is caused when individuals perceive an outgroups to be threatening in some way
 - ▶ Realistic threats (*competition for a natural resources, threat to income*)
 - ▶ Symbolic threats (*perceived difference in cultural values between groups or a perceived imbalance of power*)
 - ▶ Intergroup anxiety (*interaction with other groups cause negative feelings*)
 - ▶ Negative stereotypes (*individual anticipate negative behavior from outgroups members in line with the perceived stereotype*)

A CAUSAL MODEL OF THE
INTEGRATED THREAT THEORY



Contact theory

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Contact theory

- ▶ Contact among ethno cultural groups in plural societies can lead to more positive intercultural relations (Allport, 1954)
- ▶ *„Prejudice...may be reduced by equal status contact between majority and minority groups in the pursuit of common goals. The effect is greatly enhanced if this contact is sanctioned by institutional supports (i.e. by law, custom or local atmosphere) and provided it is of a sort that leads to the perception of common interests and common humanity between members of the two groups.“*
- ▶ Contact and sharing among groups will promote mutual acceptance

Contact theory II

- ▶ Pettigrew, Tropp 2006, 2008 meta-analyses of hundreds of studies of the contact hypothesis
- ▶ -> intergroup contact does generally relate negatively to prejudice in both dominant and non-dominant samples
- ▶ Mediators:
 - ▶ Enhancing knowledge about the outgroups
 - ▶ Reducing anxiety about intergroup contact
 - ▶ Increasing empathy and perspective taking

Intergroup contact

- ▶ **Direct intergroup contact** (Pettigrew & Tropp, 2006)
 - ▶ Meeting outgroup members face to face
- ▶ **Indirect intergroup contact**
 - effective when there are no opportunities for direct contact
 - extended (Wright, Aron, McLaughlin-Volpe, & Ropp, 1997)
 - vicarious (Mazziotta, Mummendey, & Wright, 2011)
 - parasocial (Schiappa, Gregg, & Hewes, 2005)
 - imagined (Crisp & Turner, 2009)
 - computer-mediated (Walther, 2009)

Direct intergroup contact

- ▶ One of the best ways to improve relations among groups experiencing conflict (Al Ramiah & Hewstone, 2013)
- ▶ Last 50 years of research - focus on **contact quality** (positive vs. negative), **mediators** (e.q. anxiety, empathy), **moderators** (e.q. score on the RWA scale) of the relation between contact and attitudes
- ▶ Allport (1954) identified **four prerequisite conditions** for contact to work:
 1. Equal status
 2. Common goals
 3. Cooperation
 4. Institutional support

Resources

- ▶ Shiraev, E., Levy D. (2014). *Cross-Cultural Psychology*. Pearson.
- ▶ Berry, J. W., Poortinga, Y. H., et al. (2011). *Cross-cultural Psychology: Research and application*. Third Edition. Cambridge university press.
- ▶ Terracciano, A., Abdel-Khalek, A. M., Adam, N., Adamovova, L., Ahn, C. K., Ahn, H. N., ... & Meshcheriakov, B. (2005). National character does not reflect mean personality trait levels in 49 cultures. *Science*, 310(5745), 96-100.
- ▶ Pettigrew, T. F., & Tropp, L. R. (2006). A meta-analytic test of intergroup contact theory. *Journal of personality and social psychology*, 90(5), 751.
- ▶ <http://en.wikipedia.org/wiki/Prejudice>

Videos

- ▶ **Prejudice & Discrimination**

- ▶ <https://www.youtube.com/watch?v=7P0iP2Zm6a4&spfreload=10>

- ▶ **Intergroup contact**

- ▶ <https://www.youtube.com/watch?v=uYDzhrYwGTM&spfreload=10ned>

- ▶ **imagined contact**

- ▶ <https://www.youtube.com/watch?v=EroW6R1P-KE&spfreload=10>

Thank You!