

**MODULE 77 PREJUDICE AND DISCRIMINATION**

**PREJUDICE**

- **PREJUDICE** is an unjustifiable and usually negative attitude toward a group and its members. Prejudice generally involves stereotyped beliefs, negative feelings, and a predisposition to discriminatory action.
- There are three parts that make up prejudices: beliefs, emotions, and predispositions to action.
- **ETHNOCENTRISM** is assuming the superiority of one's ethnic group.
- **STEREOTYPES** are a generalized belief about a group of people.
- **DISCRIMINATION** is an unjustifiable negative behavior toward a group and its members.
- Stereotypes lead to prejudice which can lead to discrimination.
- Gays and lesbians across the globe cannot comfortably acknowledge who they are and whom they love due to gender prejudice and discrimination.
- Automatic prejudice: In experiments by Keith Payne, people viewed a white or black face, immediately followed by a gun or hand tool, which was then followed by a visual mask. Participants were more likely to misperceive a tool as a gun when it was preceded by a black rather than white face.
- Prejudice arises when social inequalities and divisions are partly responsible.
- The **JUST-WORLD PHENOMENON** is the tendency for people to believe the world is just and that people therefore get what they deserve and deserve what they get.
- There was safety in solidarity (those who didn't band together left fewer descendants). Today, our social identities are associated with certain groups and contrast ourselves with others.
- The **INGROUP**, or "us" – people with whom we share a common identity, vs. the **OUTGROUP**, or "them" – those perceived as different or apart from our ingroup. **INGROUP BIAS** is the tendency to favor our own group.
- **SCAPEGOAT THEORY** is the theory that prejudice offers an outlet for anger by providing someone to blame.
- Barack Obama has been perceived by White Americans as Black. Researchers believe this happens because, after learning the features of a familiar racial group, the observer's selective attention is drawn to the distinctive features of the less-familiar minority.
- The **OTHER RACE EFFECT** is the tendency to recall faces of one's own race more accurately than faces of other races. Also called the cross-race effect or the own-race bias.
- Hindsight bias is also at work when dealing with prejudice. Blame-the-victim phenomenon when dealing with cases such as rape... the "she should have known better" perception.

**BE ABLE TO ANSWER:** What is the difference between prejudice and discrimination?

**PRACTICE FRQ:** Describe the three major components of prejudice.