Prejudice and Prejudice Reduction (SDO & RWA)

The authoritarian and the social dominance orientation

SDO -> personality trait which measures the support for social hierarchy

Rubin & Hewstone, 2004 -> sod changed over the years -> 3 separate hypotheses

Bob Altmeyer 1981 -> discovered RWA -> defined RWA as someone who exhibits a high degree of submission to the authorities

RWA -> key characteristic: submissiveness -> accept what the leaders & authorities say & respect what they do -> dismiss any contradictory info

Prejudice

The contact hypothesis and the imagined contract.

Contact hypothesis -> grouping individuals of different backgrounds together can reduce prejudice and improve relations -> Jigsaw Classroom, Elliott Aronson 1970's
Imagined hypothesis -> imagining having positive contact with different individuals from different backgrounds -> reduced prejudice

Prejudice

Jigsaw Paradigm

Elliott Aronson 1970's -> cooperative learning technique used to reduce prejudice
Breaking down barriers between groups by having children from different backgrounds work together on different tasks -> children respected differences more and worked together to achieve good grades

Paluck and Green, 2009 -> supported that the paradigm works and it does improve academic performance & reduce prejudice

Prejudice

The Realistic Conflict Theory and The Social Identity Theory

Tajfel & Turner, 1979 -> social identity theory -> evaluate others as 'us' vs 'them', 3 mental processes

Social categorisation -> social identification -> social comparison

Social categorisation -> categorise object and people
Social identification -> adopt identity of the social group
Social comparison-> compare the group that they are a part of with others

Realistic conflict theory -> two or more groups seeking limited resources -> conflict, stereotyping and increased hostility

Prejudice

The social and organisational implementations of prejudice and the reduction intervention

Organisational prejudice -> workplace -> bias in hiring practices -> organisational implementations involve having implemented diversity and inclusion practices & policies

Social prejudice -> bias which devalues people because of their perceived membership of a social group -> Elliott Aronson 1970's -> jigsaw classroom could be implemented in social environments such as classrooms

Prejudice

New forms of racism and implicit prejudice

Colourblind racism -> not seeing race or colour -> treating everyone the same-> not taking into consideration differences

Aversive racism -> negative attitudes towards members of a racial group -> avoiding individuals people of certain races, expressing anxiety or discomfort around them and engaging in behaviours which maintain racial segregation

Gaertner and Dovidio in 1986 proposed the aversive racism term