

### STEREOTYPES- THE COGNITIVE COMPONENT

A stereotype is a generalisation about a group of people in which identical characteristics are assigned to virtually all members of the group, regardless of actual variation among members

Gordon Allport (1954) **Law of Least Effort-** We are cognitive misers

Cognitive Misers apply a range of heuristics to deal with the social world which can be useful if accurate

Walter Lippmann stereotypes are little pictures we carry in our head

### Stereotype Threat

Stereotype threat refers to being at risk of confirming, as self-characteristic, a negative stereotype about one's group (Steele & Aronson, 1995). You may unintentionally display some characteristic which is considered a stereotype of a group to which you belong

### PREJUDICE- THE AFFECTIVE COMPONENT

Prejudice is a hostile or negative attitude toward a distinguishable group of people, based solely on their membership in that group

Can be seen as intolerant, unfair, or irrational, unfavourable attitude toward another group of people

### PREJUDICE AND RACISM

When strong prejudice is directed at an ethnic group it becomes an aspect of *racism*

Ideological belief in the superiority of a particular race and its right to Element of dominion over others of Racism

*Individual Racism* a person organises their life around opposition to another racial group.

*Institutional Racism* e formal laws and regulations as well as informal, but powerful social norms that limit the 6 PSYC 3023 Lec 4 Sem 1 2022-2023 opportunities and choices available to certain ethnic groups exist

### DISCRIMINATION- THE BEHAVIOURAL COMPONENT

Discrimination is t is an unjustified negative or harmful action toward the members of a group simply because of membership in that group.

Discrimination is the action component to prejudice

### Types of Racism

**Traditional Racists** Generally call for support for segregation laws and beliefs in the moral and intellectual inferiority of other ethnic groups

**Modern Racists** Subtler and less extreme and is more common in society. Generally believes that racism is over and that there is no lasting effects of slavery etc

**Symbolic Racism** A blend of anti-Black attitudes with beliefs in traditional American values such as individualism, self-reliance, and work ethic

**Aversive Racism** A person who was grown with unavoidable racial biases produced by socialisation and cultural patterns but who have also internalised values of fairness and equality so they sympathise with victims of injustice

