

Stereotypes, Prejudice and Discrimination



Stereotype (Belief):

- Overgeneralized idea about a group of people.

Prejudice (Emotion):

- Unjustifiable (usually negative) attitude towards a group of people. *Ethnocentrism* is an example of a prejudice.

Discrimination (Action):

- An action based on a prejudice.



In and Out Groups

Ingroup: People with whom one shares a common identity.

Outgroup: Those perceived as different from one's ingroup.

Ingroup Bias: The tendency to favor one's own group.

Examples: Rival gangs, fans of opposing sports teams, cliques at school.

Scapegoat Theory - "Finding someone to blame."
Can be caused by frustration or when someone
feels powerless to change their situation.



SCAPEGOAT

The Secret To Success Is Knowing Who To Blame

Prejudices can often lead to a....

Self-fulfilling prophecy

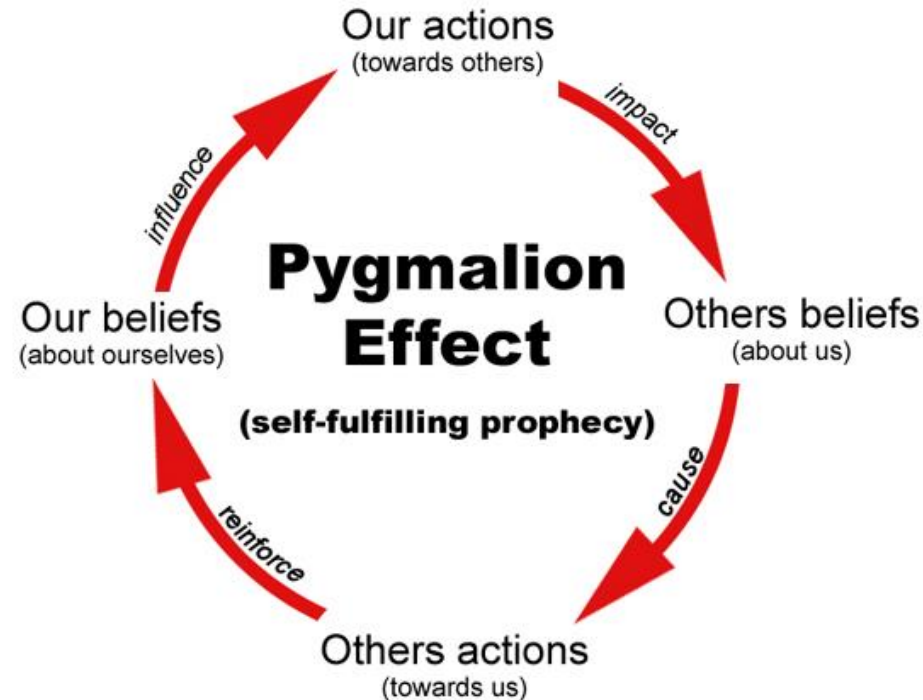
We become what we expect ourselves to become.

... and so a negative belief can lead to a negative outcome.

Pygmalion Effect

Our actions can cause other to experience a self-fulfilling prophecy

If a teacher thinks you will fail in an exam and lets you know her feelings, you!



Pygmalian Effect

Vivid Cases

- Judging frequency of events by instances that readily come to mind.
- Highly memorable occurrences will appear as more likely or representative of a group.



Claude Steele - Stereotype Threat

- A self-confirming concern that one will be evaluated based on a negative stereotype

