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Fear of Prejudice

Challenges for Psychology and Public Policy

Dominic Abrams

British Psychological Society
President's Award Lecture
April 16th 2010

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Prejudice

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Conference

April
2010

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Overview

- What is prejudice?
- Who cares about prejudice?
- Who experiences prejudice?
- Who expresses prejudice?
- What can be done about prejudice
- Who should do something about prejudice?
- The research-policy interface
- The future

Job cuts: Who will we keep?

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Person A relatively
more adept at

- Settling arguments
- Understanding others' views
- Dealing with people politely

Also

- Solving crosswords

And

- Has a healthy diet

Person B relatively
more adept at

- Learning new skills
- Being a creative problem solver
- Using internet resources

Also

- Driving

And

- Takes exercise

WHAT IS PREJUDICE?

Thinking ill of others without sufficient
warrant (Allport, 1954)

More systematically positive responses to
members of one's own group than to
other groups (Haslam & Dovidio, 2010)

Bias which devalues people because of
their perceived membership of a social
group (Abrams, 2010)

Values in Britain (% endorsement)

(Abrams & Houston 2006)

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- Conformity to rules 53
- Respect for tradition 60
- Maintain social order 72
- National security 82

- Openness/broad-mindedness 80
- Justice/protecting the weak 84
- Equal treatment/opportunity 85

Can we take a joke..?

Race:

An Englishman, an Irishman and a Scotsman went into a bar. The Englishman stood a round of drinks. Next, the Irishman stood a round of drinks. And the Scotsman stood around.

Whats do u call a sikh on drugs.....

Syring-jit

What do u call a sikh on a balance rope.....

Balan-Singh

A man walk into a gun store and says he wants a gun . The shop owner looking puzzled asks what type of gun. He replies by saying one that shoots cans. The shop owner says what type of cans the man says You know: Africans , Jamaicans , African Americans.

Gender:

A blonde was bragging about her knowledge of state capitals. She proudly says, "Go ahead, ask me, I know all of them." A friend says, "OK, what's the capital of Wisconsin?"

The blonde replies, "Oh, that's easy: W."

Race and Gender:

How many white girls does it take 2 screw in a light bulb.....

1-- White girls will screw anything lol

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Sexuality

What do you call a gay dentist?
A tooth fairy.

*Gay People with Pets Community Forum>Index>Jokes
Post subject: Jules Jokes*

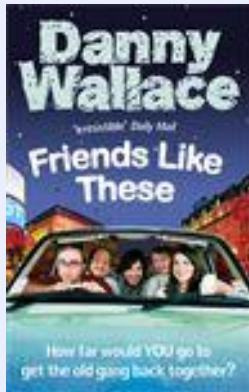
Age:

An old man came up to me at the cash machine and asked me to help him check his balance
... so i pushed him over.

Old mathematicians never die,
they just disintegrate.

Disability:

Why don't blind people skydive?
It scares the dog.



Race, Gender, Age, Disability

An Asian marriage broker has been given the job of finding a bride for an impoverished middleaged groom. The broker warns the man's parents that he's not much of a catch so they'll have to make do with whatever brides are available. However, when the girl is presented the man's parents are appalled. 'Look at her,' whispers the father to the mother. 'She has knock-knees, cross-eyes, a moustache, a huge wart, and buck teeth.'

'There's no need to whisper,' says the broker. 'She's deaf too.'

Probably not.....

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8 April 2010: 11:14am | [login/register](#)

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Top Tory Sir Nicholas Winterton sparks row by supporting racist jokes

Apr 6 2010

TORY buffoon Sir Nicholas Winterton blundered again yesterday by claiming it was OK to tell racist jokes.

He was being quizzed about wife Ann's Asian slur at a rugby club dinner.

Asked if an MP should make such remarks, Winterton replied: "Well, I mean, I bet they tell jokes about honkies and others ... you know ... about us."

Prejudice as Conflict

- Private vs Public Morality
- ‘Our world’ vs ‘Their world’
- ‘Good’ vs ‘Bad’

- We can all be prejudiced

- **Black pupils 'are routinely marked down by teachers'**
- **4 Apr 2010:** Teachers' assessment of children's ability is undermined by stereotyping, says research

**You're not a feminist, but ...
what?**

7 Apr 2010: Chloe Angyal:
Many young women embrace the ideas of feminism but are reluctant to use the 'f-word' for fear of rocking the boat

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So we all value equality?

But for whom?

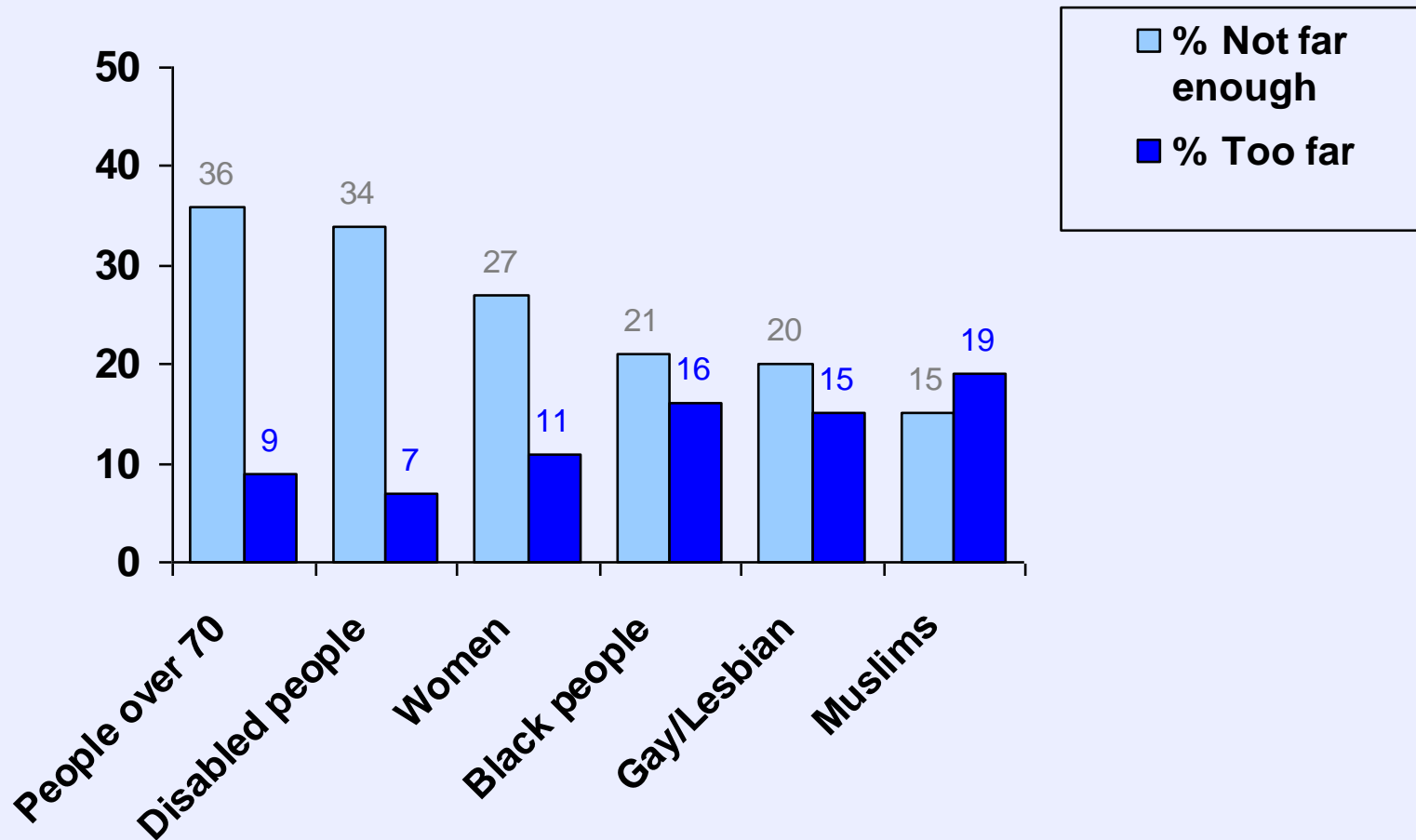
Have attempts to give equal employment opportunities to each group in Britain gone....

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- Equality is valued above all, and by all
- But not for all
 - Only 1/3 think more employment equality is needed for women, older, disabled people
 - Between 1/7 and 1/5 think equal opportunities have gone ‘too far’ for Gay/Lesbian, Black or Muslim people
 - Maps onto overt prejudice.....

What does prejudice do for us?

- Keep them out
- Give us pride/esteem
- Give us identity
- Give us meaning
- Give us control

[Shadow Home Secretary] Grayling suggests B&Bs should be able to bar gay guests



“Should a Christian hotel
owner have the right to
exclude a gay couple
from their hotel?”



news.bbc.co.uk
Sunday, 4 April 20 10 13:46

"I took the view that if it's a question of somebody who's doing a B&B in their own home, that individual should have the right to decide who does and who doesn't come into their own home.

"If they are running a hotel on the High Street, I really don't think that it is right in this day and age that a gay couple should walk into a hotel and be turned away because they are a gay couple, and I think that is where the dividing line comes."

<http://bnp.org.uk/groups/bring-back-the-original-britain>



Bring Back The Original Britain ~

10 Years ago 2% non-british in Britain
5 Years ago 37% non-british in Britain
Today 84% non-british in Britain

Join this group, and state your honest thoughts.

FOR WHITE/BRITISH PEOPLE ONLY!
This group is strictly for proud Brits, I used to be a proud Brit until I went to the shops, or until I turned on the TV, or until I phoned my bank up and felt worried about if I offend the person on the other end because I can't understand them,

On April 7, 2010 said:
IF ITS NOT WHITE ITS NOT RIGHT :@

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JOIN THE FIGHT
Become a member of the
INTHEFIGHTFELLOWSHIP

*Is it time to toughen up?
Having a righteous impact?
Are you InTheFight?*

**Make the one-year commitment.
Let God use you to change the world.**

CLICK HERE TO JOIN

[American Family Association](#). Producing great resources to protect families from our toxic culture. Focusing on: Preservation of Marriage and Family, Decency and Morality, Sanctity of Human Life, Stewardship and Media Integrity.

David Limbaugh

Sick Thinking From 'Mainstream' Leftists

Date: 4/6/2010 11:24:57 AM

Note to fellow conservatives: Please understand whom we're up against here [..leftist commentators...].. otherwise we don't have a prayer of defeating them.



**Marcia
Segelstein**

The truth about homosexual sex

No one wants to hear it...no one wants to say it...but the cold, hard truth is that homosexual sex is risky at best, life-threatening at worst. *Caution:*

Objectionable content

Mike Adams: The Wall of Hate

Date: 4/7/2010 1:50:17 PM, , <http://www.afa.net/Blogs/BlogPost.aspx?id=2147493315>

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A bunch of organizations – including the NAACP, PRIDE, and the Black Student Union – are sponsoring a “Breaking Down Hate” week [comment follows]

Gay. Let’s just use the term “sodomite.” They are way too angry to be called “gay.” Plus, I’d like to be able to once again use the term “gay” without having people think about sodomy.

Choice. When I hear the word “choice” I know some feminist is about to kill a baby so she can increase her sex partners without decreasing her income.

Tenure. Tenure is a really ugly word. After professors get it they ..spend most of their time ..thinking of things ..which are not related to the reason they were hired.... Like.. spray painting over [“hateful”] words.. and calling it “progress.”

Anti-Christian Coalition Webring

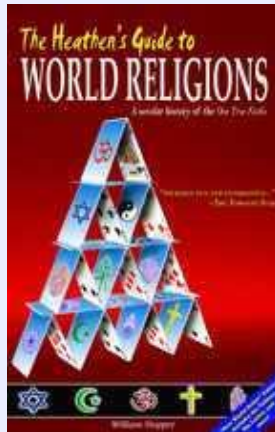
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The Heathen's Guide to World Religions: A Secular History of the Many 'One True Faiths' is an atheist's history of world religions, chronicling the lust, greed, murder, and sheer stupidity that have contributed to the major faiths.



Islamophobia Watch

Documenting anti Muslim bigotry

[Home](#) [About Us](#) [Islamophobia: A Definition](#)

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Categories

Anti Muslim Violence
(280)

Australia (142)

Austria (24)

Belgium (39)

Canada (139)

Culture (2)

Czech Republic (7)

Daniel Pipes (101)

Danish Cartoons (31)

Denmark (82)

Denmark (1)

Far Right Racists (888)

France (211)

Germany (86)

Greece (1)

Hijab (704)

Historical (1)

Institutional (107)

Ireland (23)

Army builds 'mosques' on North Yorkshire firing range

Thursday, April 8, 2010



A Muslim group has demanded an apology from the British Army after it emerged that replica mosques were being used on a North Yorkshire firing range.

The chairman of the Bradford Council for Mosques (BCM) said the structures at Catterick should be taken down immediately. The Ministry of Defence said it had "no intention" of causing offence.

The BMC said it was particularly angry as it had been assisting the army in its efforts to recruit more Muslims.

Saleem Khan, the chief executive of the BCM, called for the Army to apologise. "The first thing they need to do is remove this straight away," he said. "They do owe apologies to the Muslim community and it is the mind set which needs changing."

Fatwa against modelling by Muslim women

Press Trust Of India, Muzaffarnagar, April 06, 2010
First Published: 16:42 IST(6/4/2010, Last Updated: 16:43 IST(6/4/2010)

A fatwa has been issued by a leading Islamic seminary against modelling by Muslim women.

Darul-uloom Deoband has said that exhibiting bodies by Muslim women while modelling is against the Shariat law.

The fatwa, which describes modelling as un-Islamic, was issued by Mufti Habibur Rehman, Mufti Mehmood Hasan, Mufti Fakhrul Islam, Mufti Zanul Islam and Mufti Waqar Ali of the seminary on Monday

<http://www.islamic-sharia.org/general/>

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The text (Surah Al-Baqara 2:282) which requires two female witnesses in place of one male witness, gives a clear reason for it i.e. "if one of them forgets, the other reminds her."

Man's mind is uni-focal while the women's mind is multi-focal. In other words, a man would be fully occupied with the task he is involved with; he may not be distracted by anything else while being engaged in his activity. On the other hand, a woman may be busy in kitchen work and she will be easily alert to a phone buzzer or her infants cry from the cradle. In a way she is found to be more sensitive and active in her dealings. Thus she has got a very praise worthy character but that is not so good for a case of testimony which requires more attention and concentration. What is wrong then, if a second woman is needed, only to remind her if she fails to deliver her testimony completely. So it is a case of verification of the testimony, not that of degradation to the status of the women at all.To deny the difference between the two genders is a denial of truth. Allah who created us, gave us rulings according to our nature. And all is well as long as we go by the nature.

How Serious is Prejudice?

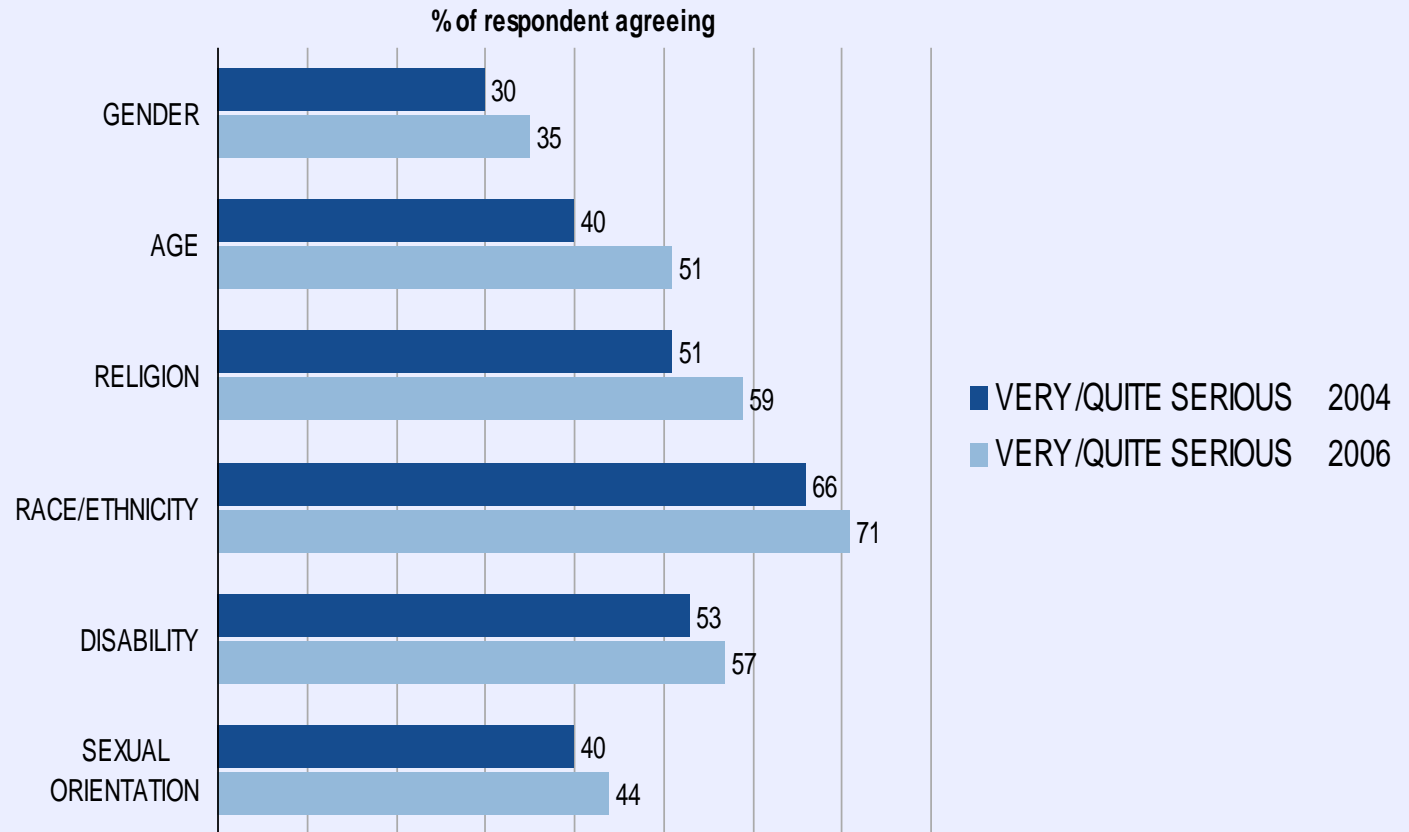
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Subjective estimation of seriousness of discrimination

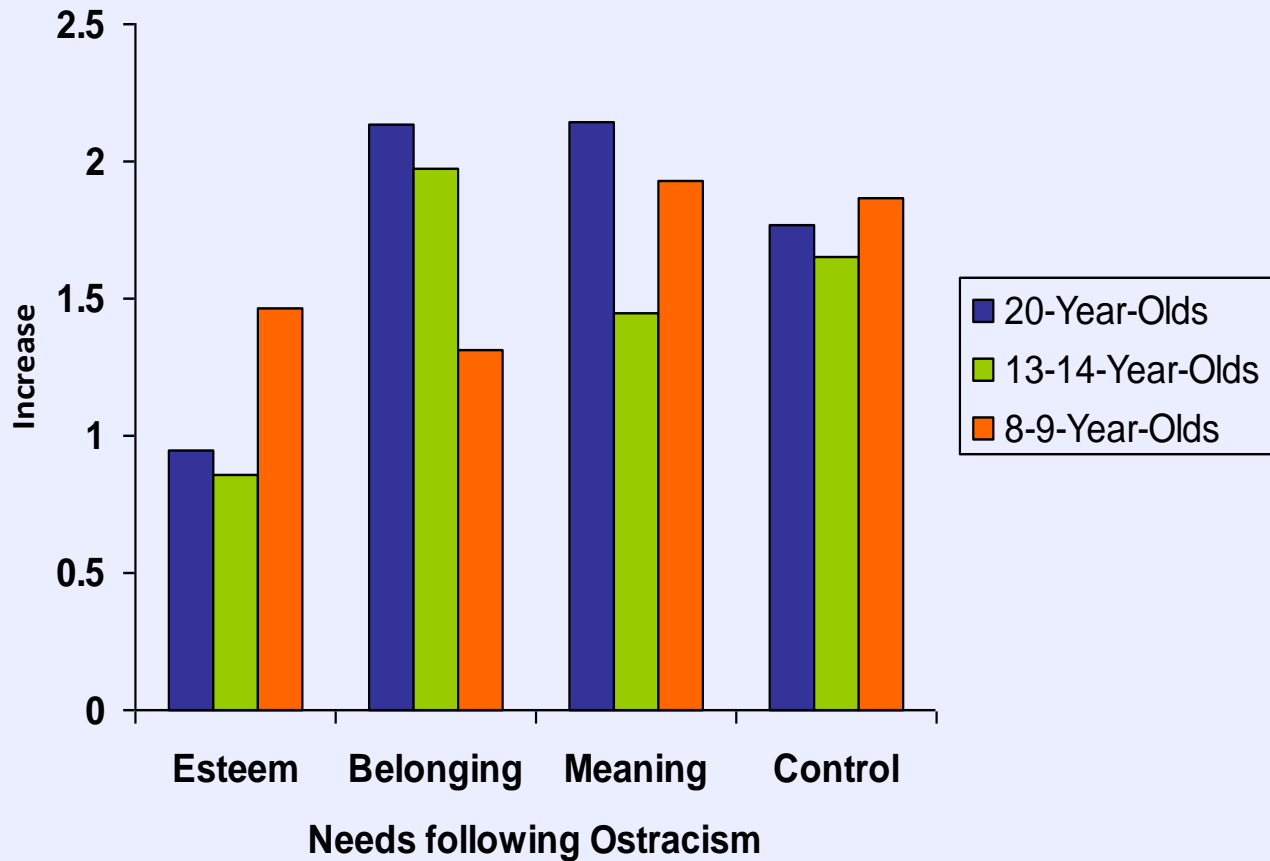


Keeping them out: How does it feel not to be one of “us”?

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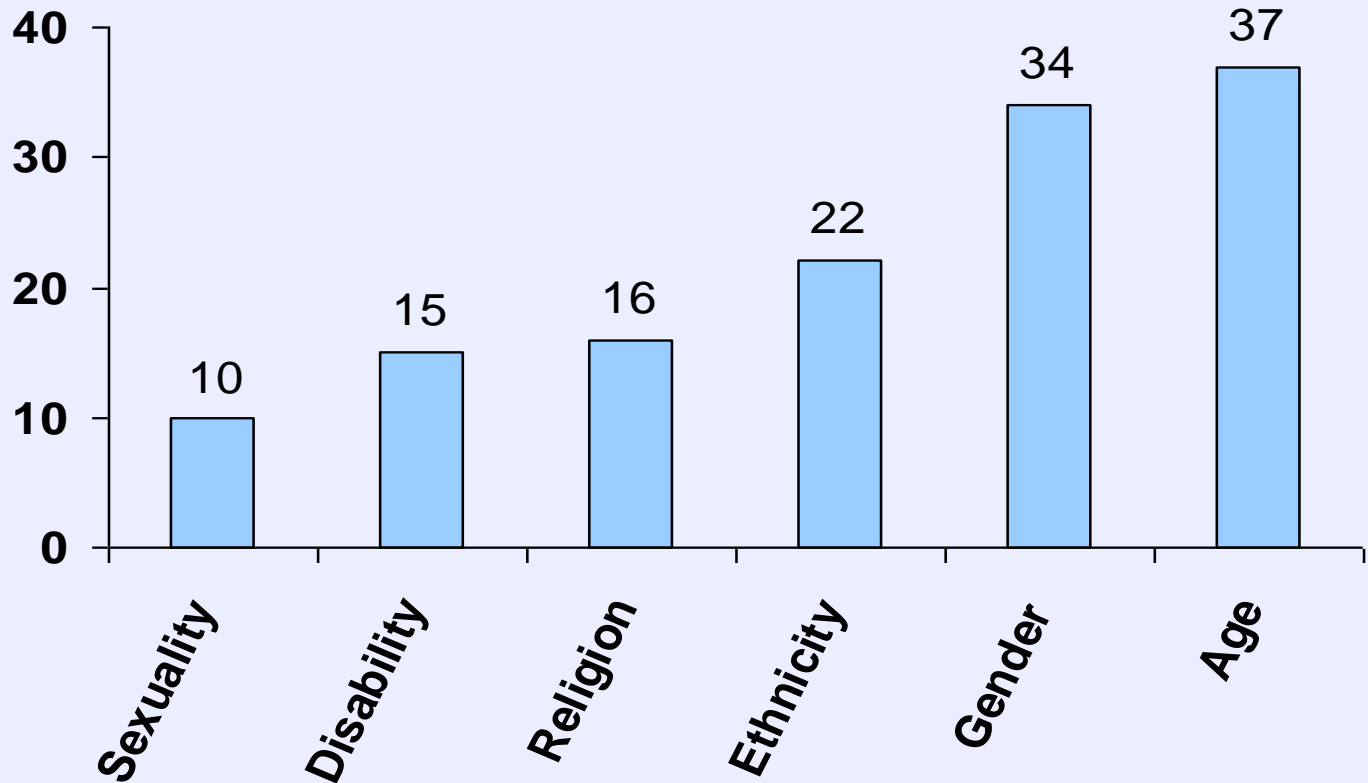
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Who Experiences Prejudice?

% who, in the last year, personally
suffered from prejudice or
discrimination based on ...



Who Expresses Prejudice?

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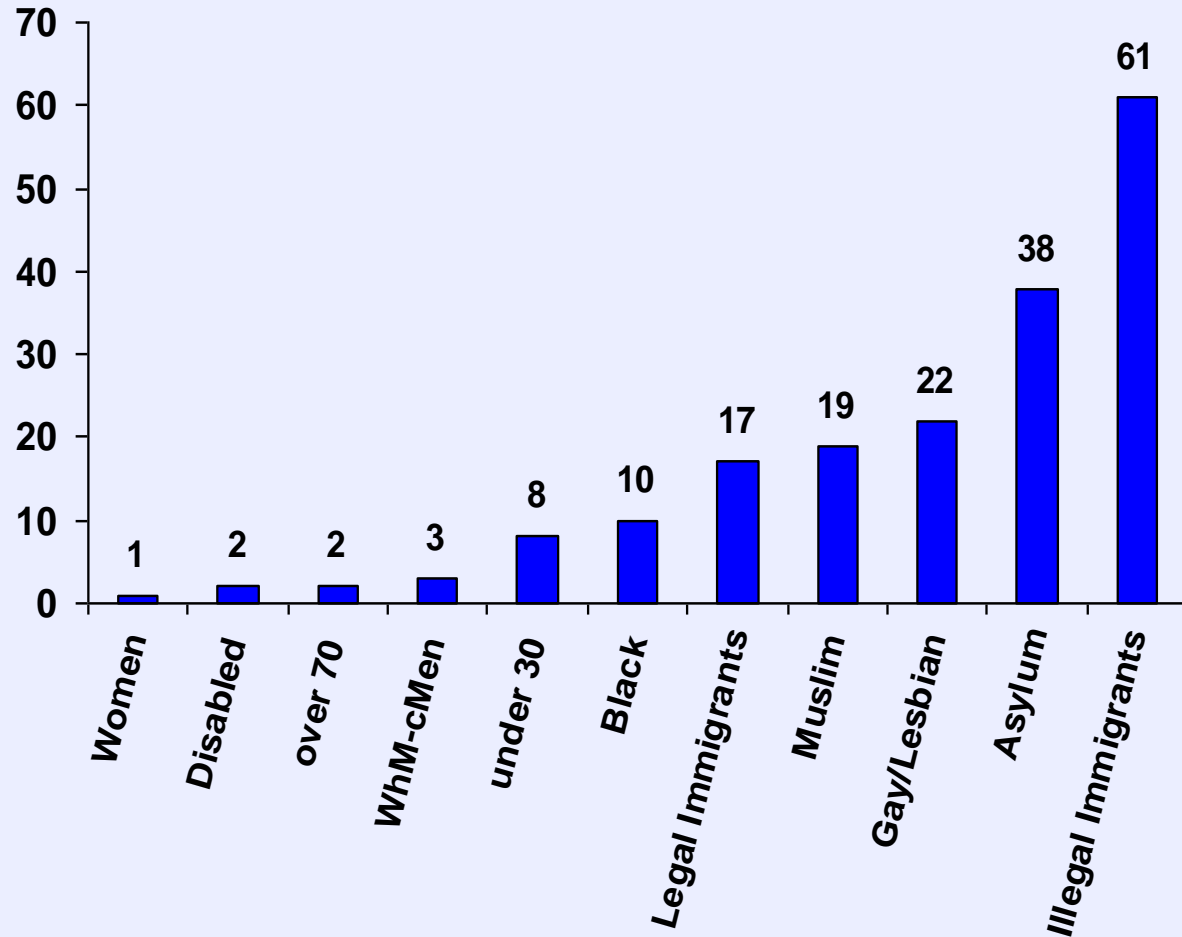
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Overt negativity towards different groups (%)

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- Experience ≠ expression
Expression ≠ discrimination
- Prejudice is expressed overtly against some groups, but less so, or unconsciously, against others
- Takes different forms
- Key elements, conflict, dependency, categorisation, contact

What is 'Political Correctness'?

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Don't let politicians bully you, Lord Carey warns Christians

By STEVE DOUGHTY
Last updated at 11:12 AM on 2nd March 2010

[Comments \(350\)](#) | [Add to My Stories](#)

Former Archbishop of Canterbury Lord Carey today accused politicians of trying to bully Christianity out of public life.

He complained of a 'strident and bullying campaign' to marginalise Christianity in the name of political correctness.

Lord Carey said: "We have reached the point where politicians are mocked for merely expressing their faith."

"I cannot imagine any politician expressing concern that Britain should remain a Christian country. That reticence is a scandal and a disgrace to our history."



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UK NEWS

CHRISTMAS CRACKERS GET POLITICALLY-CORRECT



Crackers are becoming politically correct

Wednesday November 25, 2009

By **Laura Clout**

[Have your say\(3\)](#)

FOR most of us Christmas dinner would not be complete without a few cringe-worthy jokes from festive crackers.

But this year Britain's biggest Christmas cracker factory has ditched dozens of risqué gags in favour of more politically-correct alternatives.

Out go old those about mother-in-laws, transvestites and animal cruelty, and in their place come a new selection guaranteed not to offend.

A spokesman for Swantex, based in Swanley, Kent, said the firm was "constantly vigilant" about changing attitudes.

He added: "You don't have to go back very far in the history of cracker jokes to find widely-used jokes which in today's eyes would be really inappropriate."

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Ma...

Baddiel: PC m (UKPA) – 5 days ago

David Baddiel feels political correctness now dominates schools, councils and the media, deal with race and religion. Anthony Browne says in The Retreat of Reason. The comic and novelist wrote new film. Mahmud, a British Muslim who thought this was a

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Last Updated: Wednesday, 4 January 2006, 10:03 GMT

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PC thinking 'is harming society'

Britain's institutions are infected with political correctness which is damaging society, according to a book published by a right-wing think-tank.

Civitas says political correctness has allowed the creation of "Muslim ghettos" which produce suicide bombers.

Yes, the vote

nored by
Online

The Retreat of Reason

Political correctness

Stormfront.org



2nd edition revised & expanded

'The sleep of reason brings forth monsters' - Francisco de Goya

Anthony Browne

ward he'll be fighting
me to the 'Great Ignored'

Political correctness: Percentage with personal and social motivations to be unprejudiced

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		Social Motivation to be Unprejudiced	
		Low	High
Personal Motivation to be Unprejudiced	Low		
	High		

Political correctness: Percentage with personal and social motivations to be unprejudiced

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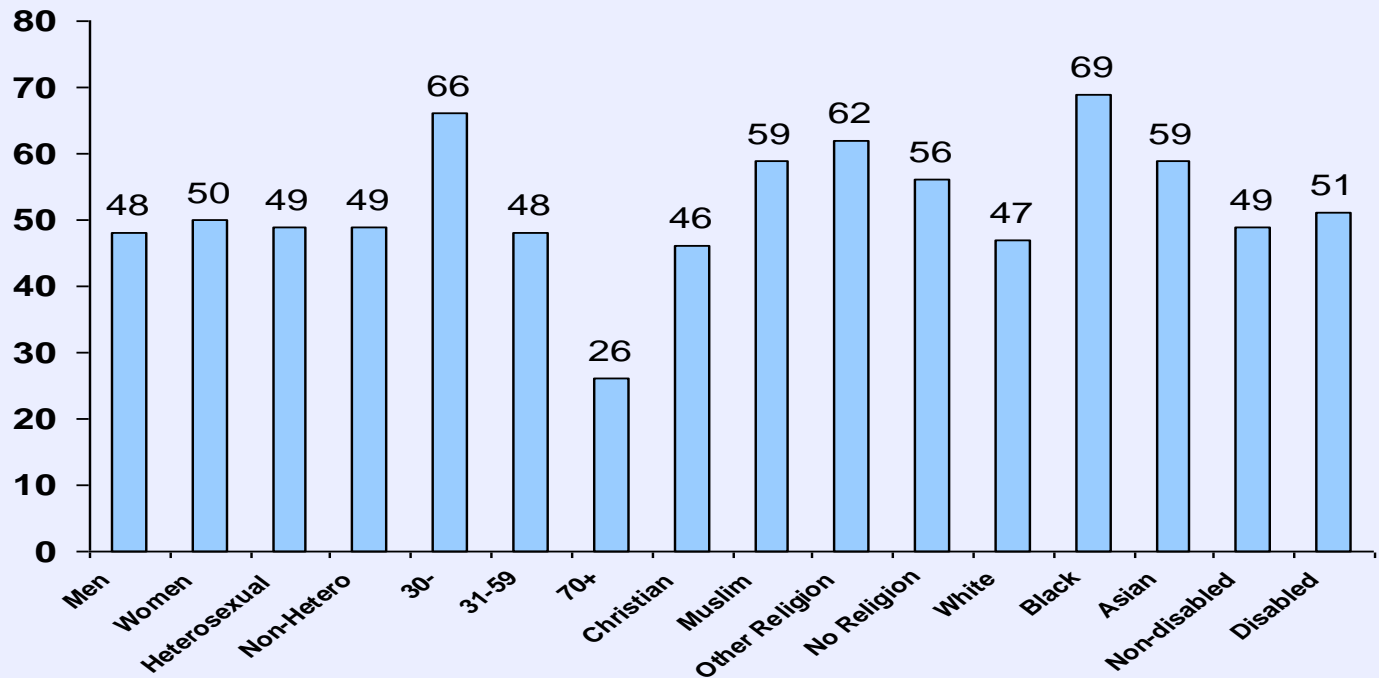
		Social Motivation to be Unprejudiced	
		Low	High
Personal Motivation to be Unprejudiced	Low	25	7
	High	34	34

Percentage who report having personally suffered from prejudice or discrimination on the basis of any type of group membership

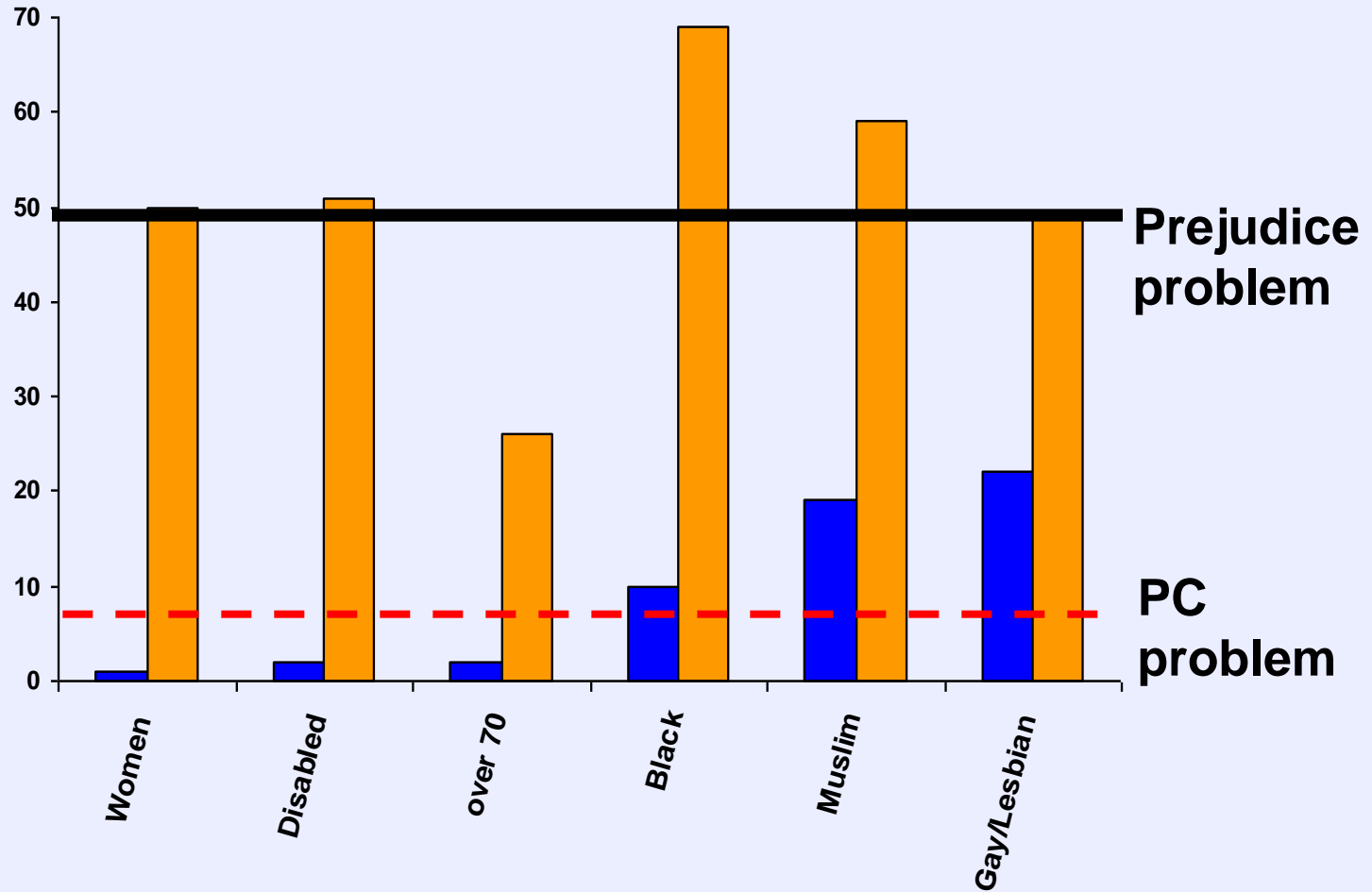
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The reality gap: Expressed negativity towards vs prejudice experienced by members of different groups (%)



Prejudice takes Different Forms

- The Role of Categorisation
- The Role of Stereotypes
- Self-stereotypes
- Self-interest

Social Stereotypes that Underpin Prejudice

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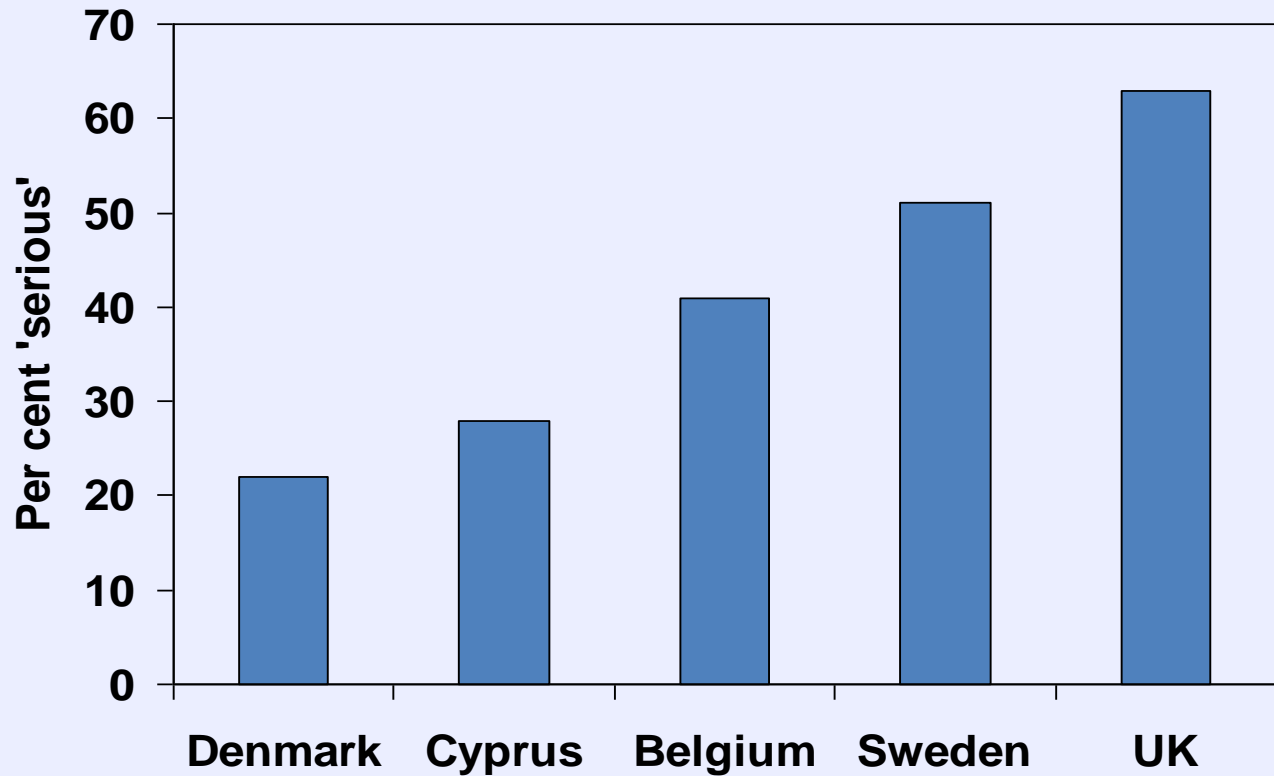


European Perceptions of Seriousness of Age Prejudice (ESS 2008-9)

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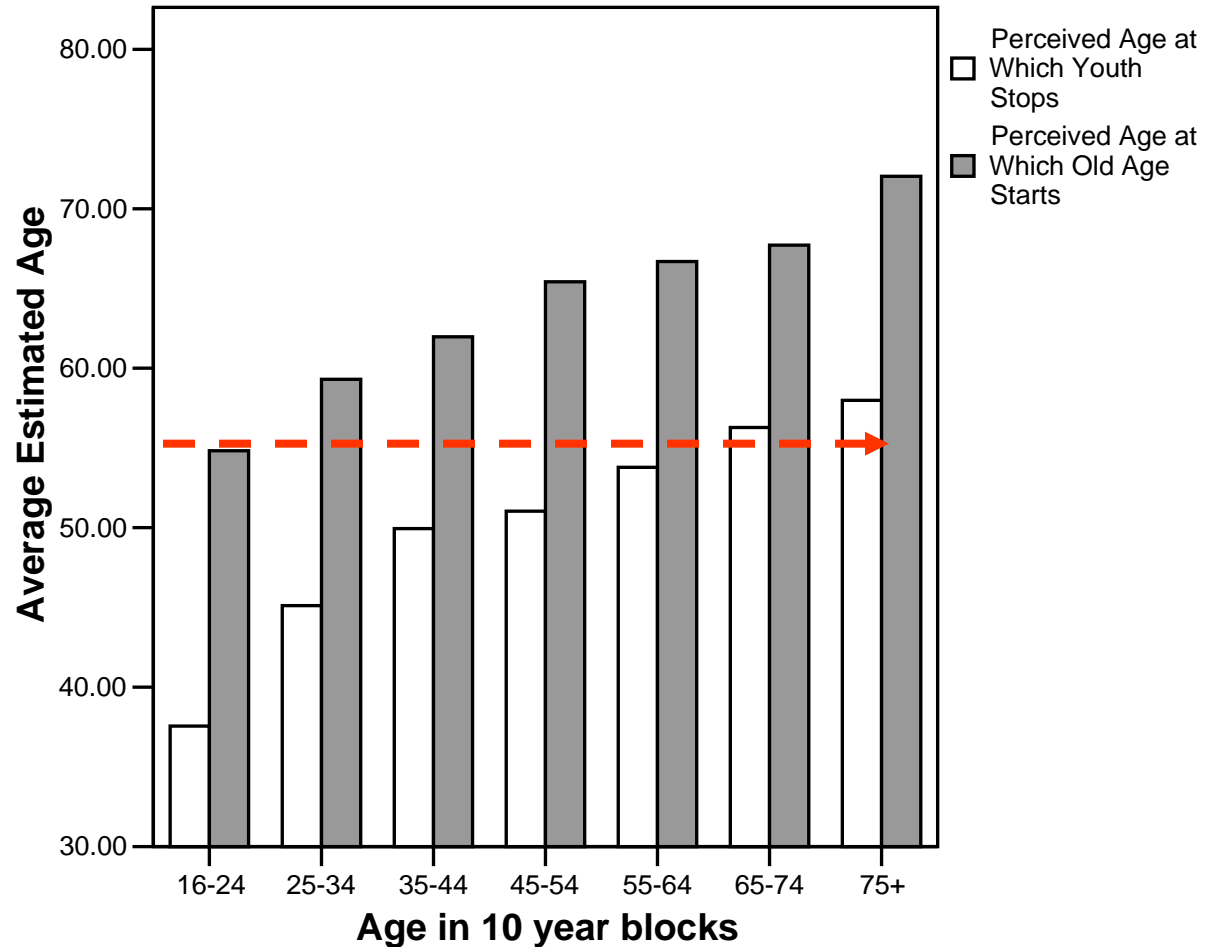
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Age Categorisation

**Perceived Start of Old Age and End of Youth
Among People of Different Ages**



At what age do you think old age starts?

At what age do you think people stop being young?

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Stereotype Content (Fiske)

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	Warm	Cold
Competent		
Incompetent		

Stereotype Content

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	Warm	
Competent	<i>Admiration</i>	
Incompetent	<i>Pity</i>	

Stereotype Content

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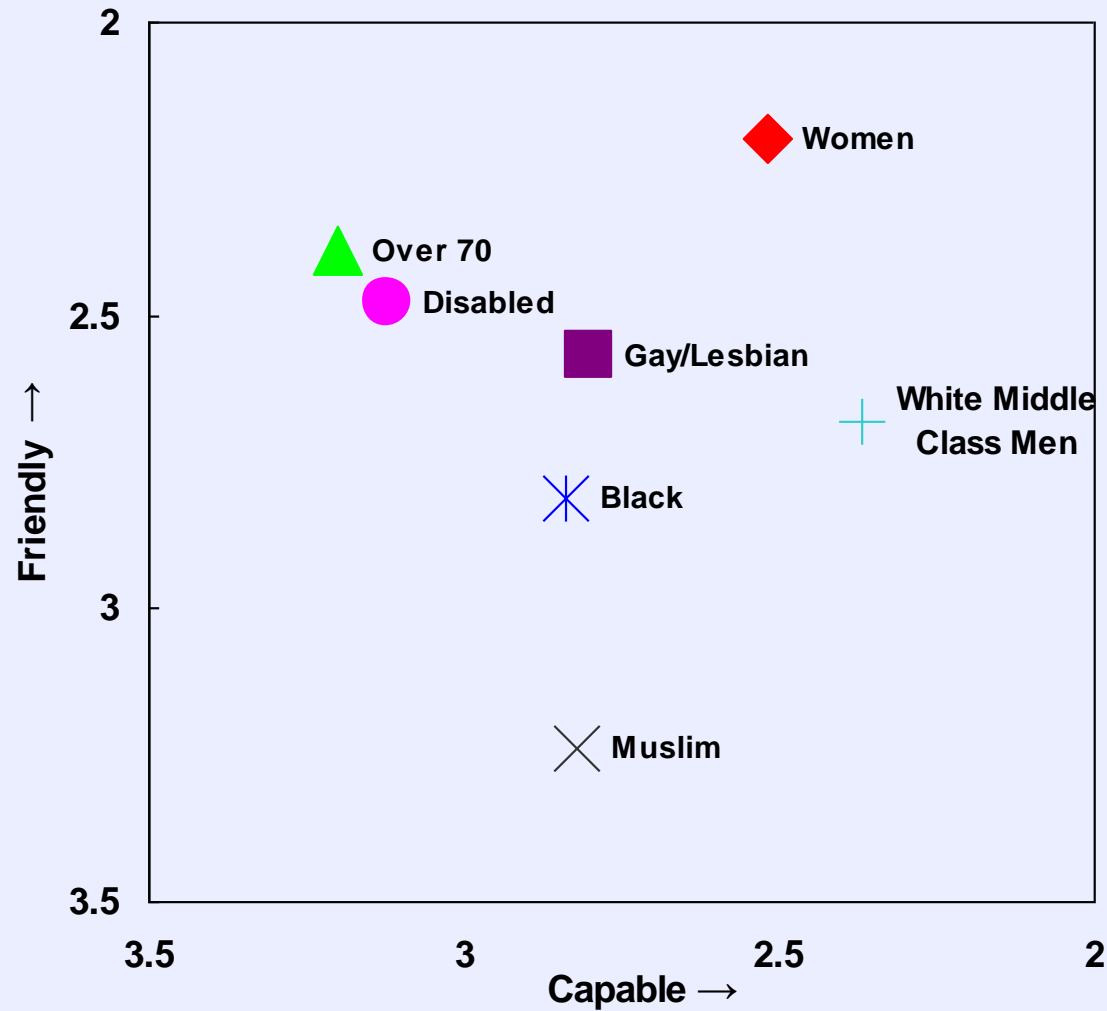
	Warm	Cold
Competent	Admiration	Envy
Incompetent	Pity	Contempt

Stereotypes of warmth (friendliness) and competence (capability)

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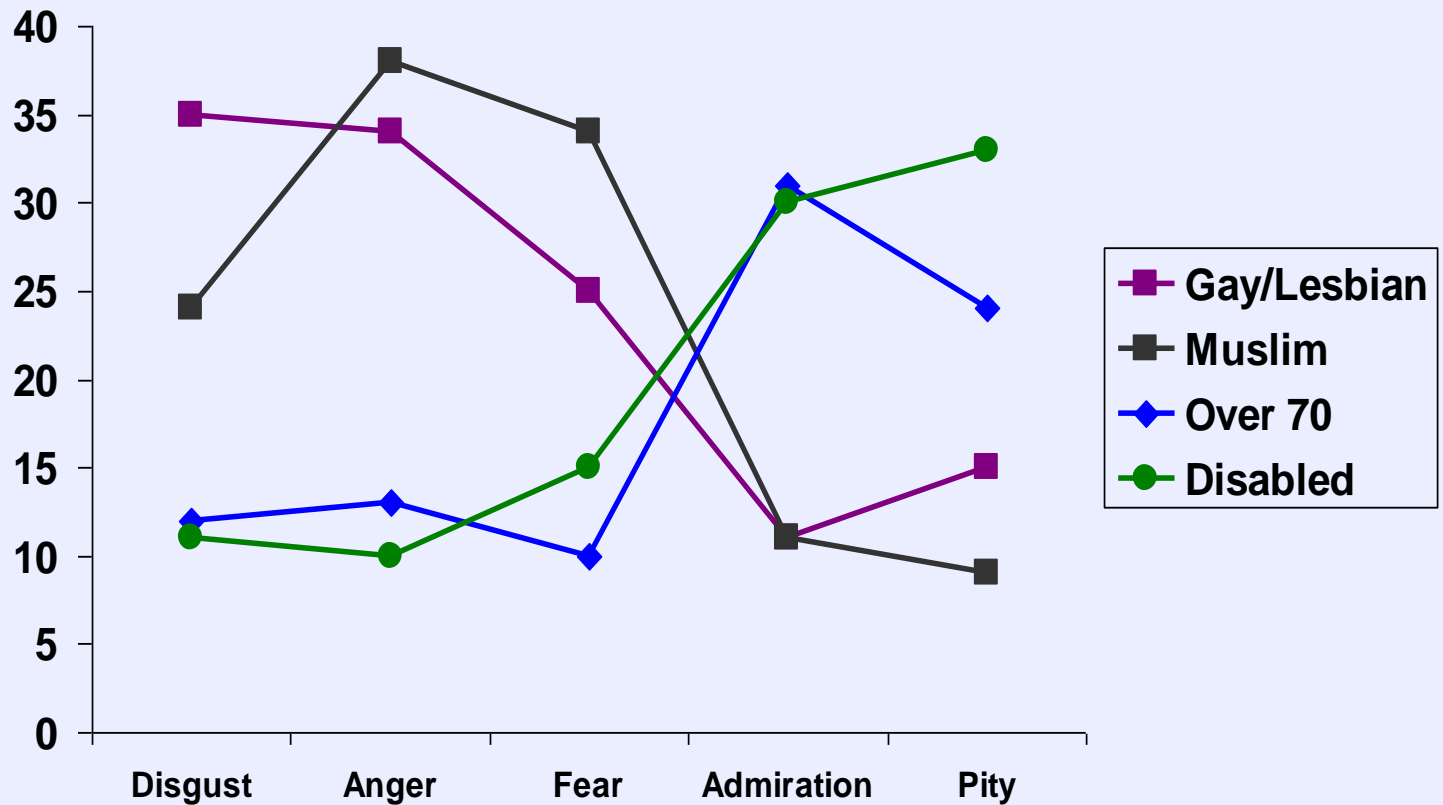


Emotions associated with 4 groups (% “very much”)

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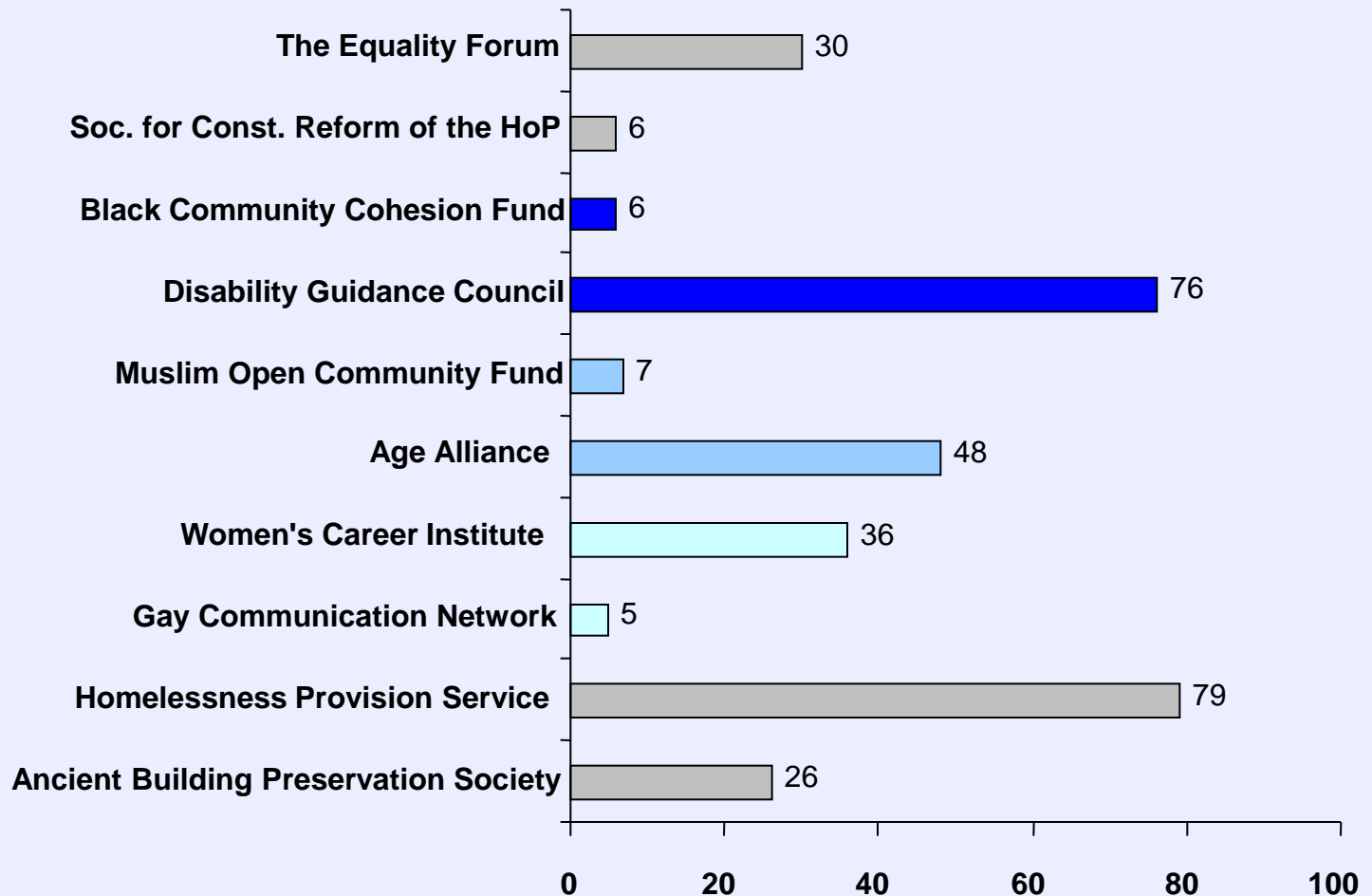
- Groups are depicted by different *kinds* of stereotype
- These reflect perceived competition and status differences
- Associated with different emotions
- Hence prejudice of different qualities
 - ‘hostile’
 - ‘benevolent’

To Whom Will You (not) Give? (Prejudice by Omission) £5 to Charity

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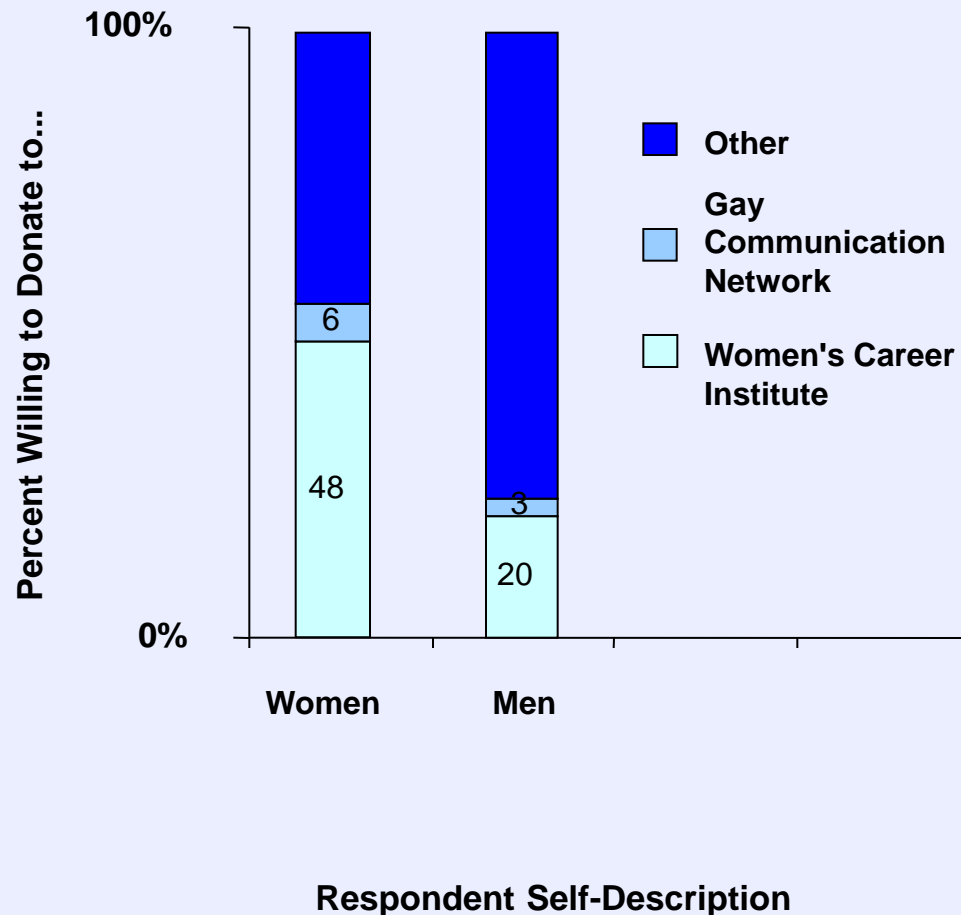


Prejudice is an intergroup phenomenon

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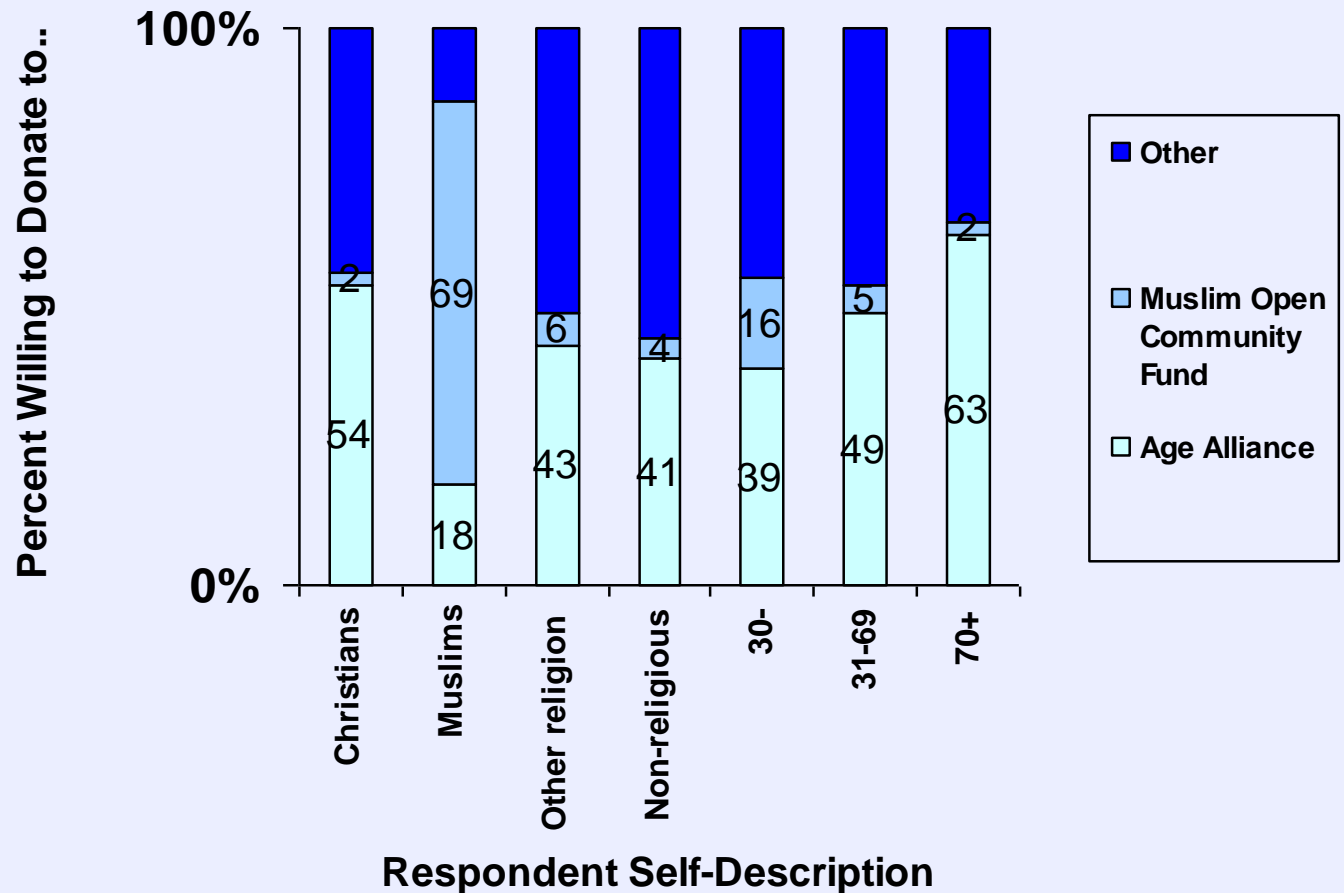


Age and faith donations to age and faith

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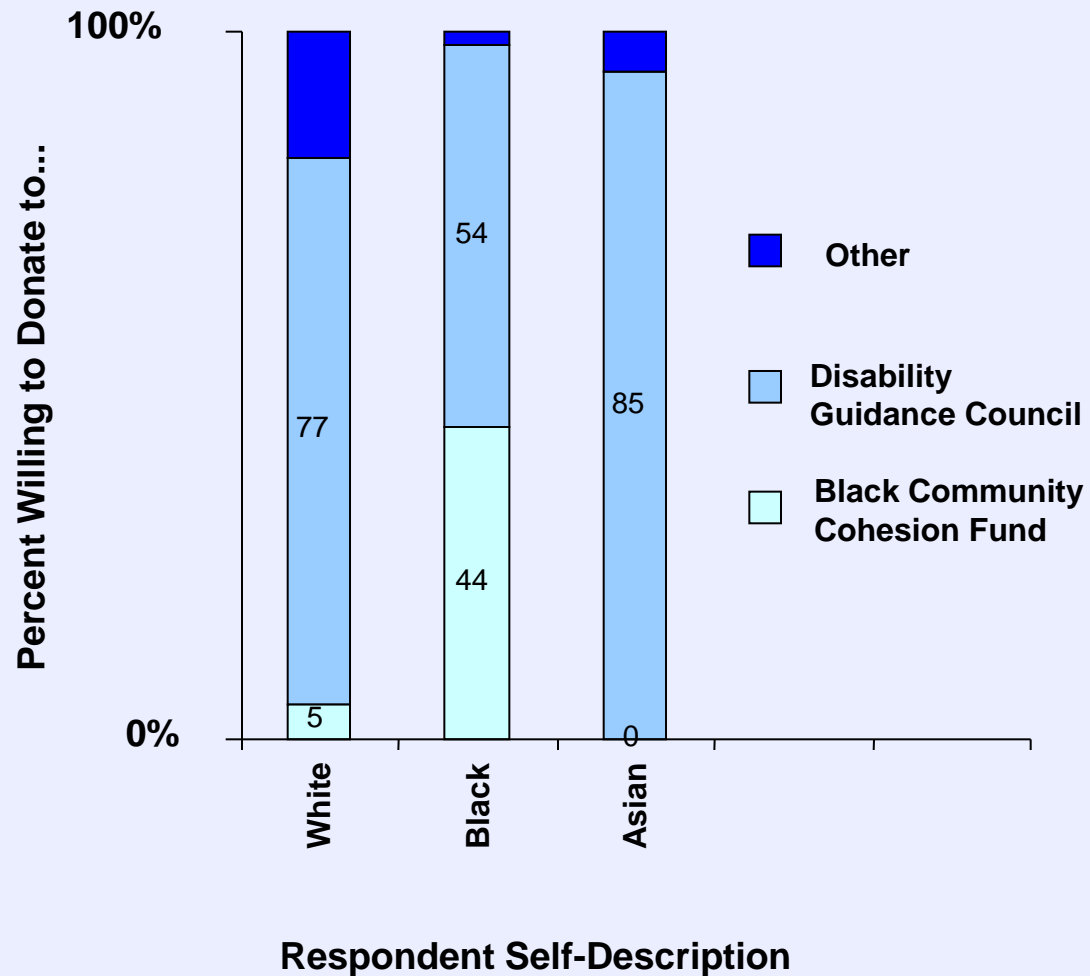


Ethnic/racial donations

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- Exclusion through relationships – mainly Muslims, gay men/lesbians
- Threat – cultural, physical, not economic relates to hostile prejudice
- Perceived difference (e.g. old-young) does not equate to hostile prejudice (but may to benevolent)
- Actions speak louder than words – charity reserved for uncompetitive, dependent groups, denied to those that differ in lifestyle

Which employee is the best bet?

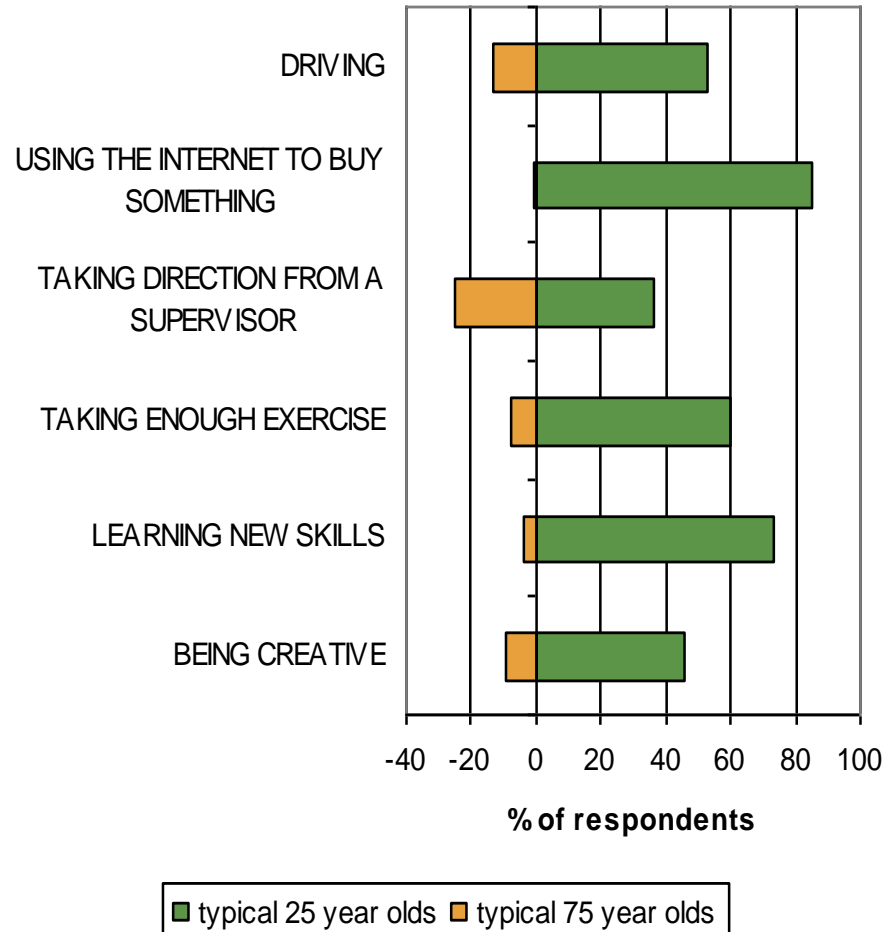
Person A's skills

- Settling arguments
- Having a healthy diet
- Understanding others' views
- Crosswords
- Being polite
- Making financial decisions

Person B's skills

1. Being creative
2. Taking directions from a supervisor
3. Using internet to buy things
4. Learning new skills
5. Driving
6. Taking enough exercise

2006 data: Younger people would be better at...



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Stuck for something
to buy your dad?



Stuck for something
to buy your dad?

He'd love this,
a phone he can
actually use.

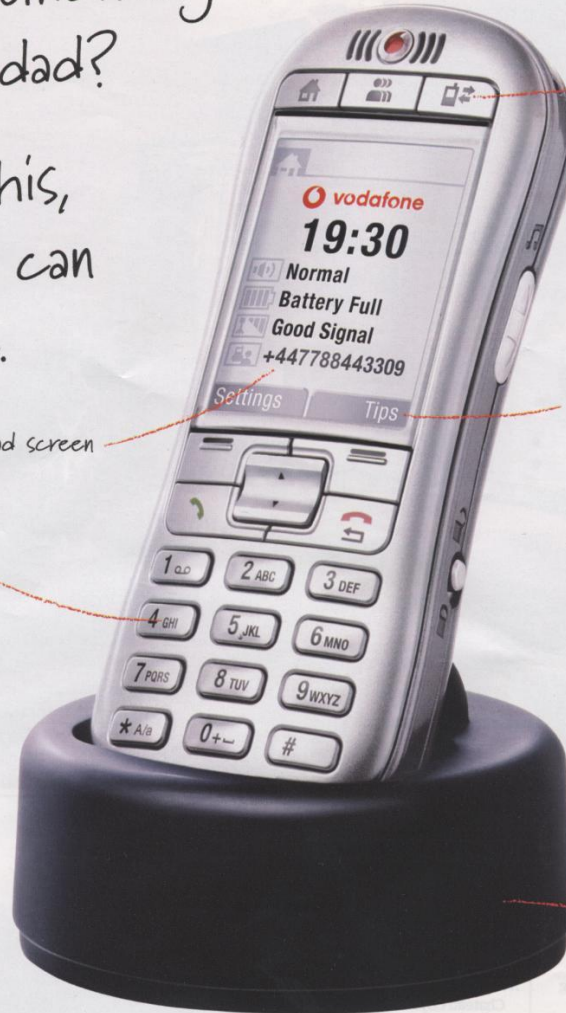
Instant
access to
voicemail/text
messages

Helpful tips

Clear, easy-to-read screen

Bigger buttons

Cradle
automatically
charges
your phone



Keep it simple this Christmas. **Vodafone Simply**

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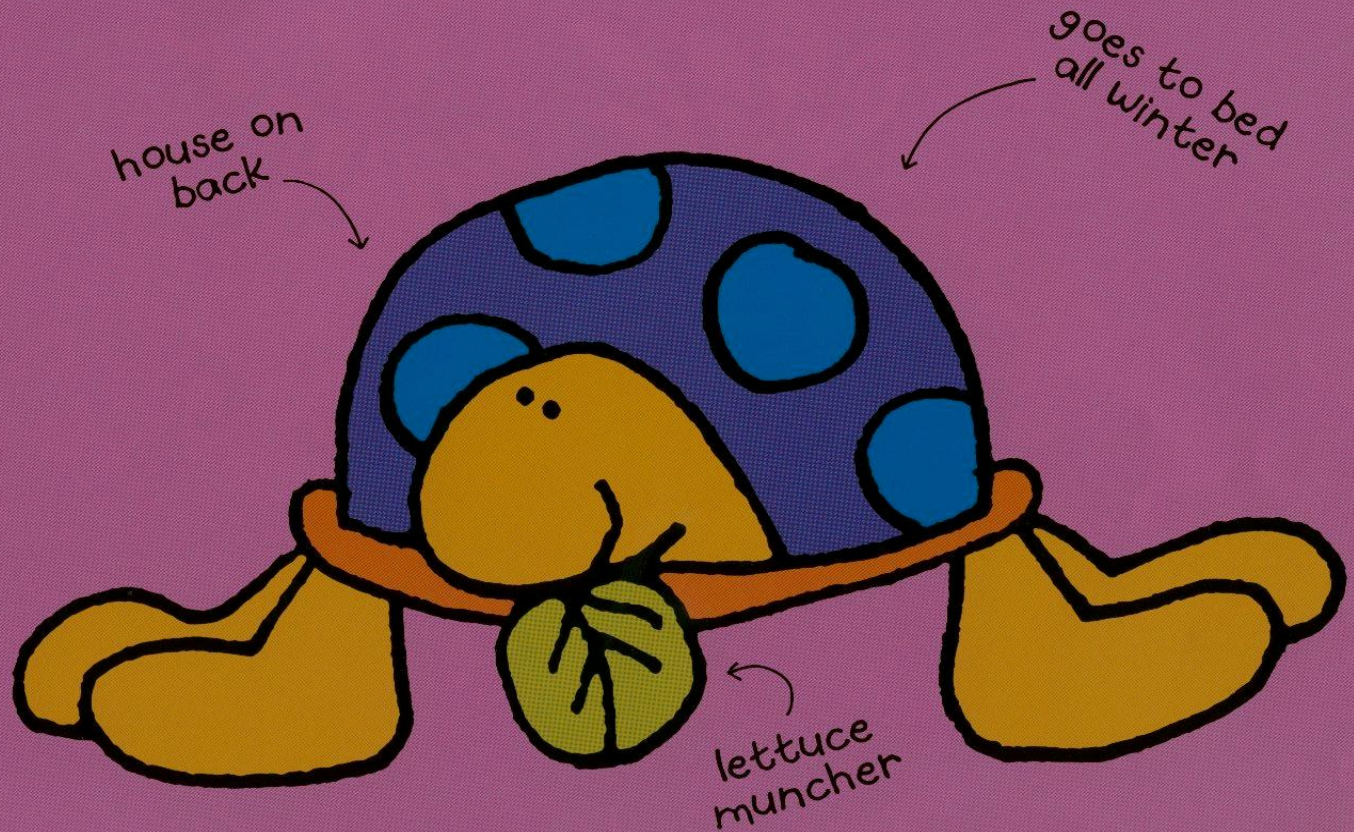

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Fear of
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Tt is for tortoise



Tortoise plods as he creeps down the track.
But then so would you

Stereotype Threat

Stereotypes *create* disadvantage

- the ‘burden of suspicion’ that a negative stereotype about one’s group’s abilities may be confirmed
 - E.g. women worse at maths, Black students worse (than white) at maths, Asian students better at maths, gay men a ‘risk to children’.

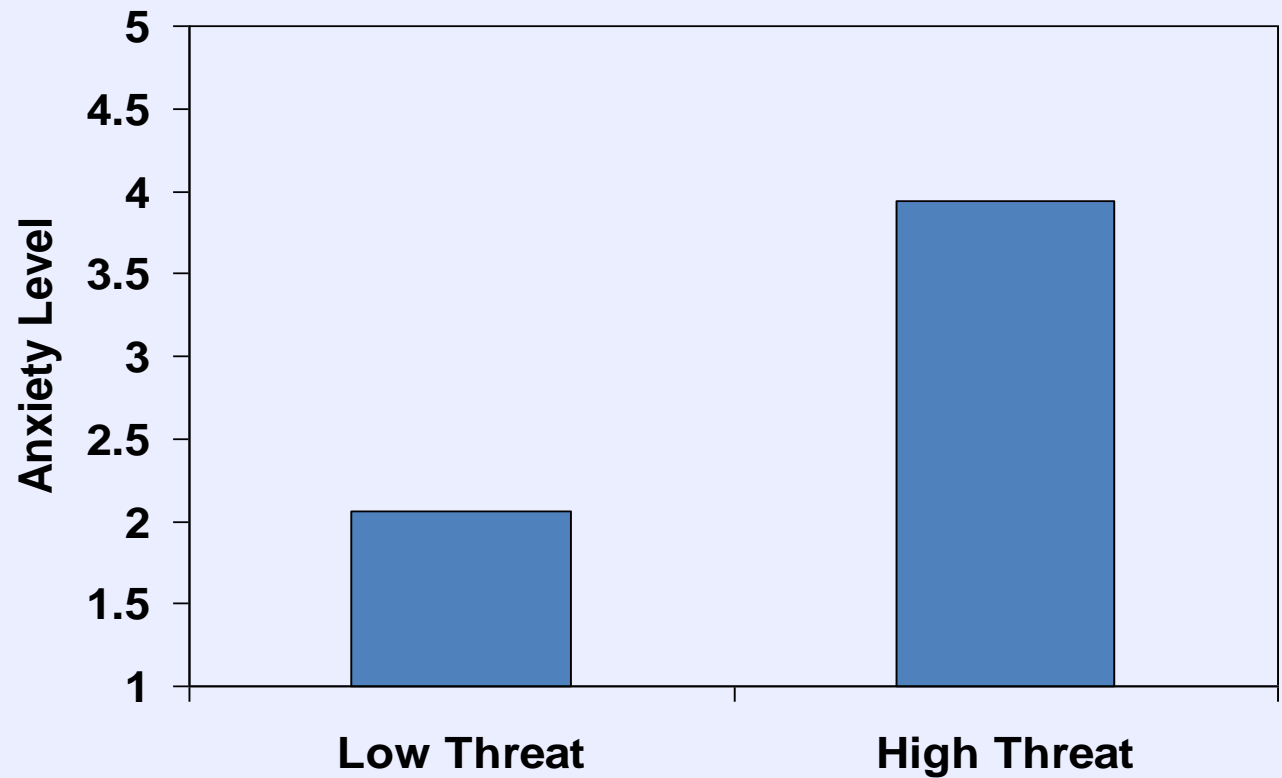
- Older people less competent?

Test of Cognitive Ability

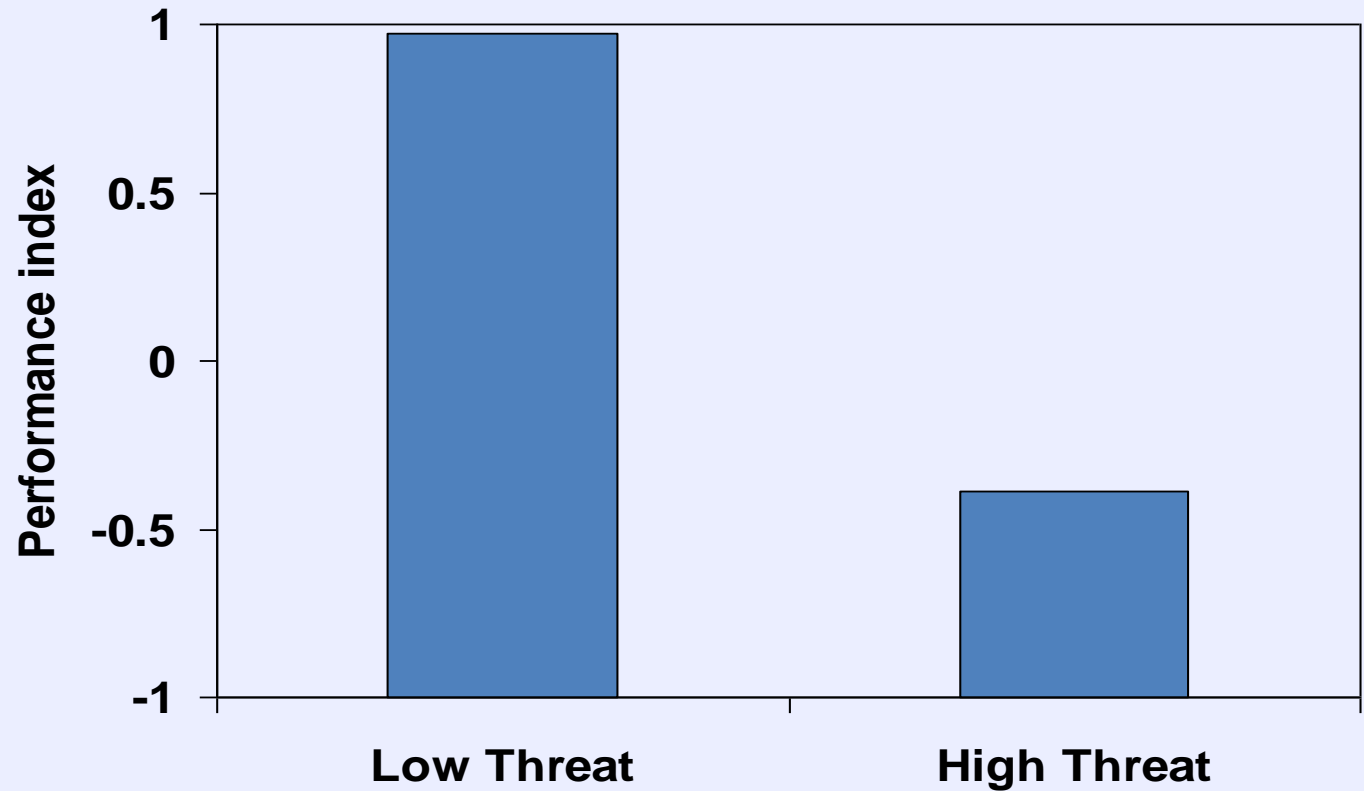
(Abrams, Eller, Bryant, 2006)

- 97 participants over the age of 59
 - “see whether old people do perform more poorly on intellectual tasks than young people” (*high threat*).
 - Vs
 - “see how people differ in their responses on different tasks” (*low threat*).

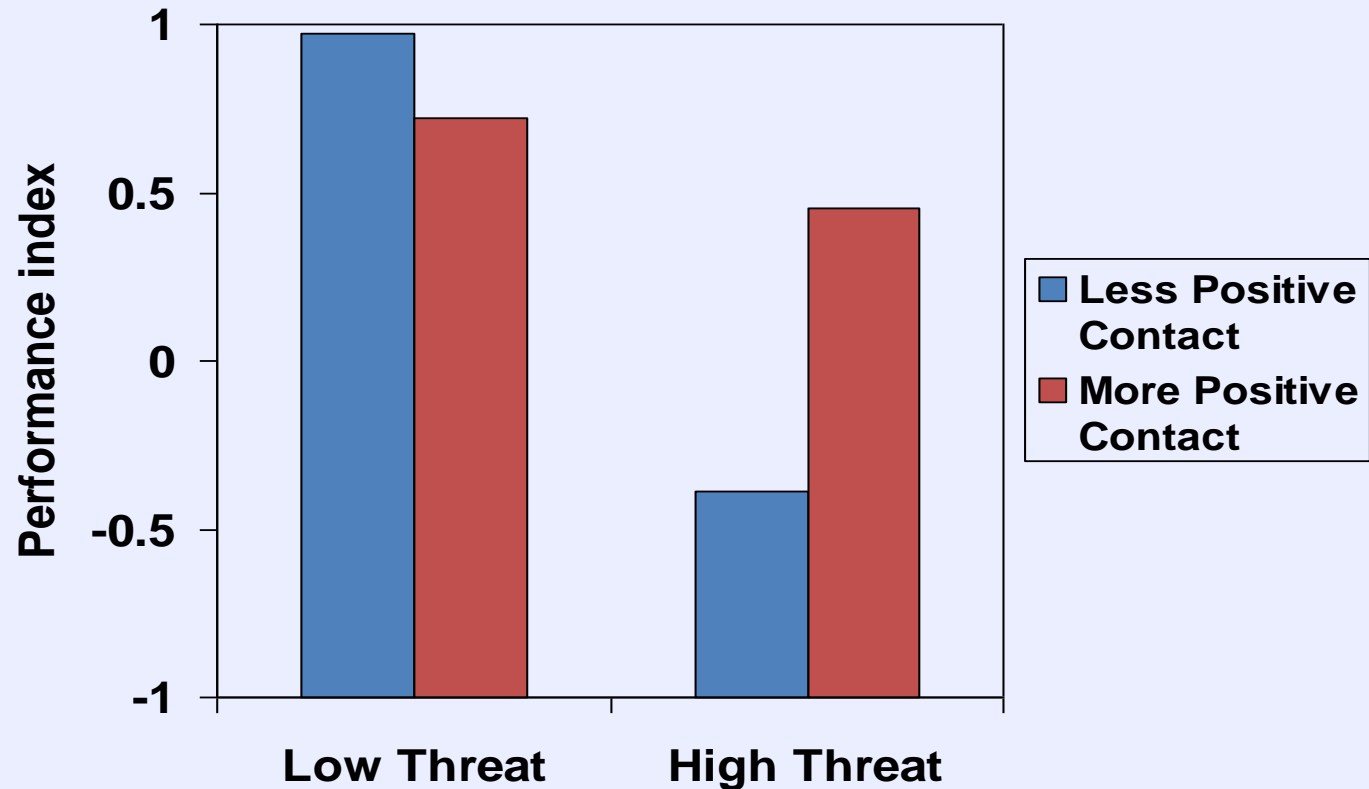
Effect of Stereotype Threat on Anxiety During Performance



Effect of Stereotype Threat on Cognitive Performance



Effect of Stereotype Threat and Intergenerational Contact on Cognitive Performance

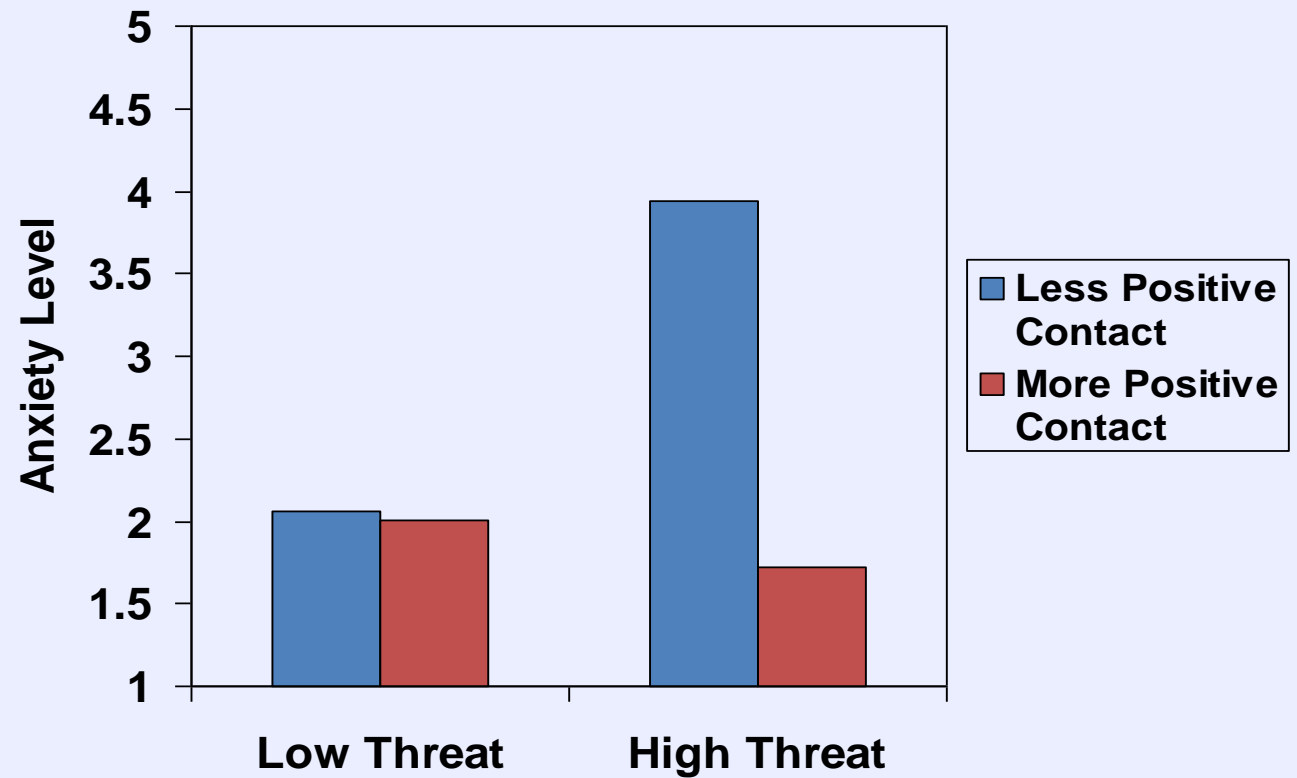


Anxiety During Performance

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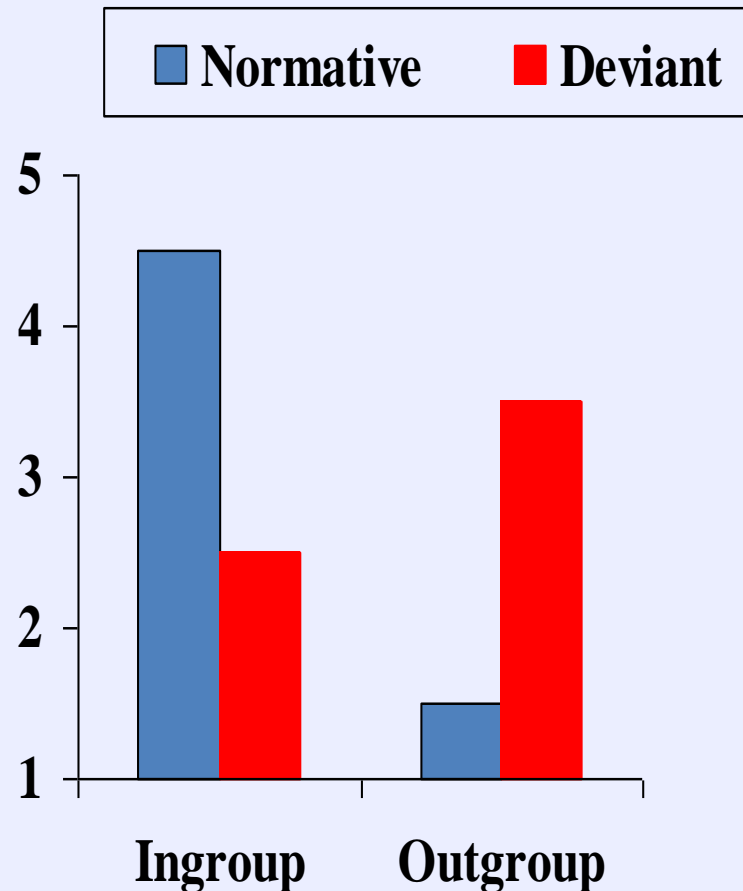
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The SGD pattern

(e.g. Black Sheep Effect, e.g., Marques, et al., 1988)

- Ingroup bias eliminated or even reversed when people evaluate *deviant* ingroup and outgroup members



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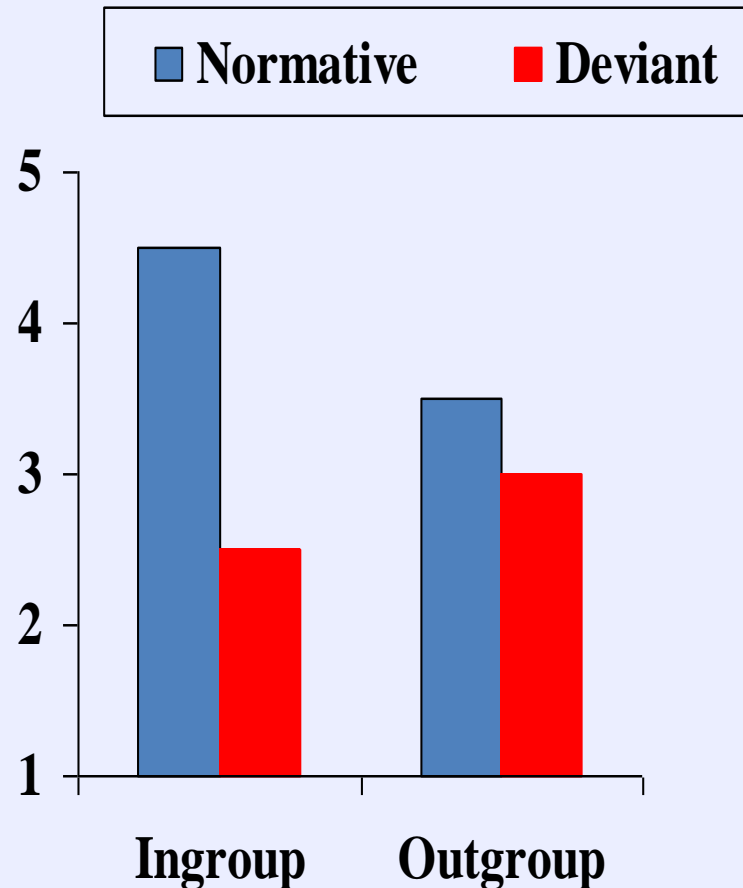
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How Ageist
is Britain?

AGE
Concern

Age Discrimination 2006

A benchmark for public attitudes

Policy Unit – Age Concern England

Centre for the
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Equality, Diversity and Prejudice in Britain

Results from the 2005 National Survey

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**Centre for the
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Dominic Abrams & Diane M Houston

Report for the Cabinet Office Equalities Review October 2006

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**Centre for the
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Group
Processes**



An experimental test of the impact of Black role model messages:

Research to inform the REACH role model programme

Tirza Leader, Dominic Abrams, & Adam Rutland
Research Associate: Alison Benbow

Centre for the Study of Group Processes, University of Kent



Processes of Prejudice: Theory, Evidence and Intervention

A Report to the Equality and Human Rights Commission

Dominic Abrams 2010



Attitudes to age in Britain 2004-08

By Dominic Abrams, Tiina Eilola and Hannah Swift

Background

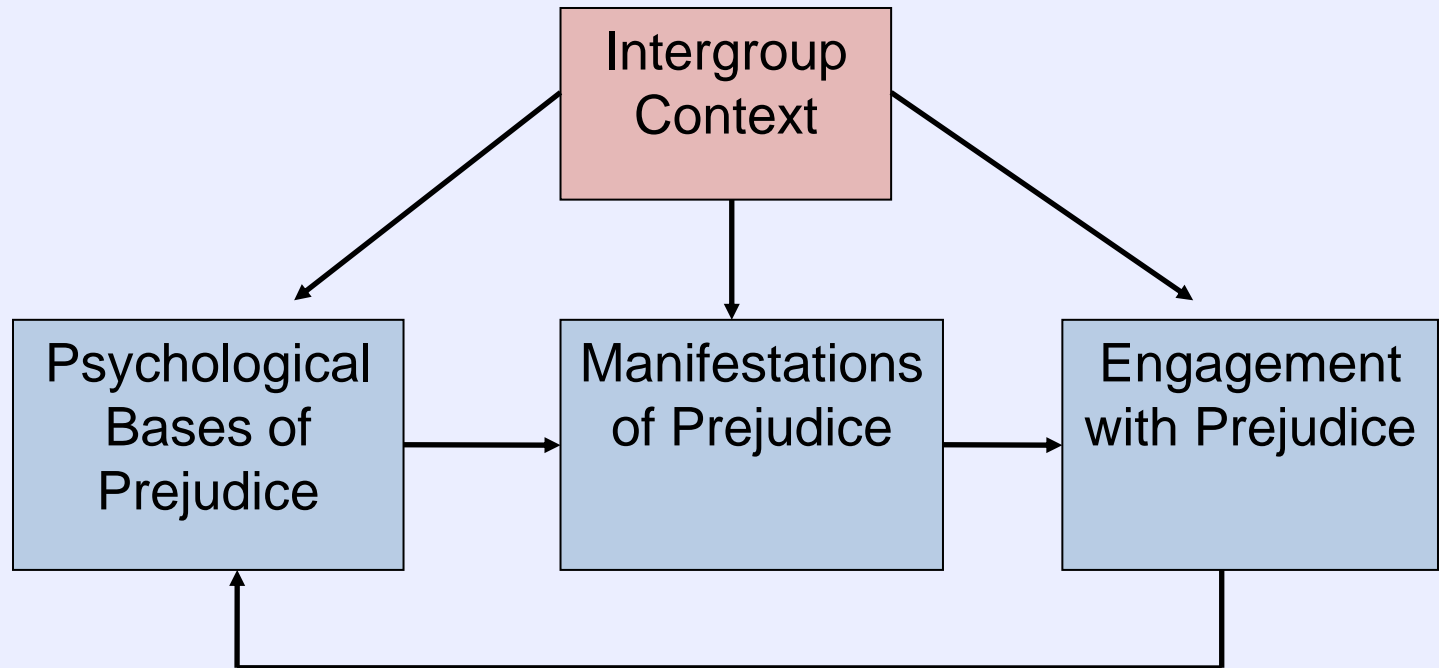
Key findings

Research Report

Attitudes to age in Britain 2004-08

by Dominic Abrams, Tiina Eilola
and Hannah Swift

		Prejudice	
		Low	High
Good Relations	Low	<p>Benign indifference Atomised, disengaged community, unconcerned about others</p>	<p>Malign antipathy Fragmented, discontented, disengaged community hostile to both internal and external rivals or enemies</p>
	High	<p>Harmonious cohesion Cohesive, tolerant, engaged community, open and flexible</p>	<p>Rivalrous cohesion Cohesive, engaged community but is competitive towards subordinates, rivals, enemies</p>



How Racist Are You : An Analysis



Are we all prejudiced?

Jane Elliott arrived in the UK determined to show that prejudice exists, and that racism is embedded in our society without many of us realising it. At some time or other, most of us make unwarranted assumptions about other people, and these assumptions enable us to feel it is ok to treat them less well than we would want to be treated ourselves.

Since the 1960s, Jane Elliott has been running 'demonstrations' in schools and latterly with adult groups for organisations and communities. These demonstrations pitch the participants into a situation that is very familiar for some but surprising, starting, or even shocking for others. What these exercises aim to show is that, by dint of being categorised based on some personal characteristic such as skin colour, appearance or even (in the demonstrations) eye colour, people can become the victims of serious discrimination, and that this can easily become 'institutionalised'.

Categorisation

In these demonstrations, people arrive with some uncertainty about what might happen. From the outset, those with blue eyes are treated assertively, told where to wait, given labels or collars to identify them as 'Blue Eyes', and are instructed firmly to wait quietly. Meanwhile, the people with brown eyes are treated respectfully, as individuals with their own needs. Already the two sets of people are aware that there is a difference.

This is only the beginning of the story as far as the demonstration goes, but a lot has happened psychologically. First, and fundamentally, when people are assigned to categories, particularly categories that they cannot deny belonging to, they begin to think of themselves in terms of their shared characteristics with others in the same category. They also begin to focus on the characteristics that make their own different from the other category.

Important research by Henri Tajfel and his colleagues in Bristol in the 1970s demonstrated that just this act of categorising people can be sufficient for them to want their own category to be better than the other, and to show biases against members of the other category (Tajfel & Turner, 1979). The categories take hold in the way people view themselves and how they view

The screenshot shows the 'Last Taboo' website interface. At the top, there are navigation links for 'WATCH 400', 'Search', and 'Go'. Below that, there are links for 'Explore', 'FOOD', 'MOVIES', 'FILM', 'ACAR', 'NEWS', and 'SEE ALL'. The main header includes 'THIS SEASON MATTERS', 'THEMES', and 'RESOURCES'. The title 'Last Taboo' is prominently displayed. A featured video section titled 'What is race?' includes a video player and text: 'We talk about 'racism' but do we really understand what 'race' means?' and 'Explore definitions submitted by members of the public'. Below this, there are several article thumbnails with titles like 'Tuck: Beauty de 1', 'The Event: How Racist Are You?', 'The Human Zoo: Science's Dirty Secret', 'Is It Better To Be Mixed Race?', and 'Bleach, Nip, Tuck: The White Beauty Myth episode 2'. A 'SCIENCE AND MYTHS' section features 'Calling A...' and 'Interpreting Science by Bill Amos'. A 'BEAUTY' section includes 'Races, Faces, Sex and Science by Katrina Voss' and 'A Eurovision of Beauty?'. A 'TIMELINE' section at the bottom discusses the word 'race' and its historical context. On the right side, there is a 'Why this season matters' section with links to 'Aarathi Prasad', 'Krishnan Guru-Murthy', 'Rageh Omaar', 'Ralph Lee', and 'Oona King'. At the bottom right, there is a quote: 'In the past science has been used, to promote ideas of inequality.' and a 'Read about this season on The TV Show blog' link.

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Our job is to promote equality and **human rights**, and to create a **fairer Britain**. We do this by providing **advice and guidance**, working to implement an effective **legislative framework** and raising awareness of **your rights**.

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What we do

Our Vision

A society built on fairness and respect. People confident in all aspects of their diversity.



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