

# UNIT 13

social & anti-social relations

**PREJUDICE**: simply called "prejudgement", a prejudice is an unjustifiable (usually negative) attitude toward a group + its members. Prejudice is often directed towards different cultural, ethnic, or gender groups.

## • how prejudiced are people?

over the duration of time many prejudices against interracial marriage, gender, homosexuality, and minorities have decreased

## • racial and gender prejudice

Americans today express much less racial + gender prejudice, but prejudices still exist

## COMPONENTS OF PREJUDICE

1. beliefs (stereotypes)
2. emotions (hostility, envy, fear)
3. predisposition to act (to discriminate)

## • racial attitudes

9/10 white respondents were slow when responding to words like "peace" or "paradise" when they saw a black individual's photo (Hugenburg & Bodenhausen)

## • gender attitudes

- most women live in more poverty than men
- ≈ 100 mil women are missing in the world
- there is a preference for male children in China + India, even w/ sex-selected abortion laws outlawed

**GENDER**: although prejudice prevails against women, more people feel positively toward women

## SOCIAL INEQUALITY

prejudice develops when people have money, power, and prestige, and others do not. *Social inequality increases prejudice*

## ROOTS OF PREJUDICE

why does prejudice arise?

1. Social inequalities (belief)
2. social divisions (discrimination)
3. scapegoating (emotion)

## ambivalent sexism:

both hostile + benevolent sexism are presumed to be "legitimizing ideologies", that is, beliefs that serve to justify and maintain inequality between groups

relative to non-sexists, ambivalent sexist men spontaneously categorize women into liked + disliked subtypes:

- traditional vs. nontraditional
- good sexy vs. unattractive / "deviant" sexuality
- women who are put on a "pedestal" and others who are placed in the "gutter"

By habitually typing women, sexists can maintain both their positive and negative beliefs about women without experiencing conflict.

## three separate sub-factors of benevolent sexism:

- protective paternalism: (i.e. women ought to be rescued first in emergencies)
- complementary gender differentiation: (i.e. women are purer than men)
- heterosexual intimacy: (i.e. every man ought to have a woman he adores)



## • emotional roots of prejudice

prejudice provides an outlet for anger [negative emotions] by providing someone to blame. (i.e. after 9/11 many people lashed out against innocent Arab-Americans)

## • social roots of prejudice: us and them identity

**INGROUP**: people with whom one shares a common identity

**OUTGROUP**: those perceived as different from one's ingroup

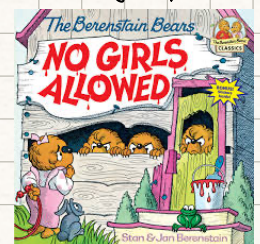
**INGROUP BIAS**: the tendency to favor one's own group

## • cognitive roots of prejudice

one way we simplify our world is to **categorize**. We categorize people into groups by stereotyping them.

- cognitive bias leads to "blaming-the-victim"

• people need to believe the world is just + orderly place where people get what they deserve



(the just-world phenomenon)

- poor people just need to "work harder"
- "everything happens for a reason"
- what goes around comes around
- karma
- The Baroness brought her fate upon herself

- In vivid cases such as the 9/11 attacks, terrorists can feed stereotypes or prejudices (terrorism). Most terrorists are non-Muslims



## HINDSIGHT BIAS

- after learning an outcome, the tendency to believe that "we knew it all along" may contribute to blaming the victim and forming a prejudice against them



**AGGRESSION**: can be any physical or verbal behavior intended to hurt or destroy. It may be done reactively out of hostility or proactively as a calculated means to an end. Research shows that aggressive behavior emerges from the interaction of biology and experience

### - biology of aggression

- **genetic influences**: animals have been bred for aggressiveness for sport + at times for research. Twin studies show aggression is possibly linked to the Y chromosome.
- **neural influences**: some centers in the brain, especially the limbic system (amygdala) and the frontal lobe, are intimately involved w/ aggression
- **biochemical influences**:

### - the psychology of aggression

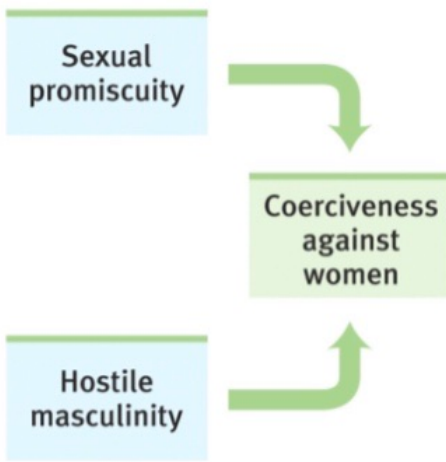
1. dealing w/ aversive events
2. learning aggression is rewarding
3. observing models of aggression, and
4. acquiring social scripts

studies in which animals and humans experience unpleasant events reveal that those made miserable often make others miserable.

when aggression leads to desired outcomes, one learns to be aggressive. This is shown in both animals and humans.

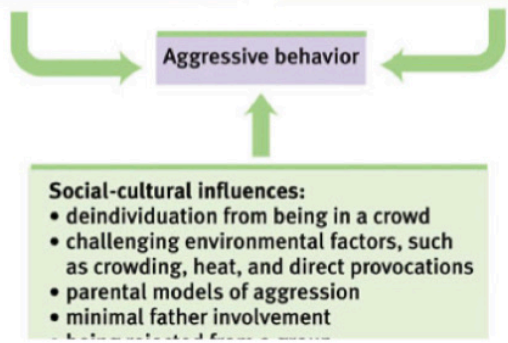
The media portrays social scripts and generates mental tapes in the minds of viewers. When confronted w/ new situations individuals may rely on such scripts. If social scripts are violent, in nature, people may act them out.

sexually coercive men are promiscuous and hostile in their relationships w/ women. This coerciveness has increased due to television viewing of R- and X-rated movies

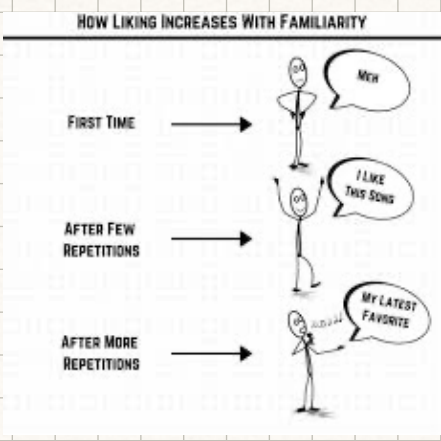


- genetic influences
- biochemical influences, such as testosterone and alcohol
- neural influences, such as severe head injuries

- continuing behavior (which boosts testosterone levels in the blood)
- believing you've drunk alcohol (whether you actually have or not)
- frustration
- aggressive role models
- rewards for aggressive behavior



# ATTRACTION



- **Proximity**: geographic nearness is a powerful predictor of friendship of friendship. Repeated exposure to novel stimuli increases their attraction (mere exposure effect)
- **Physical attractiveness**: once proximity affords contact, the next most important thing in attraction is physical appearance
- **Similarity**: similar views among individuals causes the bond of attraction to strengthen. (similarity breeds content)



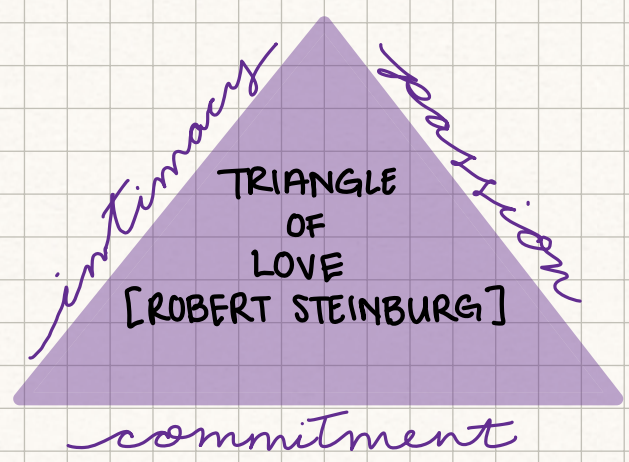
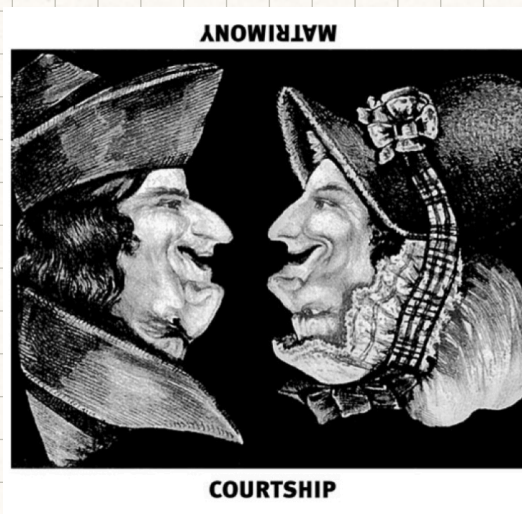
romantic love



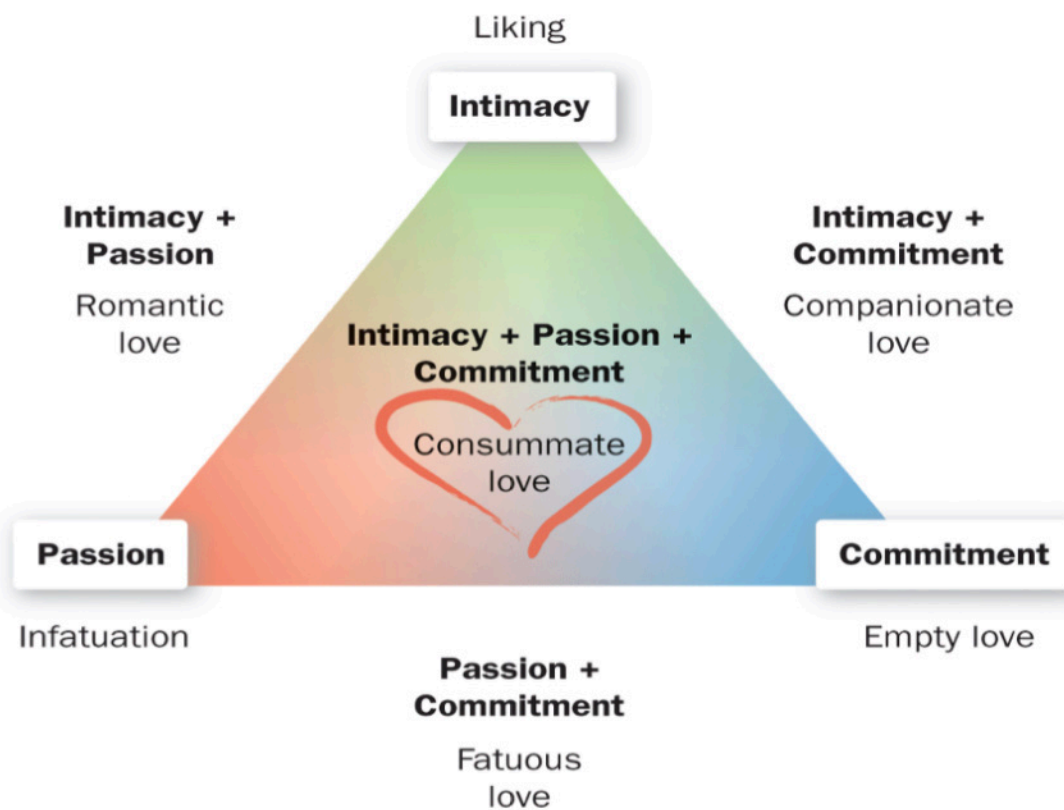
♥ **passionate love**: an aroused state of intense positive absorption in another, usually present at the beginning of a love relationship

- Two-factor theory of emotion
1. physical arousal + cognitive appraisal
  2. arousal from any source can enhance one emotion depending upon what we interpret or label the arousal

♥ **companionate love**: a deep, affectionate attachment we feel for those with whom our lives are intertwined



- **Intimacy (emotional)**: binds us w/ common dedication + affection
- **passion (motivational)**: the romantic + physical element of a relationship
- **commitment (cognitive)**: has two stages: 1.) the decision that you love someone and 2.) the determination to maintain that love over time



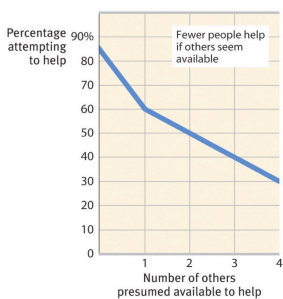
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## ALTRUISM: the motivational hypothesis an unselfish regard for the welfare of others

- Complex definitions (money? ; anti-semetic or not?)
- Situational factors (foot-in-the-door)
- Characteristics of committed rescuers:
  - adventurousness
  - parental model of moral conduct
  - social marginality was typical

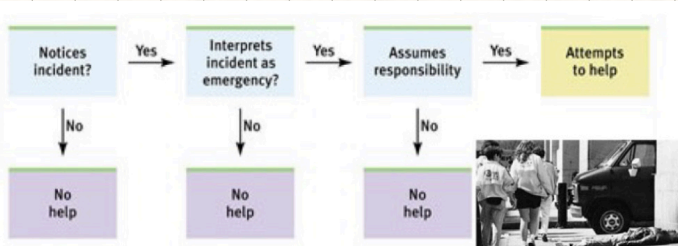
## THE BYSTANDER EFFECT

the tendency of any given bystander to be less likely to give aid if other bystanders are present.



**bystander intervention**: the decision-making process for bystander intervention

\* can also be known as the Genovese effect, named after Kitty Genovese, a woman who was murdered in NY in 1964 while 38 neighbors watched yet didn't signal/call for help.



# HELPING NORMS

- **social exchange theory**: self-interest underlies all behavior [cost-benefit analysis]
- **reciprocity norm**: socialized to return help to those who have helped us
- **social-responsibility norm**: socialized to help those in need

- **superiority**
- **injustice**
- **vulnerability**
- **distrust**
- **helplessness**

perceived as an incompatibility of actions, goals, or ideas. The elements of **CONFLICT** are the same at all levels: individuals' core beliefs, and groups' worldviews.

# CONTACT & COOPERATION

[the way out of conflict]

□ **superordinate goals**: shared goals that override differences among people and require their cooperation

→ **communication** and understanding developed through talking to one another. Sometimes it is mediated by a 3rd party.

## communication and conciliation

→ **Graduated + Reciprocated Initiatives in Tension-Reduction (GRIT)**:

This is a strategy designed to decrease international tensions. One side recognizes mutual interests and initiates a small conciliatory act that opens the door for reciprocation by the other party.