

POLI 100M: Political Psychology

Lecture 10: Implicit Attitudes and Race

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Announcements

- Final project is due Saturday, Sept. 9, 11:30am
 - Submit to Turn it In on TritonEd
 - Review the rubric and detailed assignment guidelines on TritonEd
- Office hours this week: today 2:30-4:30.

Last Time

- Political Networks
 - Largely homogeneous, but more disagreement than we would expect
 - Psychological characteristics condition the effects of disagreement on political behavior
- Social Media
 - **Most** content is not political, yet the political content can be consequential
 - Online networks are more diverse than offline networks
 - Facilitates affective polarization

What questions do you have?

Today: Driving Questions

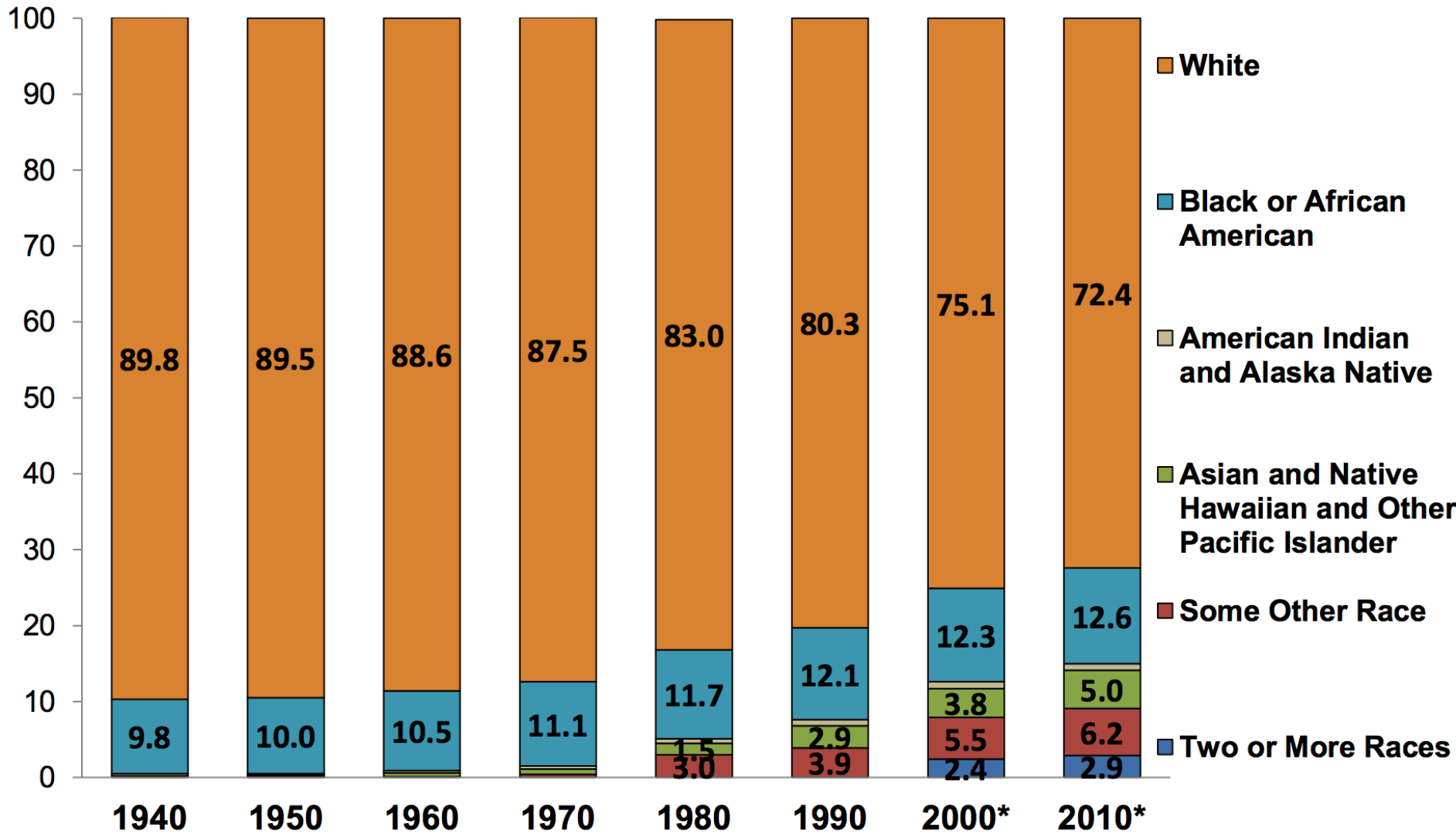
- What is the difference between implicit and explicit attitudes? How do they each impact behavior?
- What are the psychological explanations for racial bias?
- Should we care about psychology in understanding politics?

Today: Learning Outcomes

- Define the following key terms: implicit attitude, explicit attitude, implicit bias, explicit bias, linked fate, social identity theory, contact hypothesis, self-monitoring
- Describe the psychological mechanisms that might explain racial bias in the U.S.
- Evaluate whether we should care about psychology in understanding politics

Race in America

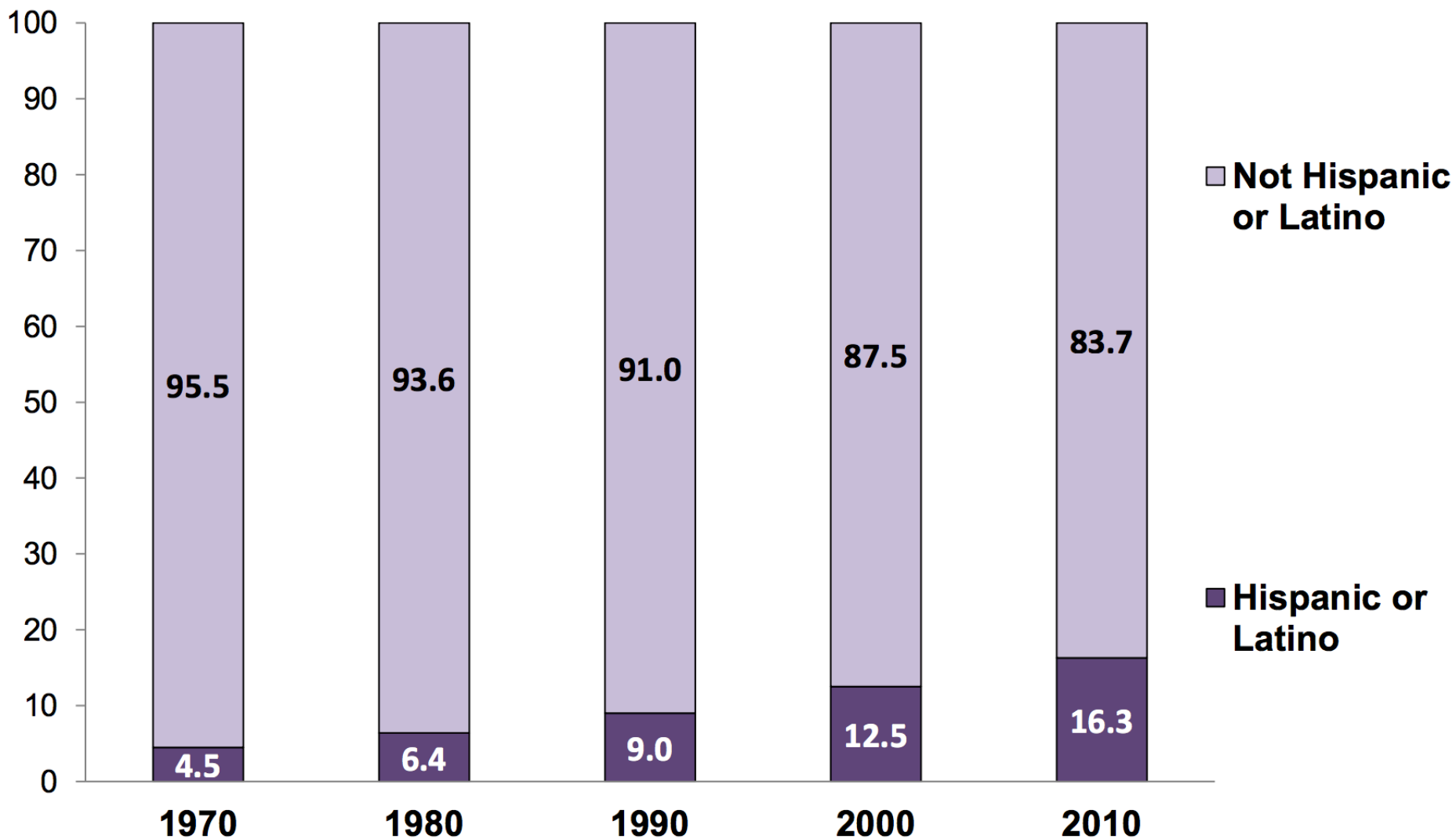
Population Distribution by Race: 1940-2010



*Data are shown for the White, Black or African American, American Indian and Alaska Native, Asian and Native Hawaiian and Other Pacific Islander, and Some Other Race alone populations.

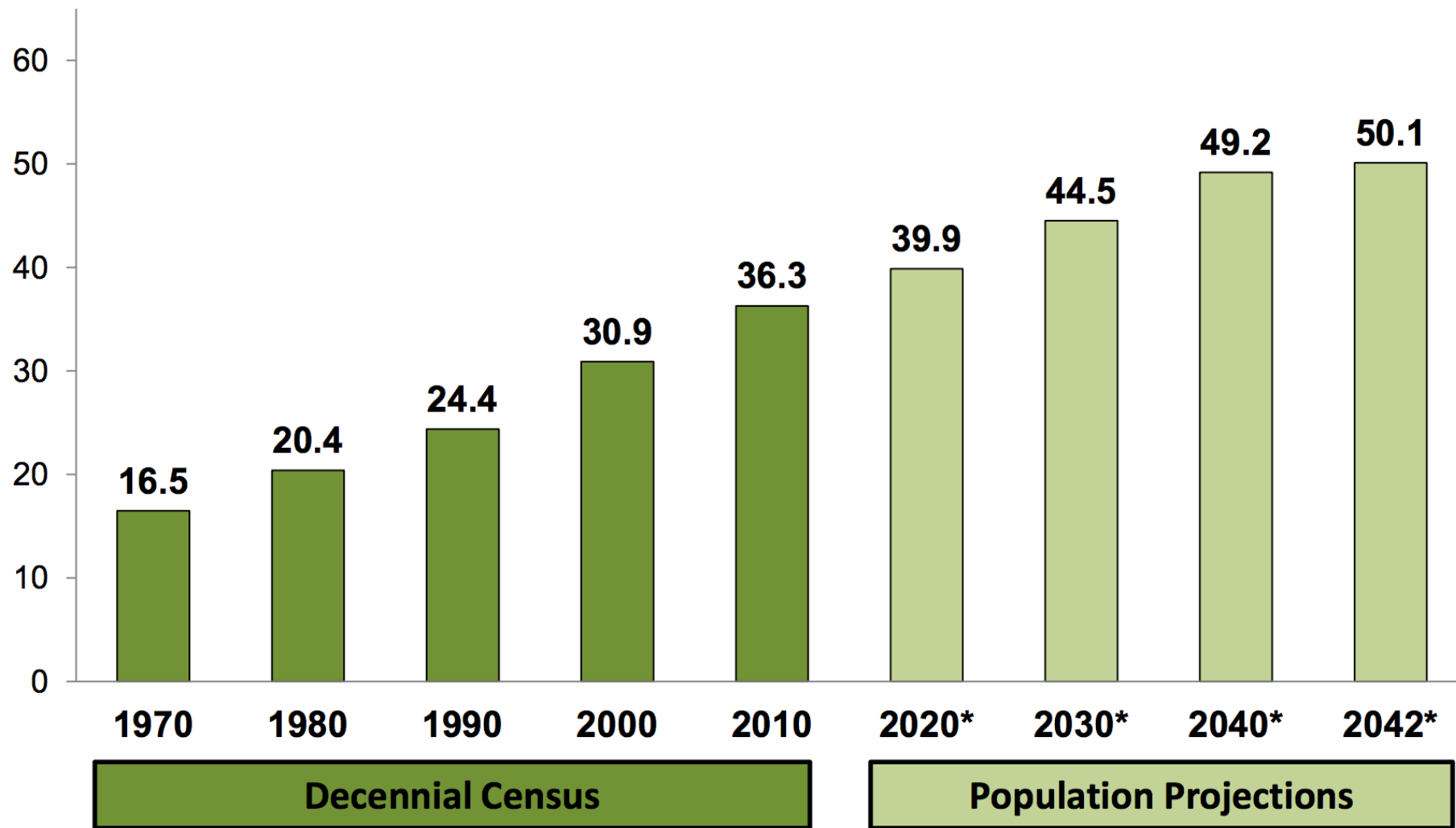
Source: U.S. Census Bureau, decennial census of population, 1940 to 2010.

Population Distribution by Hispanic Origin: 1970-2010



Source: U.S. Census Bureau, decennial census of population, 1970 (5-percent sample), 1980 to 2010.

Percent Minority: 1970-2042



*Projected population as of July 1.

Note: "Minority" refers to people who reported their ethnicity and race as something other than non-Hispanic White alone in the decennial census.

Source: U.S. Census Bureau, decennial census of population, 1970 (5-percent sample), 1980 to 2010, 2008 Population Projections, 2020-2042.

Stereotypes and Prejudice

Stereotypes & Prejudice: Definitions

- In-group: a group to which an individual belongs
- Out-group: any group other than the in-group
- Prejudice: a hostile or negative attitude toward a distinguishable group of people, based solely on their group membership

What causes prejudice?

- Is it learned? Or are we born with it?
- Evolutionary Psychology Research: animals have a tendency to feel more favorably toward genetically similar others and to express fear toward dissimilar organisms
- Social Psychology Research: Culture (parents, media) move us to assign negative qualities to people different from us

Social Cognitive Perspective: Categorization

- Social categorization simplifies the social world
- In group favoritism effect: we evaluate in-group members more positively, reward them more, and expect better treatment from them
- Out group homogeneity effect: we see out group members as different from us, but all the same as one another

Implicit and Explicit Attitudes

- Implicit attitudes: evaluations that occur without conscious awareness towards an attitude object or the self
 - “introspectively unidentified (or inaccurately identified) traces of past experience that mediate favorable or unfavorable feeling, thought, or action toward social objects” (Greenwald & Banaji)
- Explicit attitudes: evaluations that are expressed with conscious awareness toward an attitude object or the self

Dual Process Model

- Thoughts arise as a result of two processes
 - Implicit: automatic, unconscious
 - Very difficult to change, form new habits, form new implicit associations
 - Explicit: controlled, conscious
 - Can change with persuasion, education

Dual Process Model: Stereotyping

1. When we perceive an individual, salient stereotypes are activated automatically (Implicit)
 2. Activated stereotypes guide our expressed (explicit) attitudes and/or behavior
- When we are ***motivated*** and ***cognitively able***, we can overcome implicit biases by altering our explicit behavior

When are we likely to stereotype?

- Ambiguous, inadequate information
- Cognitively busy
- In a bad mood

How do we learn stereotypes?

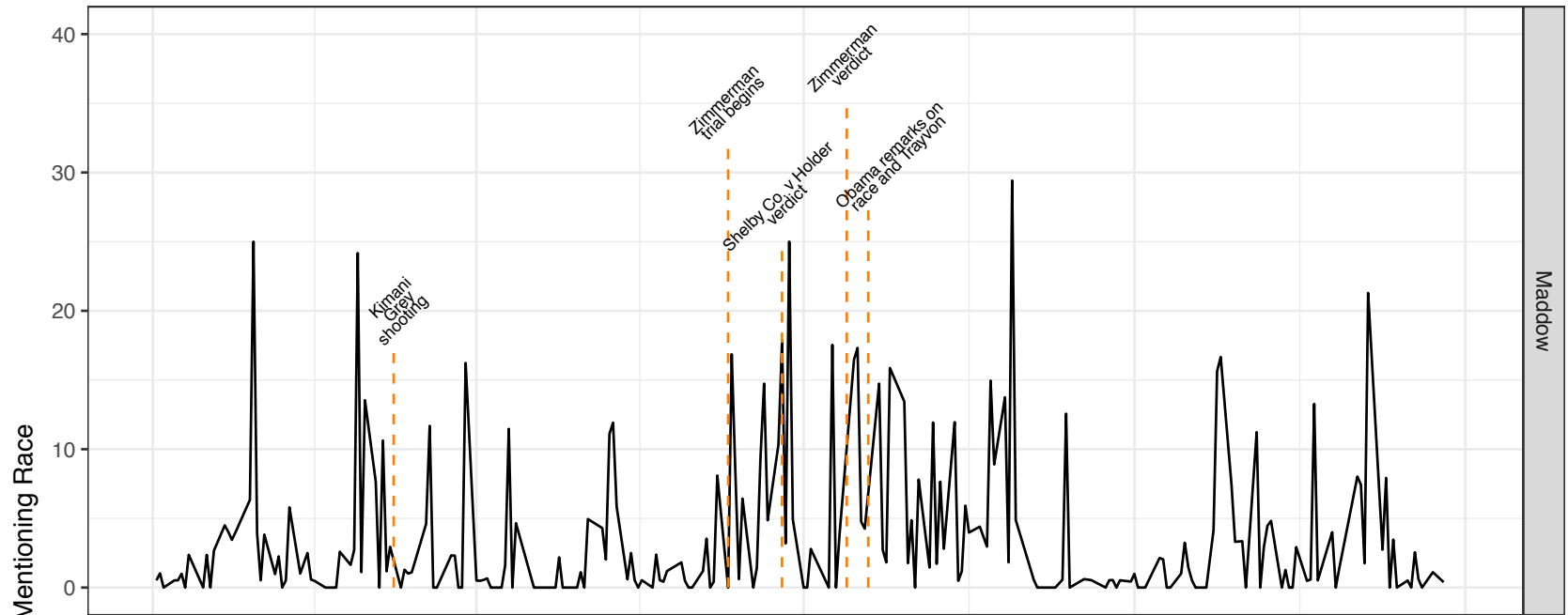
- Social Learning Theory
 - Parents, peers, teachers
 - Children are not born with prejudice, but by age 7 most show signs of prejudice
 - Reinforcement: gender roles, tell kids who to be friends with, exposure to parent stereotyping behavior
 - Media

Social Learning Theory: The Media

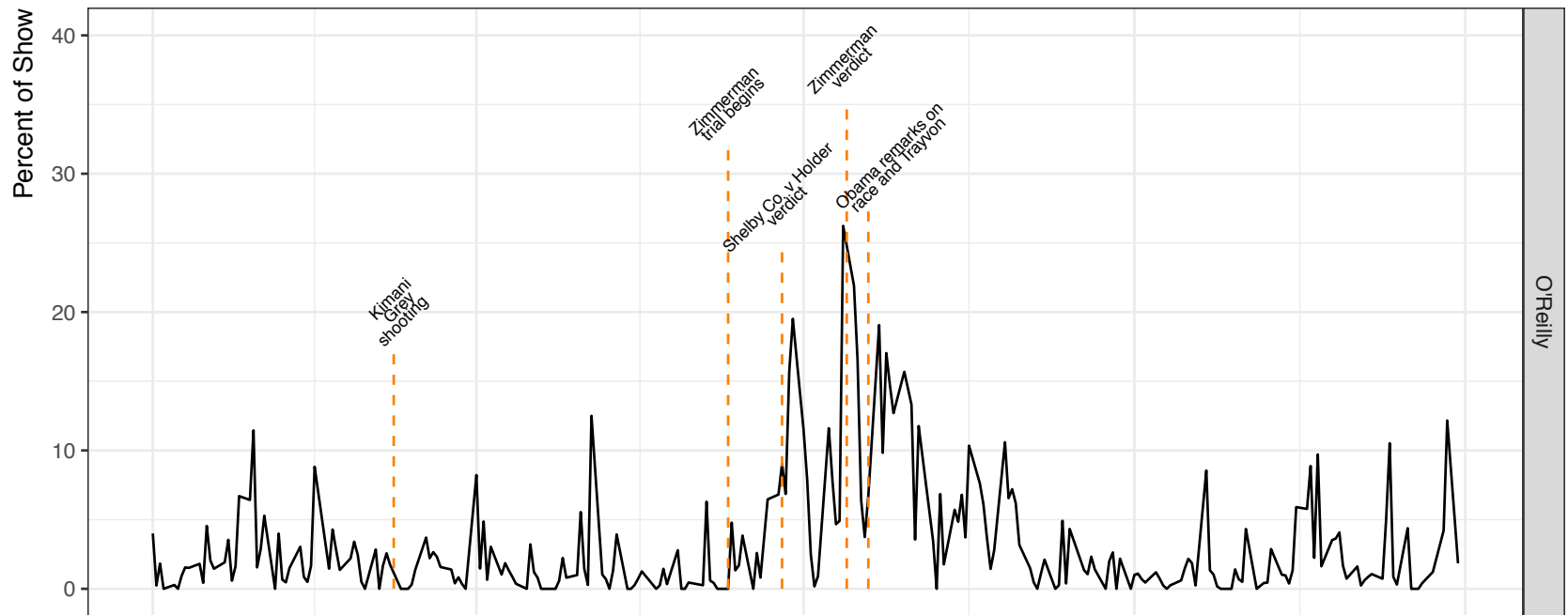
- Social Psychology Study
 - Participants watched 7 college basketball games and 5 NFL playoff games
 - 77% of comments made about white players were about intelligence, whereas only about 22.5% of comments about black players were about intelligence
 - 65% of comments about black players were about athletics, whereas only about 12% of comments about white players were about athletics

Social Learning Theory: The Media

- Perez (2015) shows several examples of how the media exposes us to specific associations about minority groups
 - Immigration and Latinos
 - Illegal and Immigration [and Illegal and Latinos]
 - Crime and Latinos [other research shows Crime and African Americans as well]



Maddow



O'Reilly

Jan 2013

Apr 2013

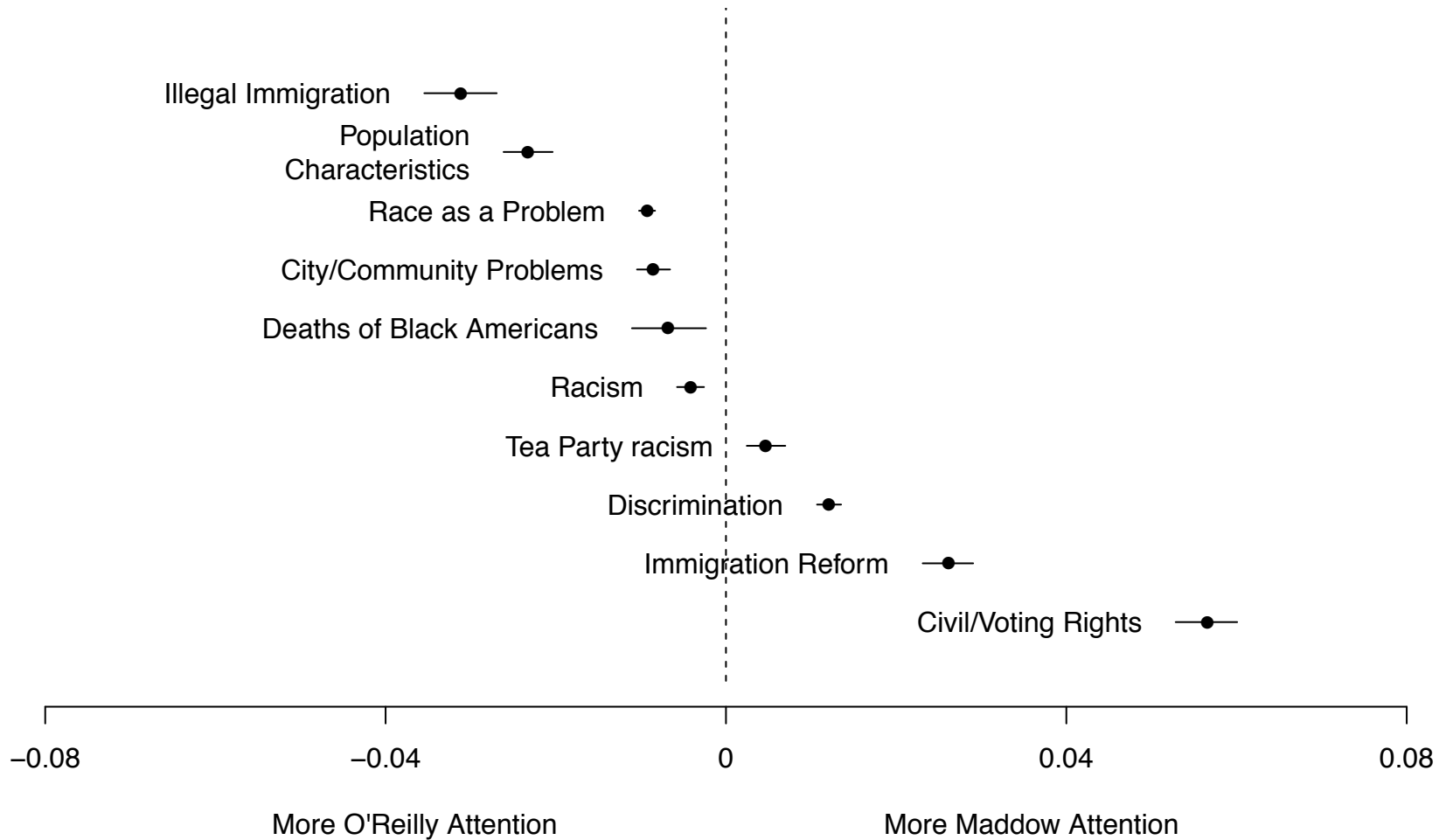
Jul 2013

Oct 2013

Jan 2014

Date

Topic Attention Difference Between O'Reilly and Maddow



Examples of Discrimination in Politics

Candidate Evaluations: Experimental Evidence

- Terkildsen (1993)
 - White voters shown three hypothetical candidates running for governor: white male, light-skinned black male, dark-skinned black male
 - White voters were less likely to report voting for the darker skinned candidates
- Kam (2007)
 - Implicit negative attitudes toward Hispanics reduces support for a Hispanic political candidate in the absence of partisan cues
- Lajevardi *working paper*
 - Participants were less likely to report voting for a Muslim candidate of color than a non-Muslim, white candidate

Candidate Evaluations: Observational Data

- Highton (2004)
 - Exit poll data from the 1996 and 1998 House elections suggest little support for the hypothesis that white voters discriminate against black candidates
- Bullock (2000)
 - Precinct-level returns suggest that white support for Black Democratic incumbents was not different from white support for two most successful white Democratic candidates
 - Key advantage in this study is that party is held constant
- Krupnikov & Piston (2015)
 - When a prejudiced strong partisan shares the partisanship of a black candidate, s/he is likely to experience a decision conflict—prejudice and partisanship in opposite directions—decreasing the likelihood that s/he turns out to vote

Reducing Prejudice

Reducing Prejudice

- Contact Theory
 - Cooperative Interdependence
 - Equal Status
 - Acquaintance Potential
 - Institutional Support
- Example: Sherif (1961) Scout Camp
 - Used cooperative activities that required different groups working together
 - More likely to be friends with people in another group after the cross-group activities

Post-Racial or Most Racial?

Political Psychology

Topic	Question(s)
Introduction	What is political psychology?
Individual Differences	How do differences in personality, genetics, and psychophysiology impact political behavior?
Voting	What are the psychological motivations behind why people vote and which candidates they support?
(Mis)information	How do individuals process information? Why do people believe political rumors?
Media	What role does the media play in informing the public? Why do individuals choose information sources?
Campaigns	How do campaigns use psychology to win elections?

Topic	Question(s)
Irrelevant and Apolitical Influences on Political Behavior	Do “irrelevant” events influence political behavior? Why?
Polarization	Why and how are liberals and conservatives different?
Social Networks, Political Discussion, and Social Media	Why and with whom do individuals discuss (or avoid discussing) politics? How do individuals engage with politics on social media?
Implicit vs. Explicit Attitudes	What are the psychological explanations for racial bias in politics?

Reflections

- What are the advantages of thinking about politics from a political psychological perspective?
- What are the disadvantages of thinking about politics from a political psychological perspective?