

- 4) Based on skin color, ethnicity, or race.
  - 5) Perpetrated by an individual and/or an institution.
  - c. Examples of racism include graffiti, racial and ethnic slurs, jokes, intimidation, and physical violence.
3. Contemporary Models

- a. Subtle racism appears nonracial on the surface.

Beneath surface are negative attitudes and stereotyped beliefs that affect personal interactions. In organizations, subtle racism has a negative impact on interpersonal relations and breeds institutional racism.

- b. Forms of Subtle Racism: Traditional, symbolic, modern, and aversive.

- 1) Traditional: Individual with traditional racist attitudes who acted out bigoted beliefs. Racial attitude measures were comprised of items attempting to assess the presence of prejudice, hostility, and derogatory beliefs.

After about 1965, however, standard racial attitude measures had two problems. First, by the middle 1960's, most White people knew the socially desirable answers so that the then standard items were more likely to trigger politically correct responses than valid attitudes. Second, that generation of items did not correlate well with what should have been racially relevant behavior, for example, reported voting intentions or hiring decisions. Replacement items were then developed. The new items that correlated best with racially relevant behavior were those of an abstract, moral tone, or items that used code words or symbols for blacks. These items were thought to tap a new form of racism called "symbolic racism." (Kinder, 1981, pp. 40, 414-31)

- 2) Symbolic: Abstract, moral tone, code words, or symbols for races. New surveys tapped into this new form of racism. Replacement items were developed that correlated best with racially relevant behavior (Kinder, 1981, pp. 40, 414-431).
- 3) Modern: Symbolic racism renamed as "modern racism" (1978) to emphasize the contemporary nature. The principal tenets of modern racism are:
  - a) Discrimination is a thing of the past; blacks now have the freedom to compete in the marketplace and to enjoy those things they can afford.
  - b) Blacks are pushing too hard, too fast, and into places where they are not wanted.
  - c) Tactics and demands of activists are unfair.