

POLITICAL PSYCHOLOGY

Lessons 32-33: Prejudice and Racism
Spring 2020



STEREOTYPES AND PREJUDICE

- What is the relationship between stereotypes and prejudice? In what ways are they the same, and how does Devine argue that they are different?
- Where do stereotypes come from, according to Devine?
- That is the difference between automatic and controlled processes? How do these two processes work in regards to stereotypes and prejudicial behavior?
- Based on the findings from this study, how can we get greater levels of racial tolerance?
- What are the implications for this study for politics? Are they optimistic or pessimistic?

STEREOTYPES AND PREJUDICE

- **Key Findings from Devine's Study:**
 - High and low prejudiced people have equal knowledge of racial stereotypes
 - Automatic activation of racial stereotypes leads people to prejudicial evaluations of ambiguous behavior even if people do not endorse the stereotypes with which they are primed
 - When an incongruence emerges between negative stereotypes and a person's personal beliefs, low-prejudiced individuals will reconcile the incongruence by rejecting the stereotype
 - The conflict between stereotype and personal beliefs has to be made salient!

RACE AND PARTISANSHIP

- What is Old-Fashioned Racism? What elements does it encompass? How does it differ from modern racism?
- Why does Tesler think old fashioned racism might influence partisan politics when it hadn't in the recent past? How does he reconcile his belief that Obama's presidency realigned the electorate with the idea that partisan identities are stable over time?
- What are Tesler's testable hypotheses? How does he test them? Does he find support for his theory—i.e. what are the key findings here?
- What are the implications of this study? How does it change the way we think about our current politics?

RACE AND PARTISANSHIP

- Stability in social identities is a function the fact that associated stereotypes change slowly overtime
- Because the President is the leader of his respective party → Obama signified a massive shift in image of the stereotypical Democrat
- The Democratic party became branded as the party of Black Americans



RACE AND PARTISANSHIP

- Opposition to interracial dating correlated with white partisanship after Obama's election despite being unrelated to party identification in previous decades
- Evaluations of Obama completely mediated that relationship between racism and partisanship
- Racism also predicted changes in white panelists' party ID between 2006 and 2011



FIGURE 1 White Americans' Support for Democratic Candidates for President as a Function of Old-Fashioned Racism.

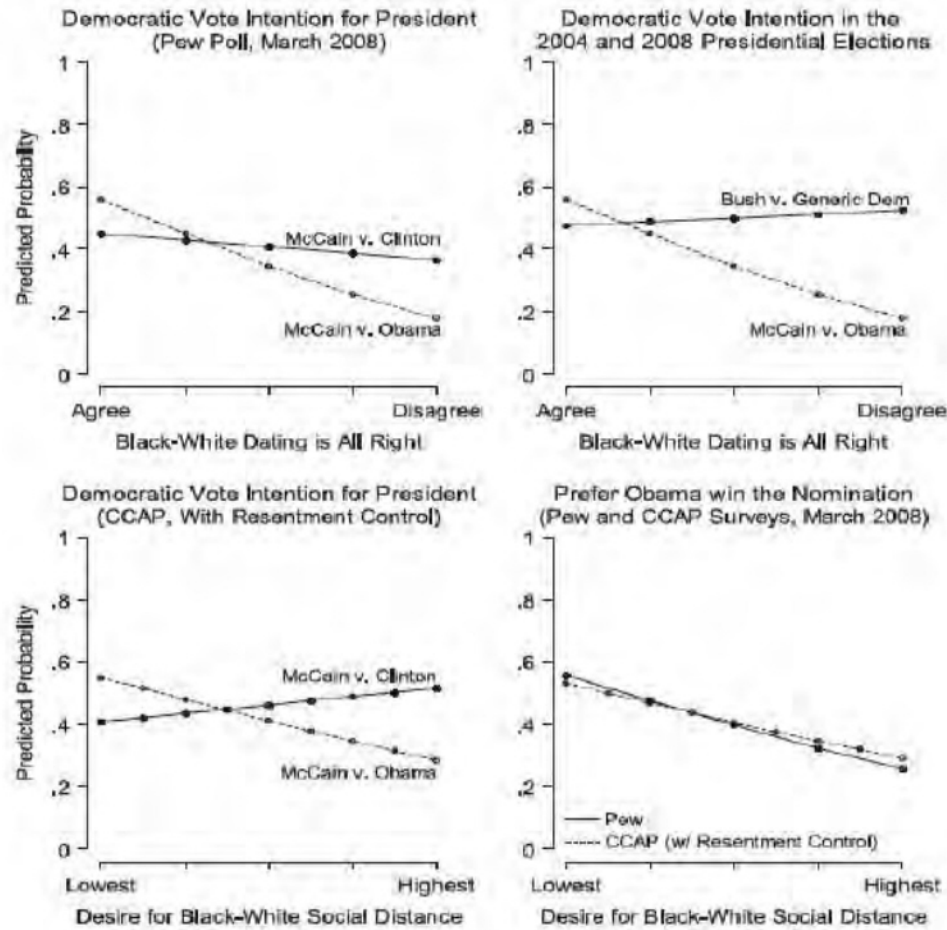


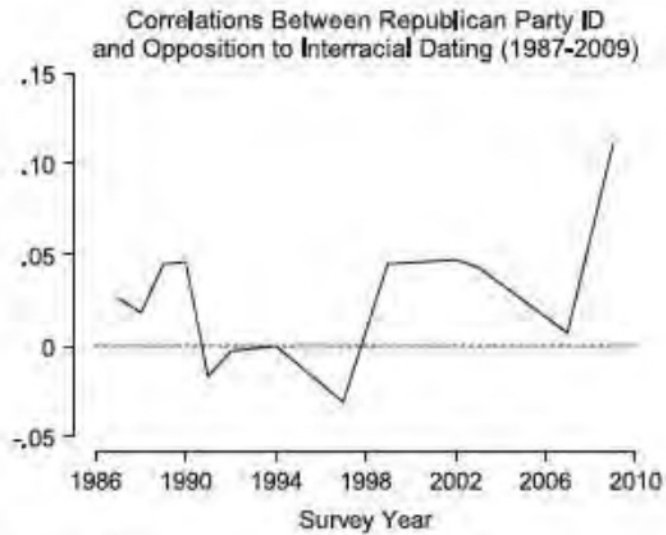
TABLE 1 (OLS) Predictors of White Americans' Party Identifications in 2009 and 2011

	PVS [1]	PVS [2]	CAPP [1]	CCAP [2]
Old-fashioned racism	.125 (.039)	.025 (.034)	.410 (.026)	-.009 (.020)
Obama support		-.599 (.020)		-.734 (.012)
Constant	.465 (.015)	.815 (.015)	.346 (.013)	.810 (.012)
Observations	1117	1117	2276	2252

Note: The dependent variable is a 7-point partisanship, recoded from 0 (strong Democrat) to 1 (strong Republican). All explanatory variables are coded from 0 to 1, with 1 being the highest value. Regression analyses utilize poststratification weights with robust standard errors presented in parentheses.

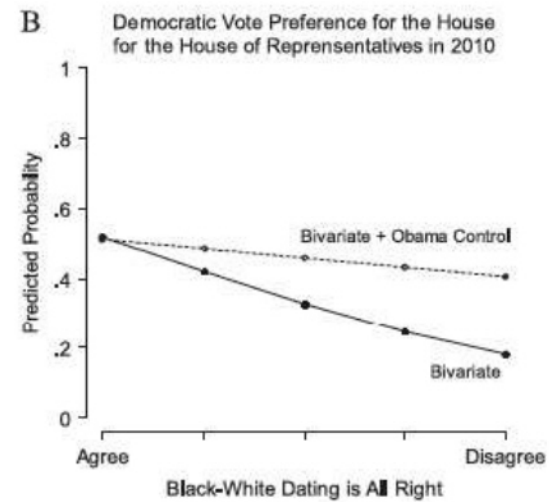
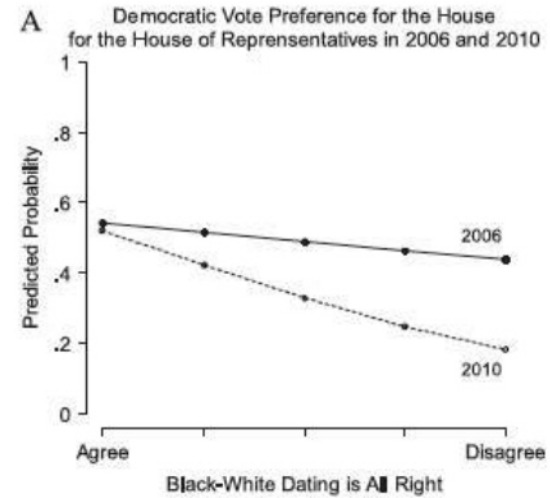
Source: Pew Values Study, April 2009; CCAP Reinterviews, 2011 Wave.

FIGURE 2 Correlations between Republican Party Identification and Old-Fashioned Racism among White Americans



Note: Dependent variable is a three-category partisanship.

Source: Pew Values Study Merger File



IMPLICIT VERSES EXPLICIT PRIMES

- Tali Mendelberg published a famous book on implicit racial cues in campaign messages called, *The Race Card*
- Mendelberg argues that implicit racial appeals carry a lot of persuasive power; however, their power dissipates when racial appeals becomes explicit
- The power of implicit appeals is a function of a long-standing tension in American politics between:
 - Powerful egalitarian norms about race
 - A two-party system driven, at least partially, by racial cleavages

IMPLICIT VERSES EXPLICIT PRIMES

- Political candidates will engage in implicit racial appeals when they:
 - Wish to avoid violating the norm of racial equality
 - Face electoral incentives to exploit and mobilize racially resentful white voters

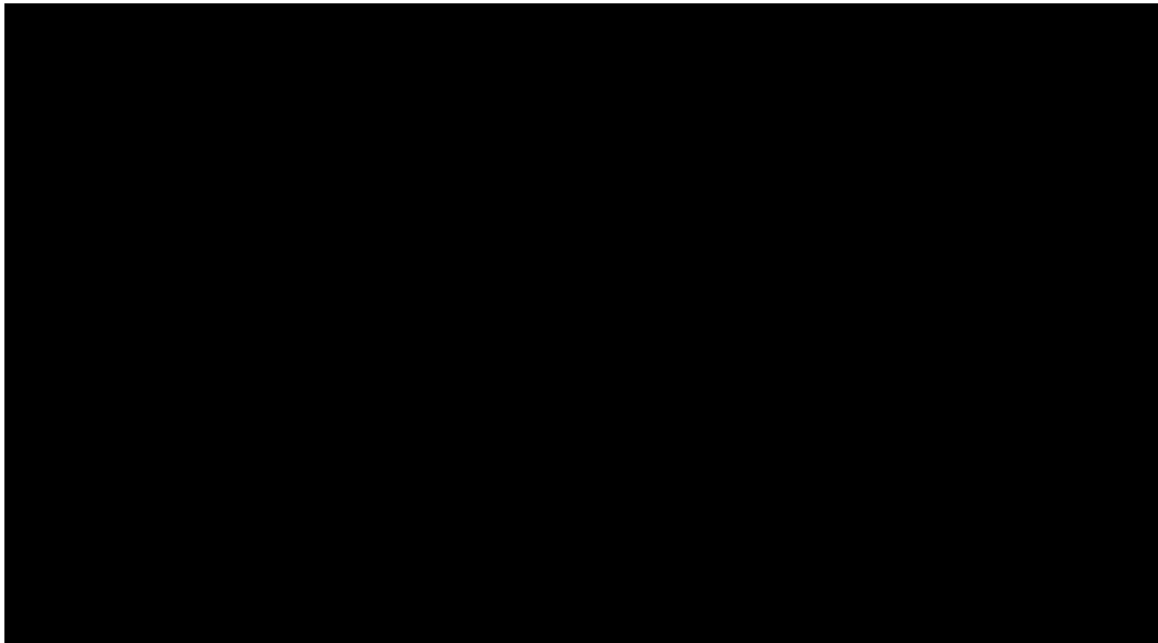
- Voters respond to such appeals because while they endorse equality in the abstract, they often hold negative racial stereotypes regarding work, violence, and sexuality
 - *“White voters respond to implicitly racial messages because they do not recognize these messages as racial and do not believe that their favorable response is motivated by racism” (Mendelberg 2001, 7)*

IMPLICIT VERSES EXPLICIT PRIMES

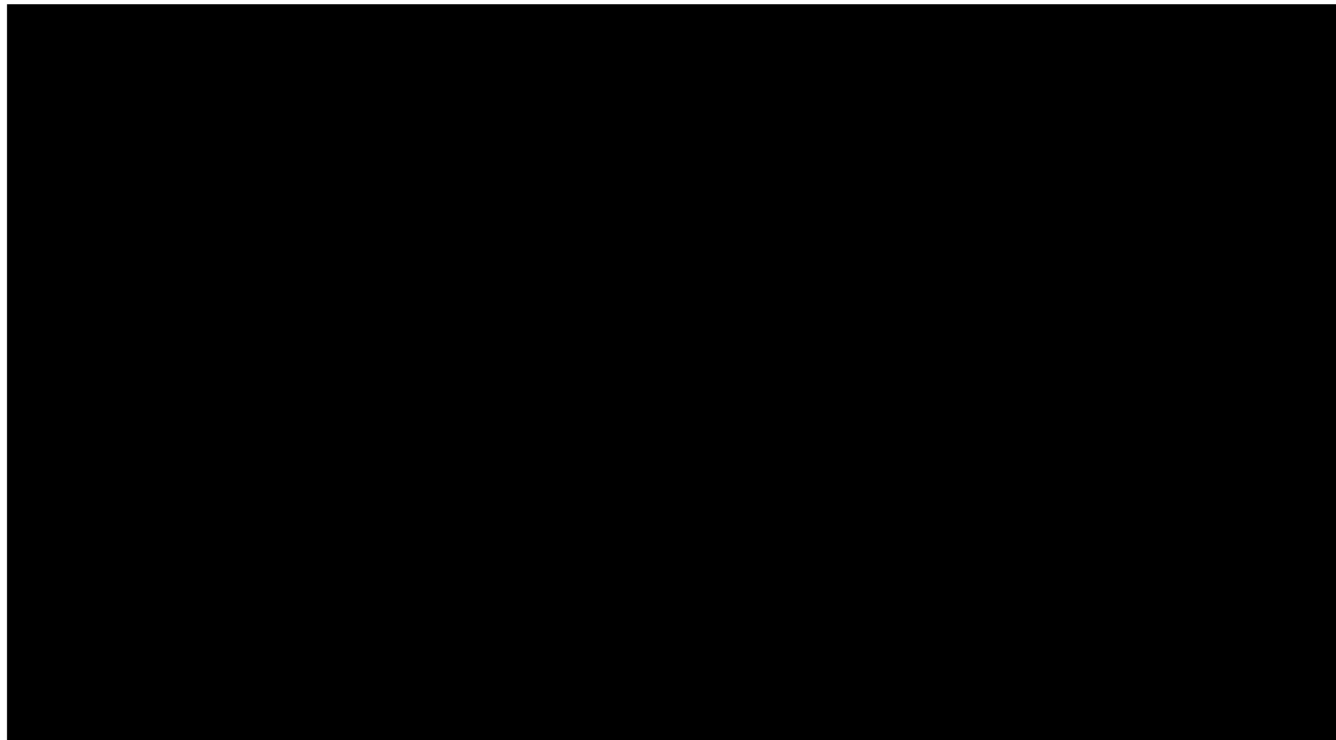
- **Explicit appeals use racial nouns or adjectives to endorse white prerogatives, to express anti-black sentiment, or to portray a threat from African Americans**
 - **Uses such words like “blacks,” “race,” or “racial” to express anti-black sentiment or to make racially stereotypical or derogatory statements**

- **Implicit racial appeals replace the racial nouns and adjectives with more oblique references to race when expressing a race-free conservative position on an issue while incidentally alluding to racial stereotypes or to a perceived threat from African Americans**

WILLIE HORTON AD: CRIME OR RACE?



2006 TENNESSEE SENATE RACE



RACIALIZATION OF PUBLIC POLICY

- A great deal of research has shown that racial primes make people a lot more conservative on a host of issues
 - Law & Order
 - Welfare policies
 - Race targeted policies
 - Social Security

- One recent paper looks how Trump voters and Clinton voters respond differently in their attitudes toward housing assistance programs because of racial cues

Figure 1. Stimuli from the Racial-Cue Conditions

White Condition:



Black Condition:

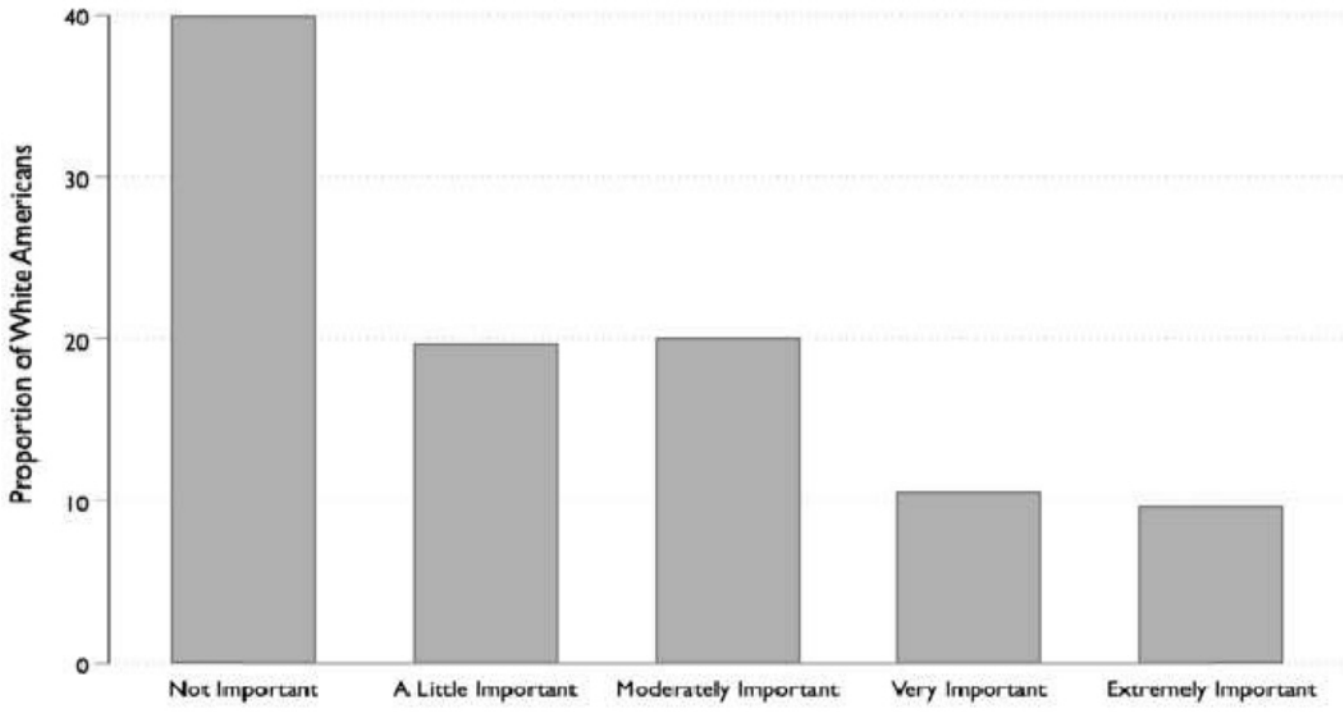


RACIALIZATION OF PUBLIC POLICY

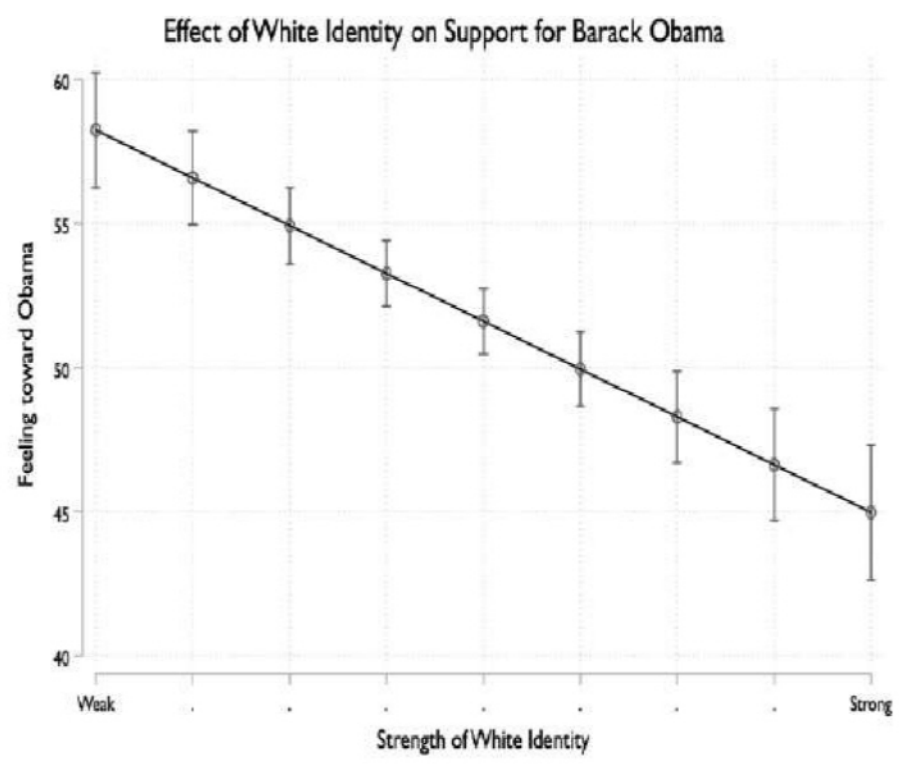
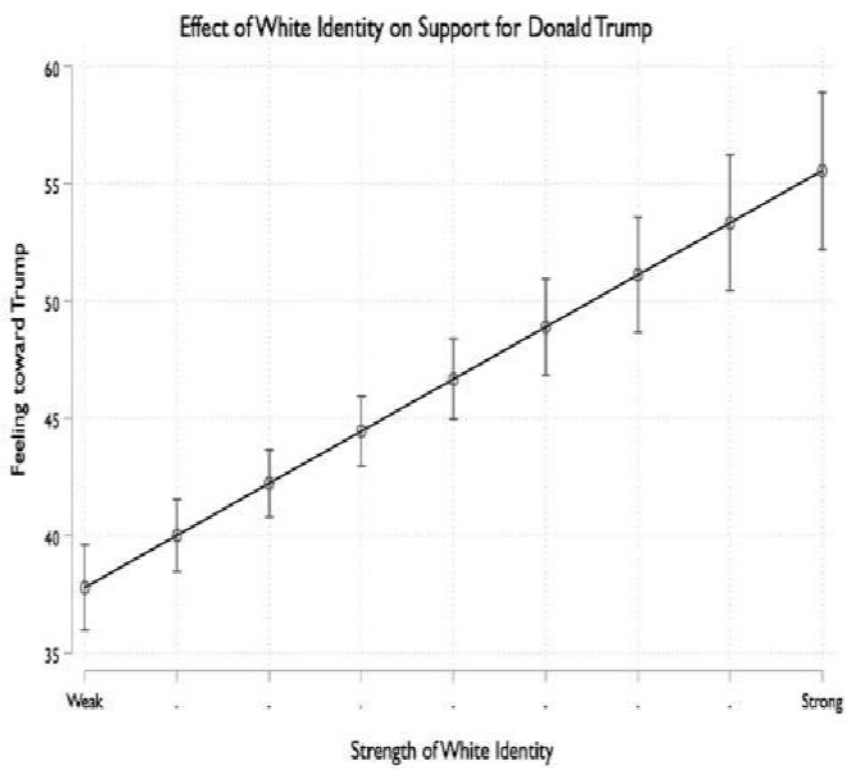
- They found that the image of a black man greatly impacted responses among Trump supporters
- After exposed to the black racial cue, Trump voters:
 - Were less supportive of housing assistance programs
 - Expressed higher levels of anger that some people receive government assistance
 - Were more likely to say that individuals who receive assistance are to blame for their economic situation
- Tesler (2012) produces similar findings when looking at support for the Affordable Care Act

WHITE IDENTITY AMONG WHITE AMERICANS

How Important is Being White to Your Identity?
Source: 2018 American National Election Study



HOW WHITE IDENTITY SHAPES POLITICS



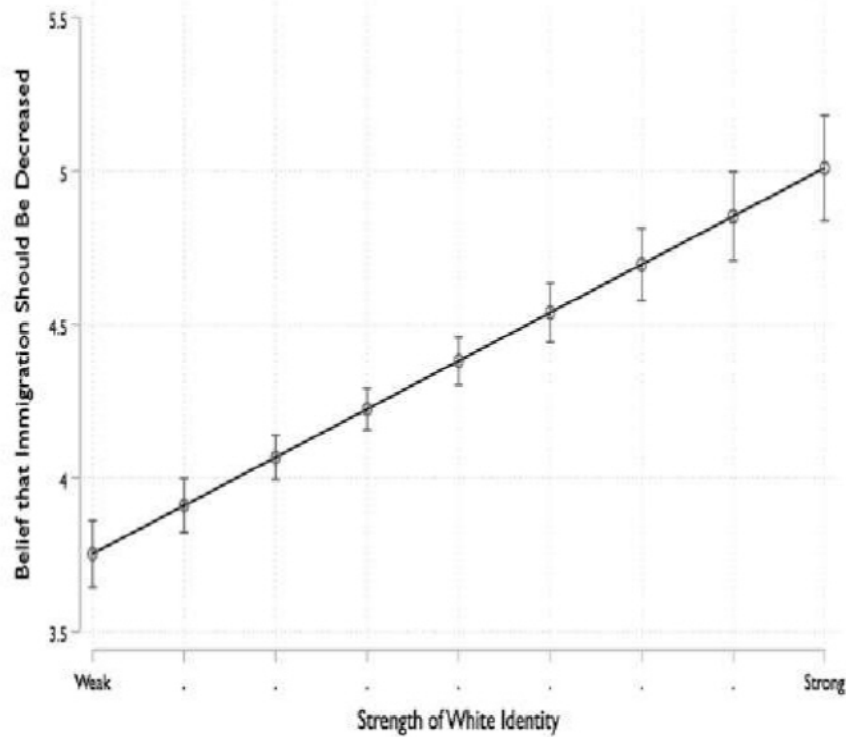
HOW WHITE IDENTITY SHAPES POLITICS

Predictors of Attitudes toward Hillary Clinton	
Republican	-11.779 (.211)*
White Identity	-.232 (.226)
Female	6.393 (1.063)*
Age	.026 (.031)
Education	.991 (.342)*
Constant	57.477 (3.187)*
R ²	.573
N	1,800

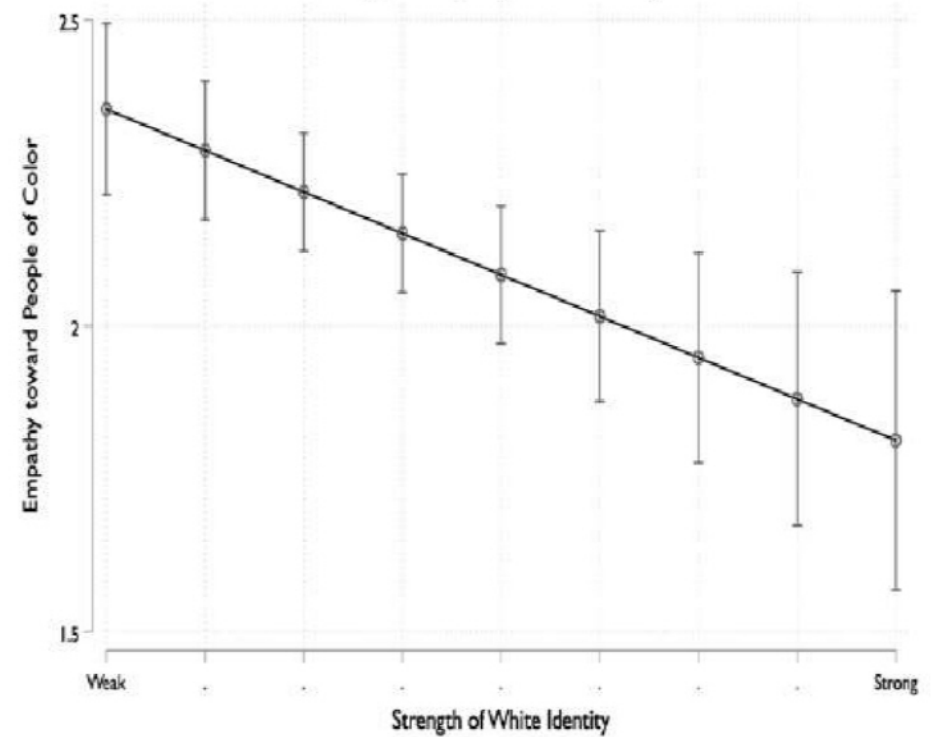
- While White identity predicts support for both Trump and Obama, it does not predict support for Hillary Clinton!

HOW WHITE IDENTITY SHAPES POLITICS

Effect of White Identity on Attitudes Toward Immigration

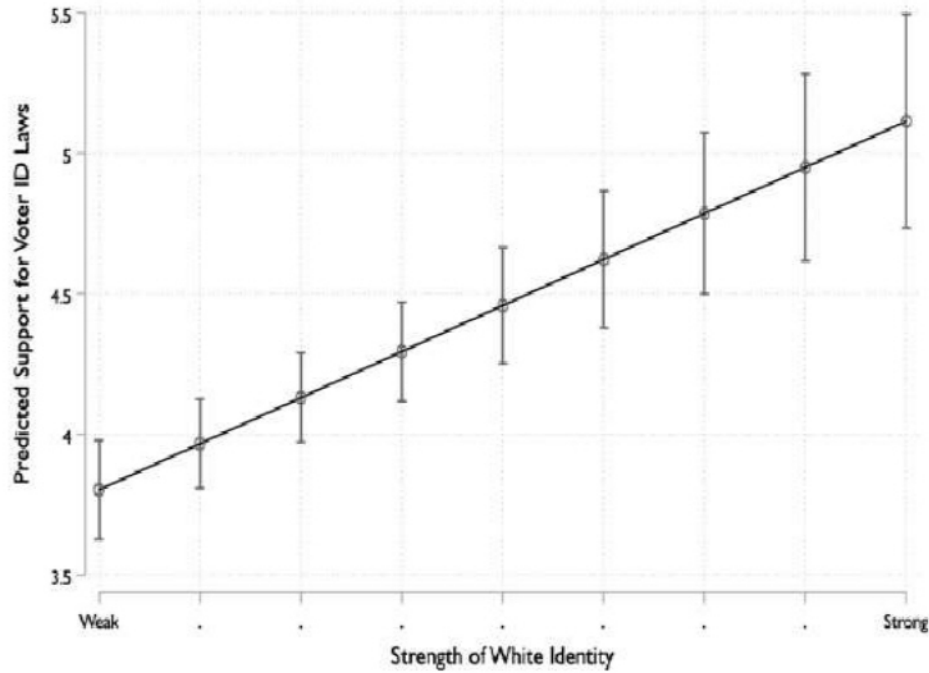


Effect of White Identity on Empathy toward People of Color

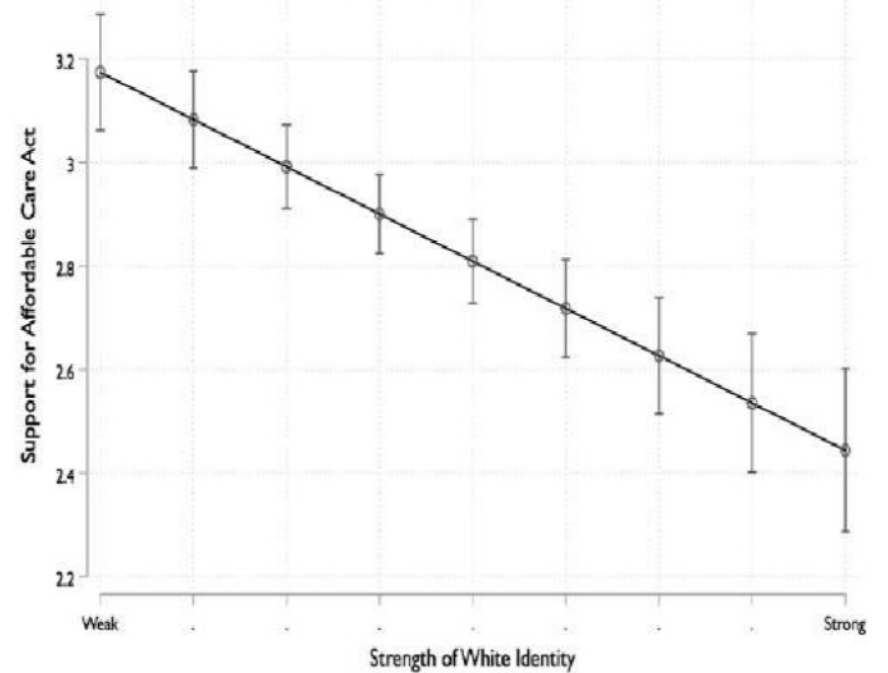


HOW WHITE IDENTITY SHAPES POLITICS

Effect of White Identity on Support for Voter ID Laws

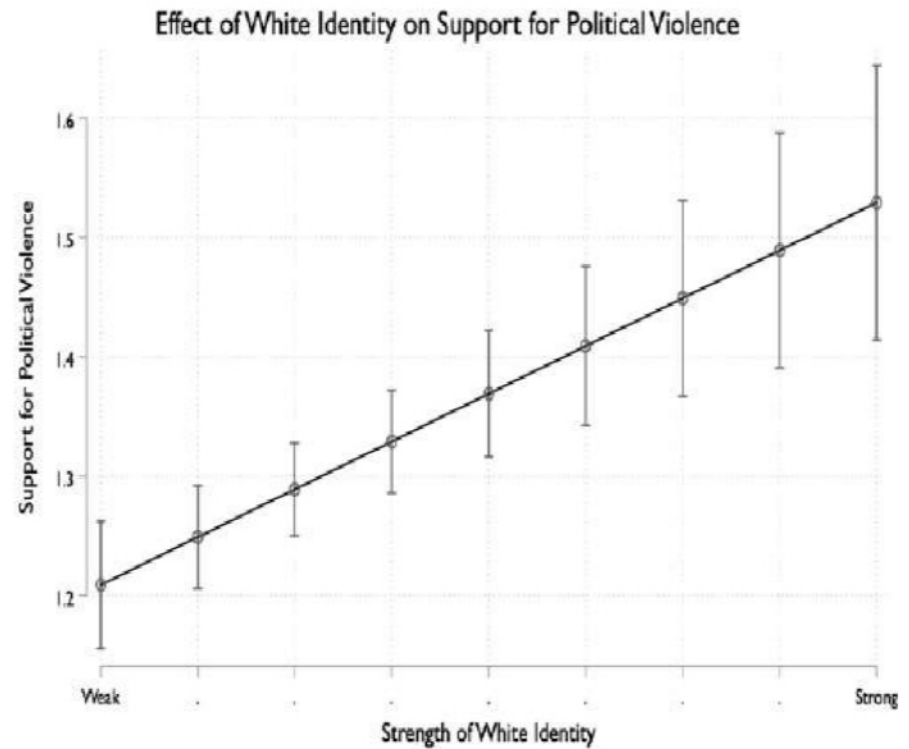


Effect of White Identity on Support for Affordable Care Act



PREDICTORS OF POLITICAL VIOLENCE

Predictors of Support for Political Violence	
Republican	-.015 (.009)
White Identity	.040 (.009)*
Female	-.077 (.035)*
Age	-.014 (.001)*
Education	-.064 (.013)*
Constant	2.317 (.103)*
R ²	.11
N	1,799



SYMBOLIC RACISM: IS IT REALLY RACISM?

- Symbolic racism is described as a coherent belief system combining the following ideas:
 - Racial discrimination is no longer a serious obstacle to blacks' prosperity
 - Blacks' continuing disadvantages are due to their own unwillingness to take responsibility for their lives
 - Blacks' continuing anger about their own treatment, their demands for better treatment, and the various kinds of special attention given to them are not truly justified
- These beliefs are a psychological "blend" of negative affect directed against blacks with conservative values, particularly the belief that blacks violate American values

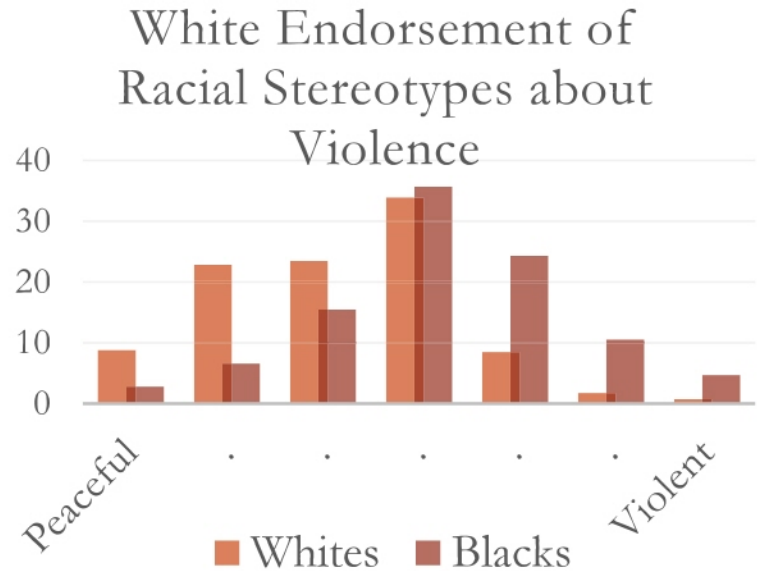
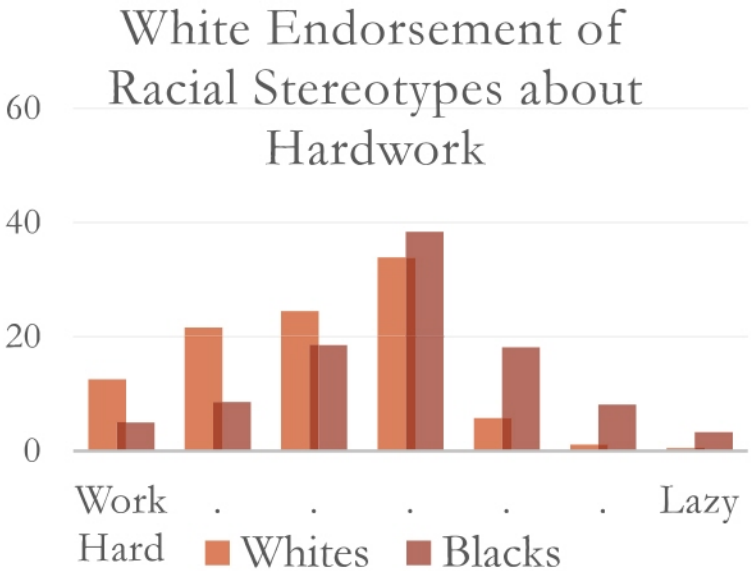
RACIAL RESENTMENT SCALE

- This new term was substituted on the grounds that the term "symbolic racism" did not convey the central role of values in the theory
- The term "racial resentment" was used to bring focus to the idea that whites harbored genuine resentment about the perceived moral transgressions and values violations of blacks, that both values and prejudice were essential elements

RACIAL RESENTMENT SCALE

- 'Irish, Italians, Jewish and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.'
- 'Over the past few years, blacks have gotten less than they deserve.'
- 'It's really a matter of some people not trying hard enough, if blacks would only try harder they could be just as well off as whites.'
- 'Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.'

STEREOTYPES WHITE AMERICANS HOLD OF WHITES AND BLACKS



RACIAL RESENTMENT SCALE

