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Pockets of Prejudice?

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POCKETS OF PREJUDICE?

Examining the Geographic Distribution of Racial Attitudes towards African Americans in the United States.

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WHAT IS RACIAL PREJUDICE

Distinct from Discrimination
- Behavioral outcome

Distinct from Racism
- Systemic

Racial Prejudice
- More strong association of negative affect/attitudes with one group over another, based on racial category¹

PSYCHOLOGICAL RESEARCH ON PREJUDICE

Early Research
“Old-fashioned” forms
- No longer common
- Emerging egalitarian norms

Face-valid surveys

Modern Research
More subtle forms

Surveys, reaction time
TYPES OF ATTITUDES

Explicit
Conscious
Deliberative
Controlled

Implicit
Outside conscious awareness
Automatic
Unintentional
CONSIDERATIONS IN MEASUREMENT

Explicit

Surveys

Social desirability

Confounding political conservativism

Implicit

Reaction time

“Real world” applicability

Confounding cultural/environmental norms
A NEW MODEL OF PREJUDICE¹

¹Son Hing et al. (2008)
- Presents implicit and explicit attitudes as orthogonal dimensions
- Accounts for the confound of conservativism
- Accounts for the existence of prejudice among those with egalitarian beliefs
- Recognizes some individuals as “Truly Low”

Application to the study of prejudice in U.S.
THE "BIG" PICTURE

Psychology in geographic space

Personality traits and trends cluster geographically¹

Does prejudice cluster too?

Rentfrow, R.J. (2010). Statewide Differences in Personality: Toward a Psychological Geography of the United States

¹Note: Additional context or explanation for the geospatial clustering of personality traits and trends is needed here.
CURRENT STUDY

Measures

Explicit Prejudice
- Modern Racism Scale¹

Implicit Prejudice
- Implicit Association Test²

Demographics

Location

So far...

N = 2,488
All 50 states & DC

“PEEKING” AT THE DATA: DIMENSIONS

Explicit prejudice
- Strongly associated with political conservativism \((r = .58^*)\)

Implicit prejudice
- Weakly associated with political conservativism \((r = .10^*)\)

Weak association between explicit with implicit prejudice \((r = .18^*)\)

\*\(p < .0001\)
ASSIGNING QUADRANTS

Every Individual
- Explicit prejudice score
- Implicit prejudice score

Geographic assignment
- Regions
  - West (n = 554)
  - Midwest (n = 537)
  - South (n = 954)
  - Northeast (n = 443)
- Sub-regions
  - Pacific (n = 369)
  - Mountain (n = 185)
  - East N. Central (n = 387)
  - W. N. Central (n = 150)
  - S. Atlantic (n = 540)
  - E. S. Central (n = 142)
  - W. S. Central (n = 272)
  - New England (n = 101)
  - Mid-Atlantic (n = 342)
"PEEKING" AT THE DATA: REGIONS

- West
- South
- Midwest
- Northeast

Categories:
- Modern Racism
- Aversive Racism
- Truly Low Prejudice
- Principled Conservativism
"PEEKING" AT THE DATA: SUB REGIONS

Modern Racism
Aversive Racism
Truly Low Prejudice
Principled Conservativism
IMPLICATIONS AND FUTURE DIRECTIONS

Project Goals

- Examine the efficacy of the Son Hing model
  - Including ability to predict unique outcomes
- Examine clustering at the county level

Project Implications

- Association between social justice outcomes and prejudice types
  - Implicit bias linked to lower levels of perceived clinical care¹
  - Perceptions of racism linked to increases in psychological distress²
  - DMA racism linked to increases in mortality
- Matching prejudice interventions with specific types of prejudice

¹Penner et al. (2010). Aversive racism and medical interactions with black patients: A field study.
QUESTIONS?

Thank you

Social Justice Research Center
American Psychology and Law Society
FROM EXPLICIT TO IMPLICIT PREJUDICE