



*Contemporary Prejudice and Its  
Effects on Altruism, Helping,  
and Intergroup Relations*

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November 2007





# Overview

- ❑ Racism is Subtle and Unintentional
- ❑ Role of Unconscious Forces
- ❑ Interaction Needs to Be Understood
  - Not about good guys/bad guys or blame
- ❑ Interpersonal and Intergroup Relations Are Reciprocal



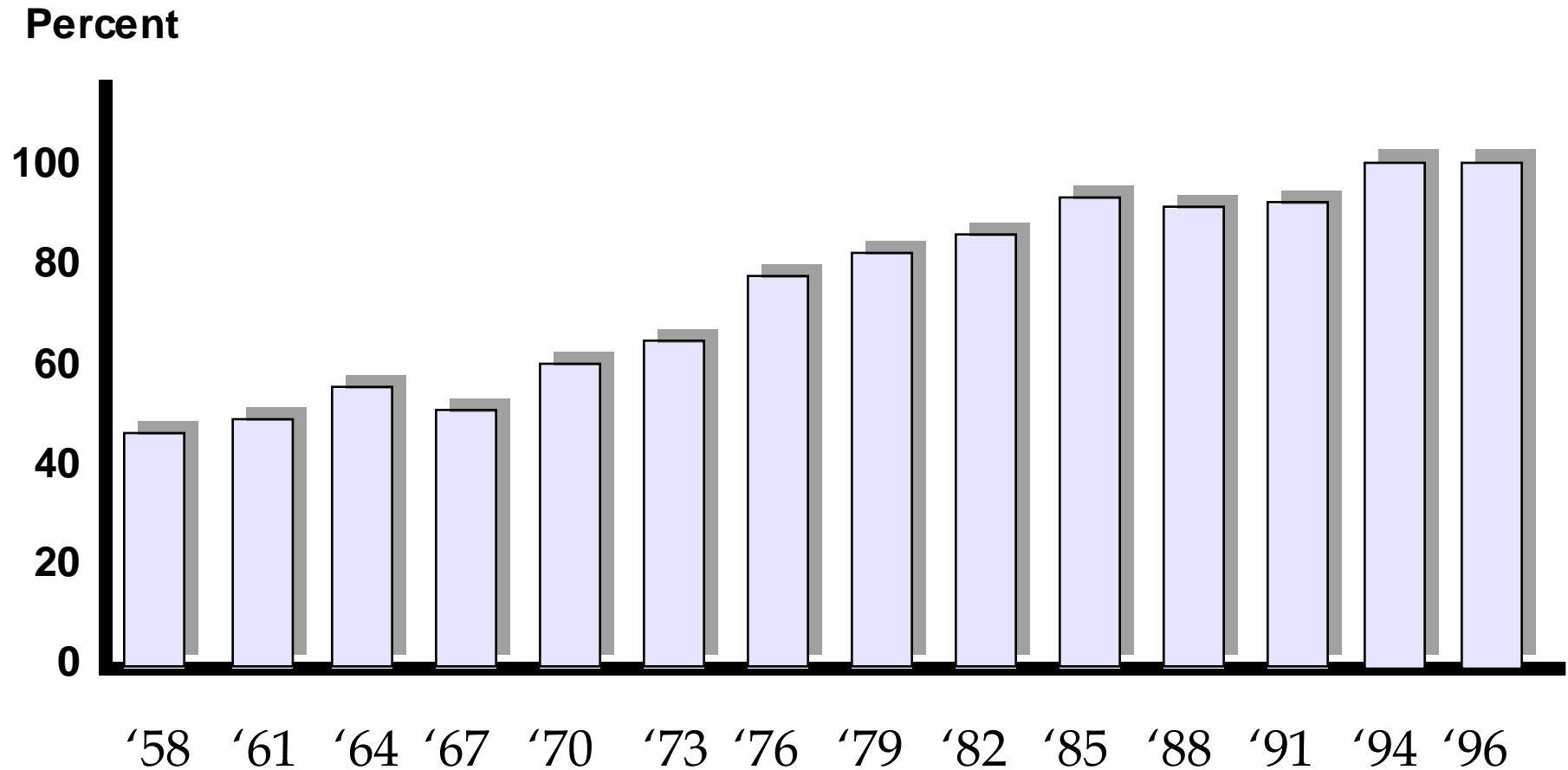
# *Stereotypes of Blacks*

(Percent of White Respondents Endorsing Each Trait)

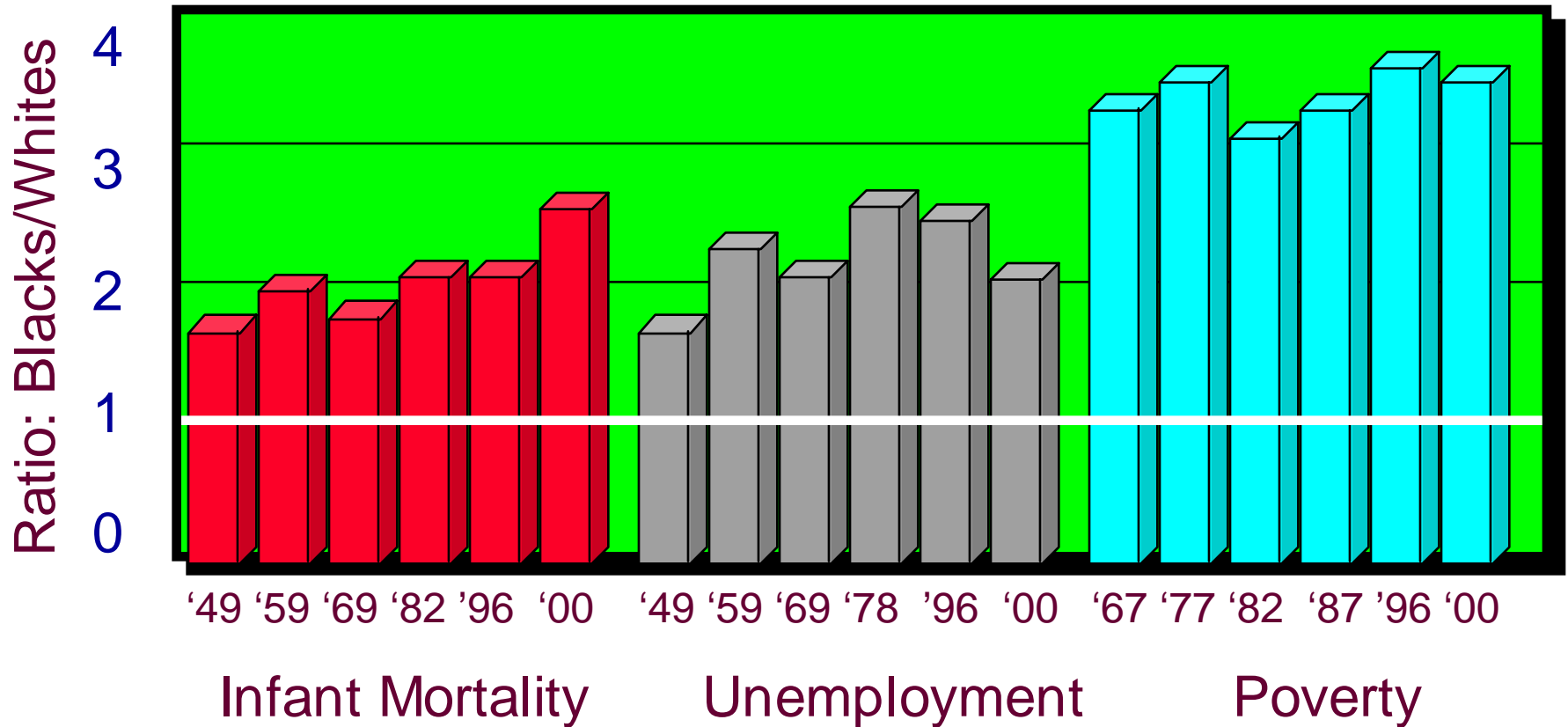
	1933	1951	1967	1982	2000
<b>Superstitious</b>	<b>84%</b>	<b>41%</b>	<b>13%</b>	<b>6%</b>	<b>1%</b>
<b>Lazy</b>	<b>75%</b>	<b>31%</b>	<b>26%</b>	<b>13%</b>	<b>2%</b>
<b>Ignorant</b>	<b>38%</b>	<b>24%</b>	<b>11%</b>	<b>10%</b>	<b>3%</b>
<b>Stupid</b>	<b>22%</b>	<b>10%</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>



# *Presidential Vote*



# *Quality of Life*





# *Racial Disparities in Health*

*(IOM Report, 2003; Healthy People 2010; National Center Health Statistics, 2006)*

- Tuberculosis (Blacks 8-9 times Whites)
- Asthma (Blacks 4-6 times Whites)
- Diabetes (Blacks 2 times Whites)
- Hypertension (Blacks 2 times Whites)
- Cancer (Blacks have lower survival rates)





# *Health and Health Care Disparities*

## Mental Health (Surgeon General's Report)

- African Americans: More likely to have a disorder and less likely to seek help
- Latinos: Latino youth experience more depression, anxiety-related disorders, and drug use; Only 1 in 11 Latinos will contact a mental health provider



# *Factors Contributing to Bias*

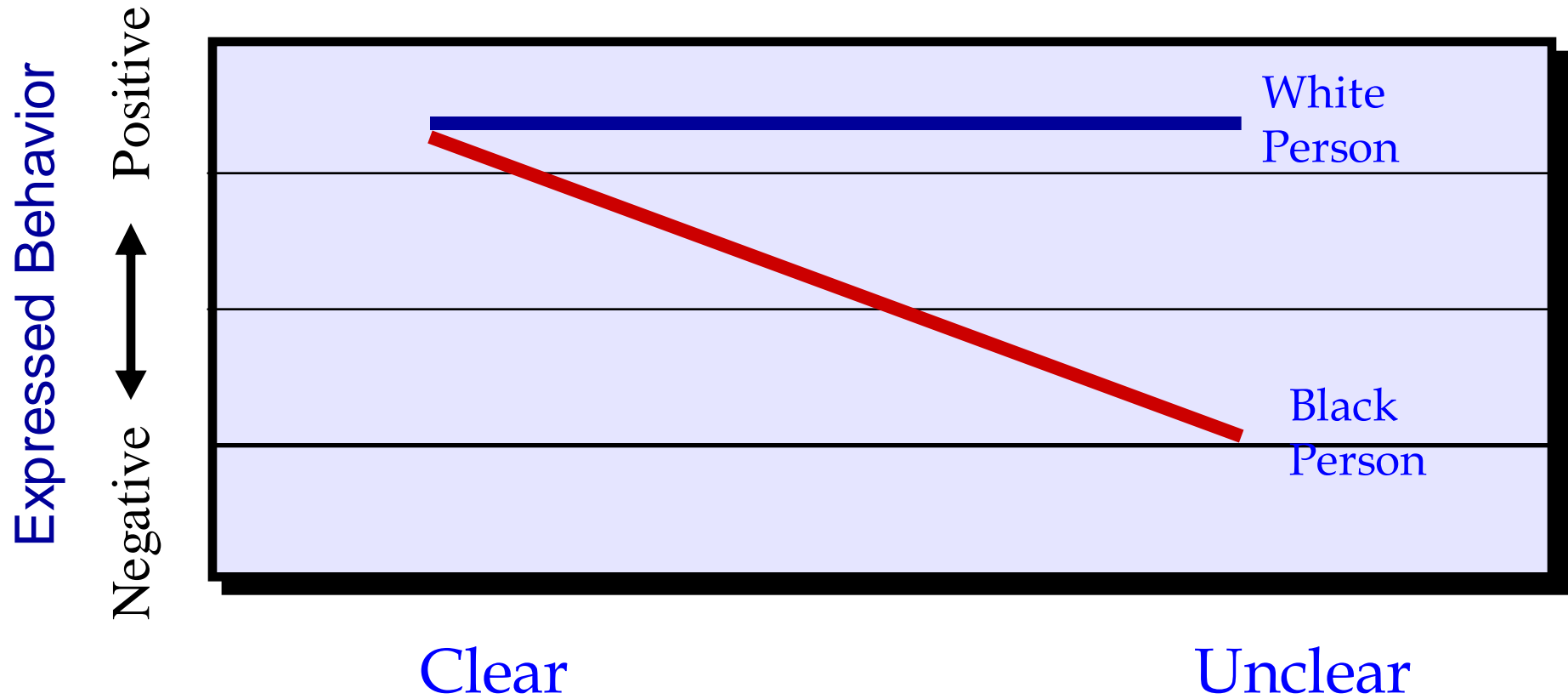
- Cognitive
  - social categorization
- Motivational
  - social dominance
- Sociocultural
  - cultural stereotypes





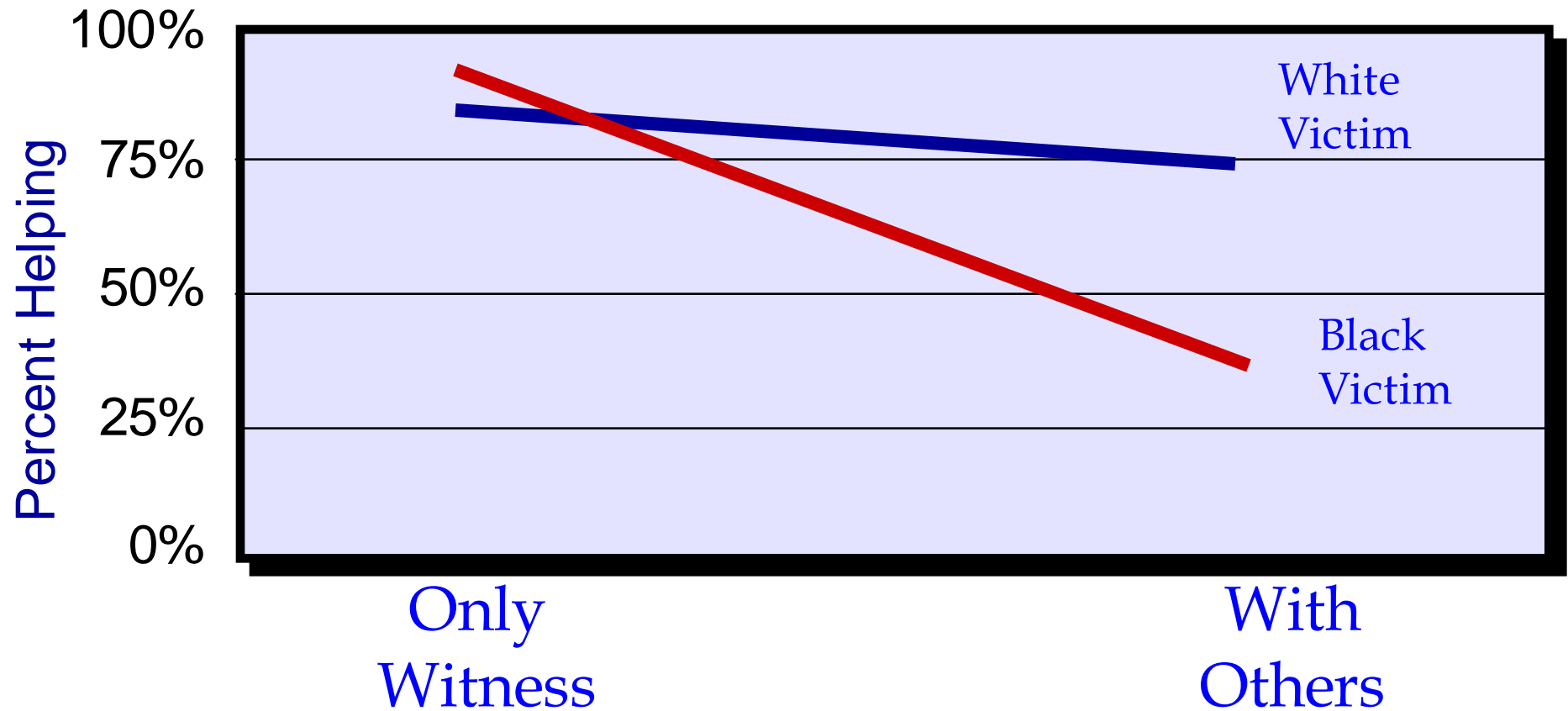


# *Outcomes: Subtle Bias*



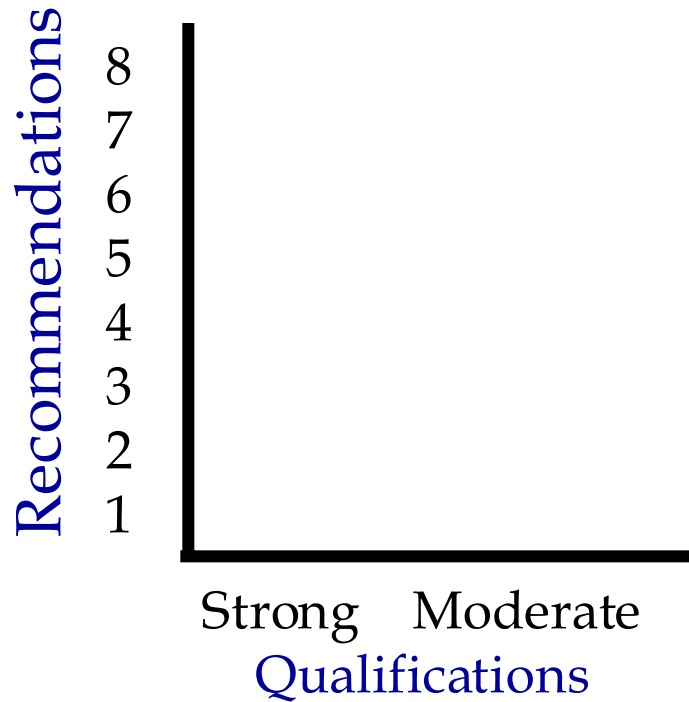


# *Emergency Intervention*





# *Personnel Decisions*

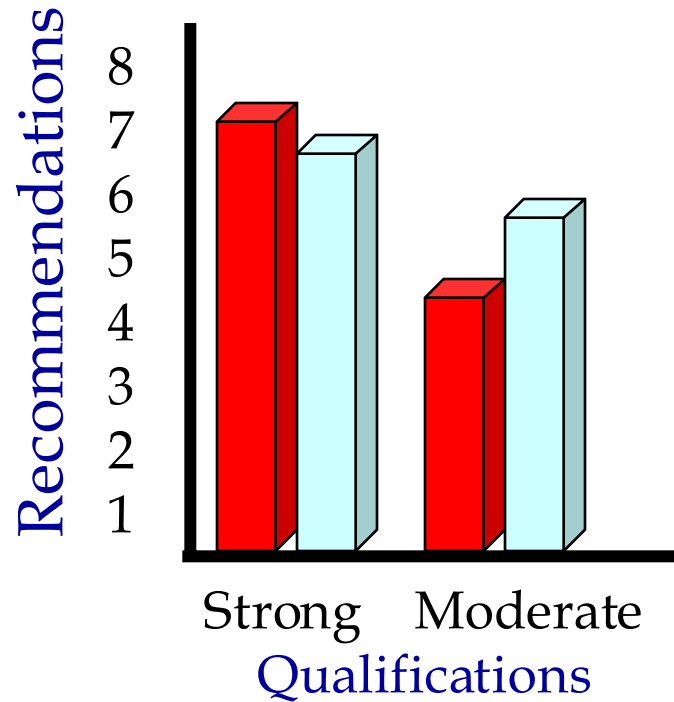


1989



# Personnel Decisions

 Black Candidate  
 White Candidate

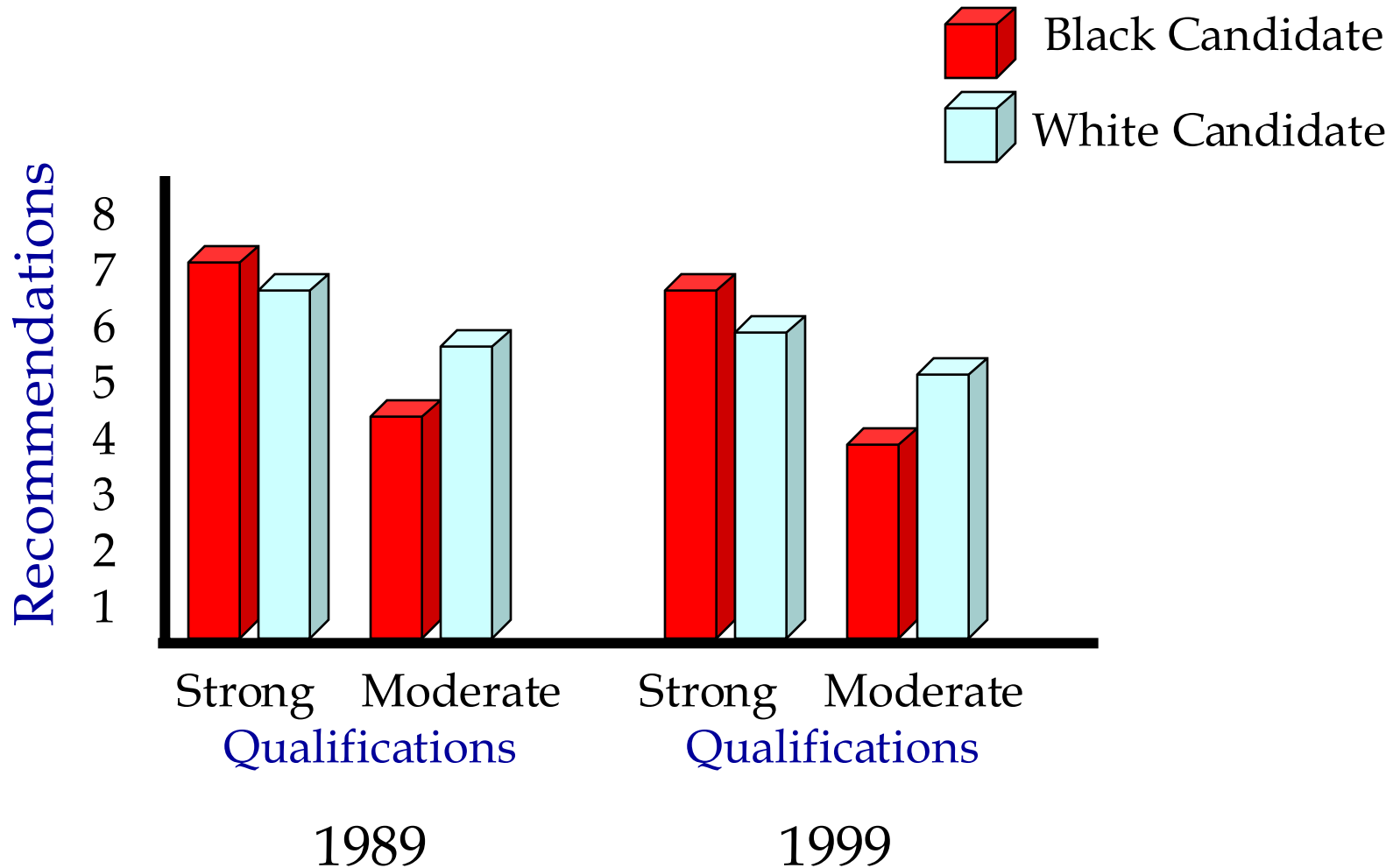


1989

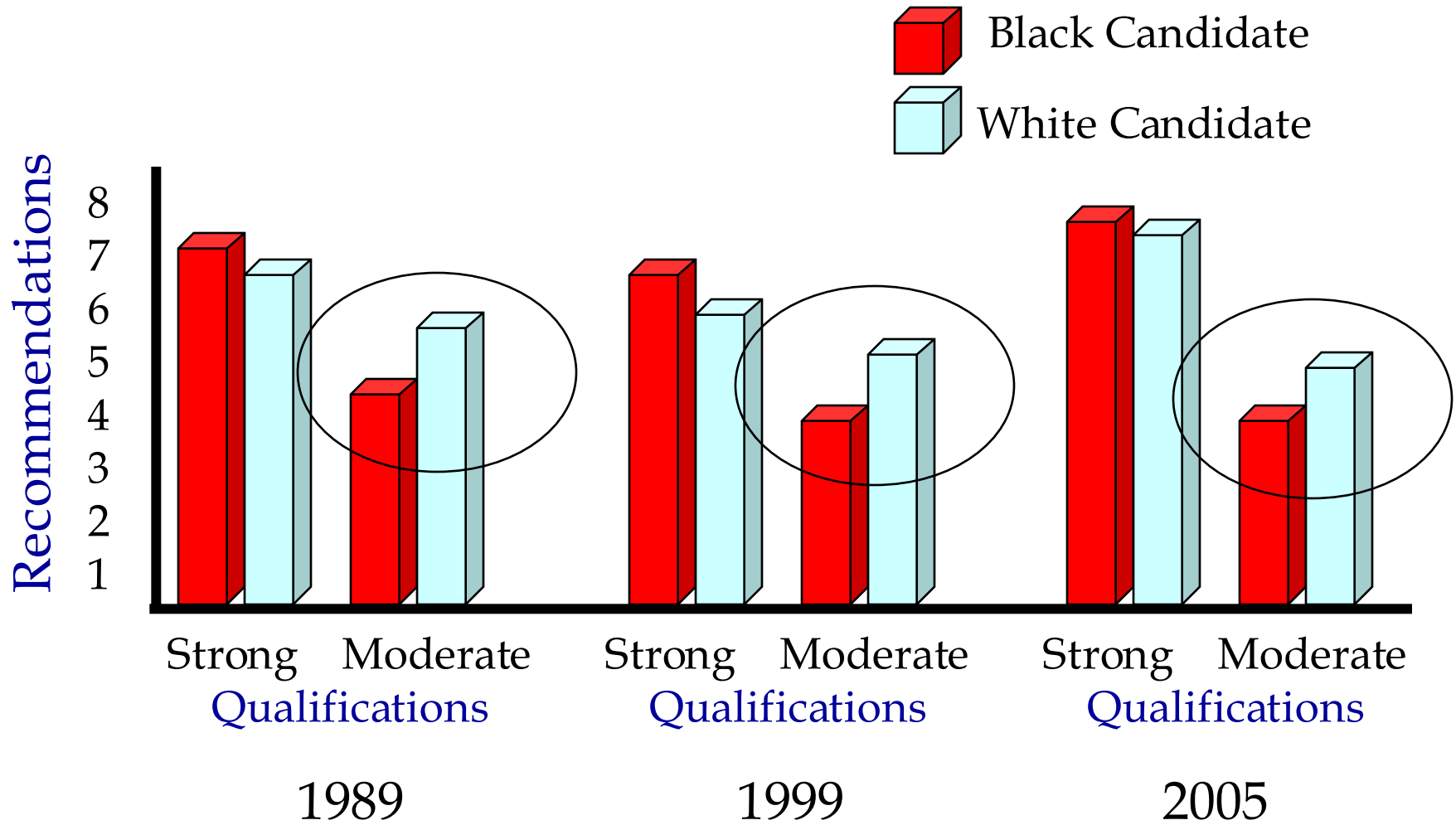




# Personnel Decisions



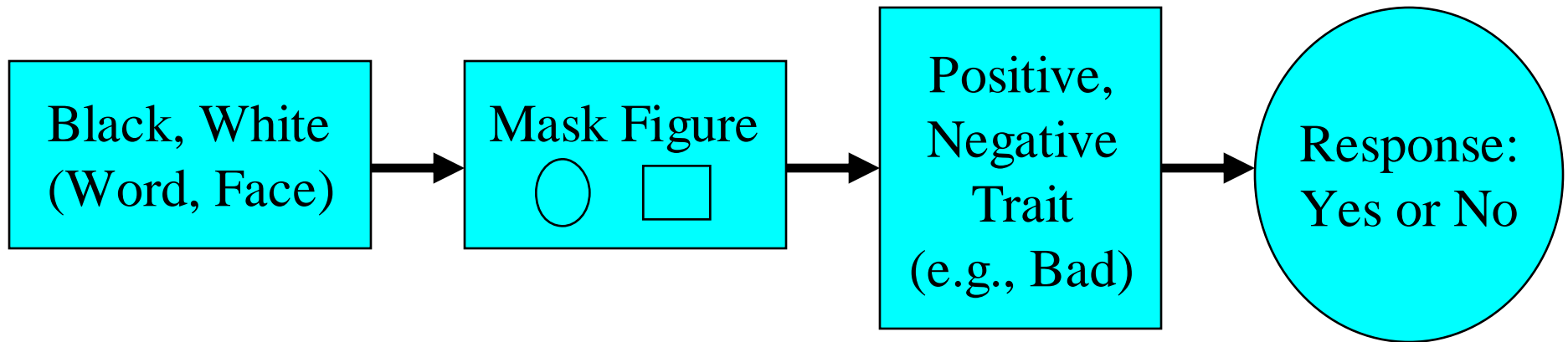
# Personnel Decisions



# *Explicit and Implicit Attitudes*

- Explicit Attitudes
  - Conscious
  - Deliberative
  - Social and Personal Values
  
- Implicit Attitudes
  - Unconscious
  - Spontaneous
  - Habit from Direct & Vicarious Experience

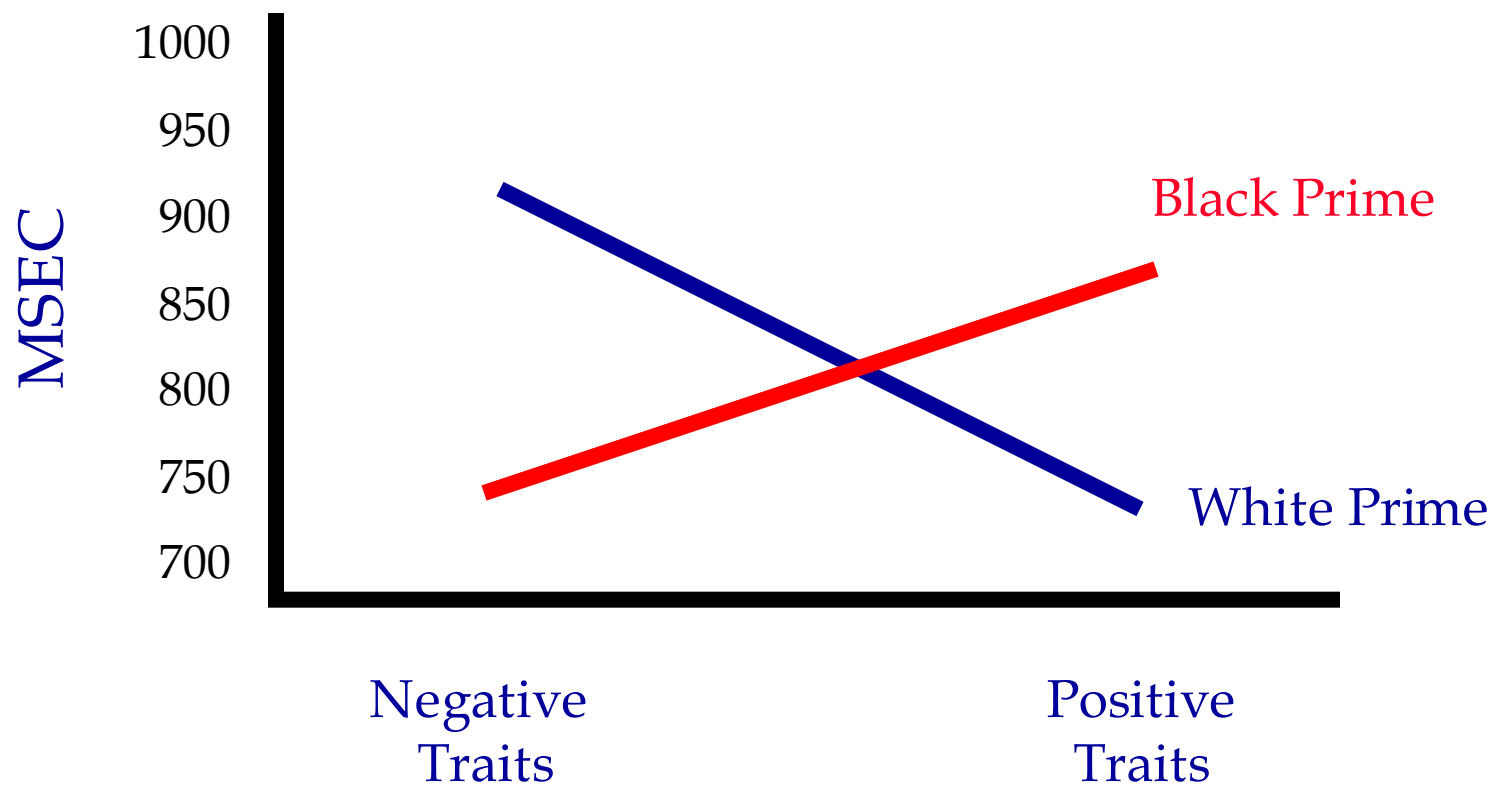
# *Unconscious Bias*



Can this trait *ever* apply to a person (house)?



# *Racial Categorization*





# Dissociation

<u>Study</u>	<u>Implicit Prejudice Measure</u>	<u>Explicit Prejudice Measure</u>	<u>Statistic (df, n, direction)</u>	<u>Effect size (r)</u>
Dasgupta et al. (1999)	IAT using names and pictures	Overall effect	r(73)=.145 {75}{+}	0.15
		Feelings thermometer	r(73)=.22	
		Semantic differential	r(73)=.31	
		Modern Racism	r(73)=-.055	
		Diversity scale	r(73)=.06	
Dovidio et al. (1997, study 1)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Overall effect	r(22)=.215 {24}{+}	0.22
		Attitudes Toward Blacks	r(22)=.28	
		Modern racism Scale	r(22)=.15	
Dovidio et al. (1997, study 3)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Overall effect	r(31)=-.03 {33}{-}	-0.03
		Modern Racism Scale	r(31)=.01	
		Old Fashioned Racism	r(31)=-.07	
Fazio et al. (1995, study 1)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Modern Racism Scale	r(51)=.15 {53}{-}	-0.15
Fazio et al. (1995, study 2)	Evaluative race priming (Black vs. White faces; positive vs. negative adjectives)	Modern Racism Scale	r(47)=.28 {49}{-}	-0.28



# *Differential Prediction*

Attitude

Behavior

- Explicit

Self-Report

- Implicit

Priming

Deliberative

Self-Report Evaluations

Spontaneous

Nonverbal Behavior

Dovidio et al., 1997

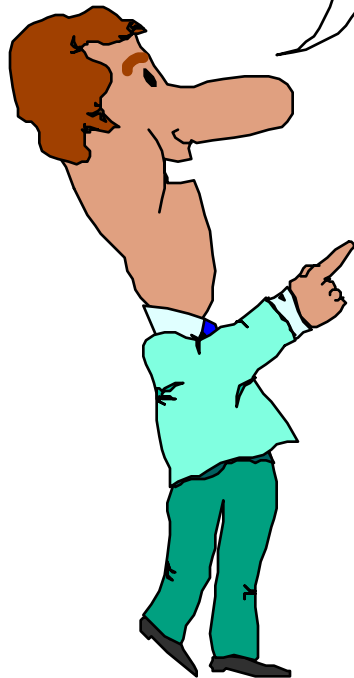


# *Racial Attitudes and Behavior*

Correlations with:	<u>Evaluation of Interviewer</u>	<u>Visual Contact</u>	<u>Rate of Blinking</u>
Old-Fashioned Racism	.37*	+.02	-.04
Response Latency	-.02	-.40*	+.43

# Perspectives

Conscious  
Attitudes  
Controllable  
(e.g., Verbal)  
Behavior



Actor

Verbal  
Behavior  
Nonverbal  
Behavior



Observer



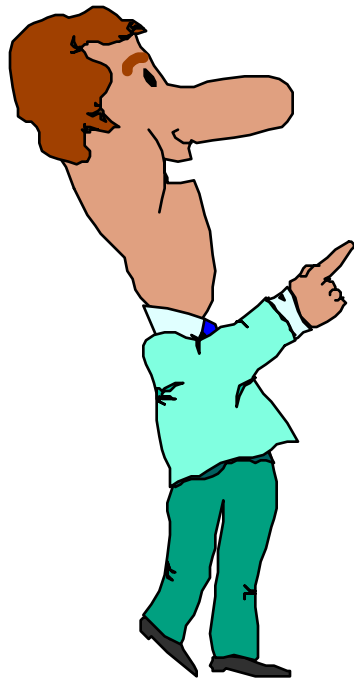


## How friendly did I behave?

Conscious attitude	.33*
Verbal behavior	.36*
Implicit Attitude	.09
Nonverbal Behavior	-.07

## How friendly did The White person behave?

Conscious attitude	-.14
Verbal behavior	-.17
Implicit Attitude	.40*
Nonverbal Behavior	.34*

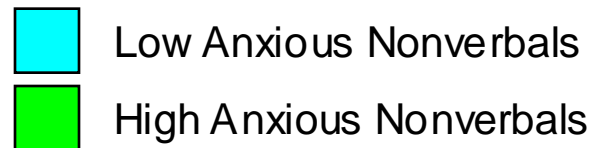


White Actor

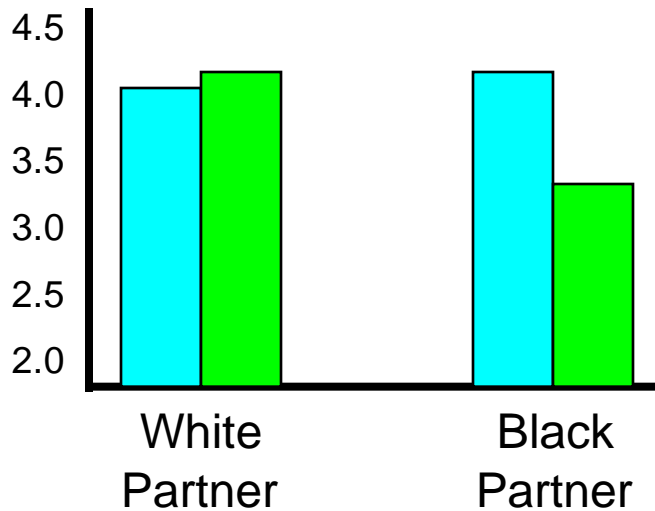


Black Observer

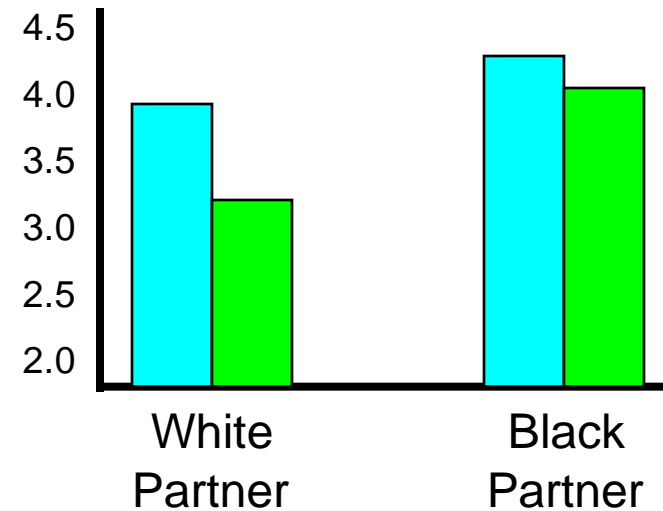
# *Anxiety and Friendliness*



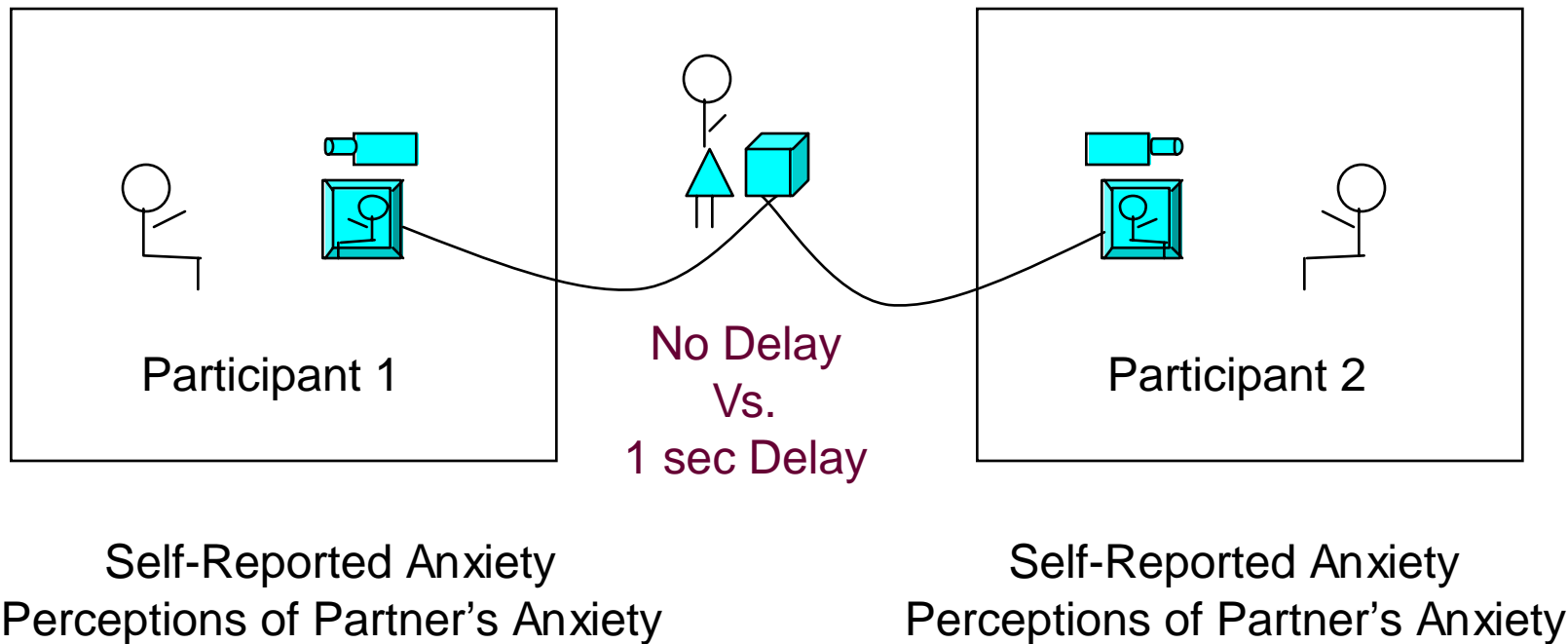
### Whites' Perceptions



### Blacks' Perceptions

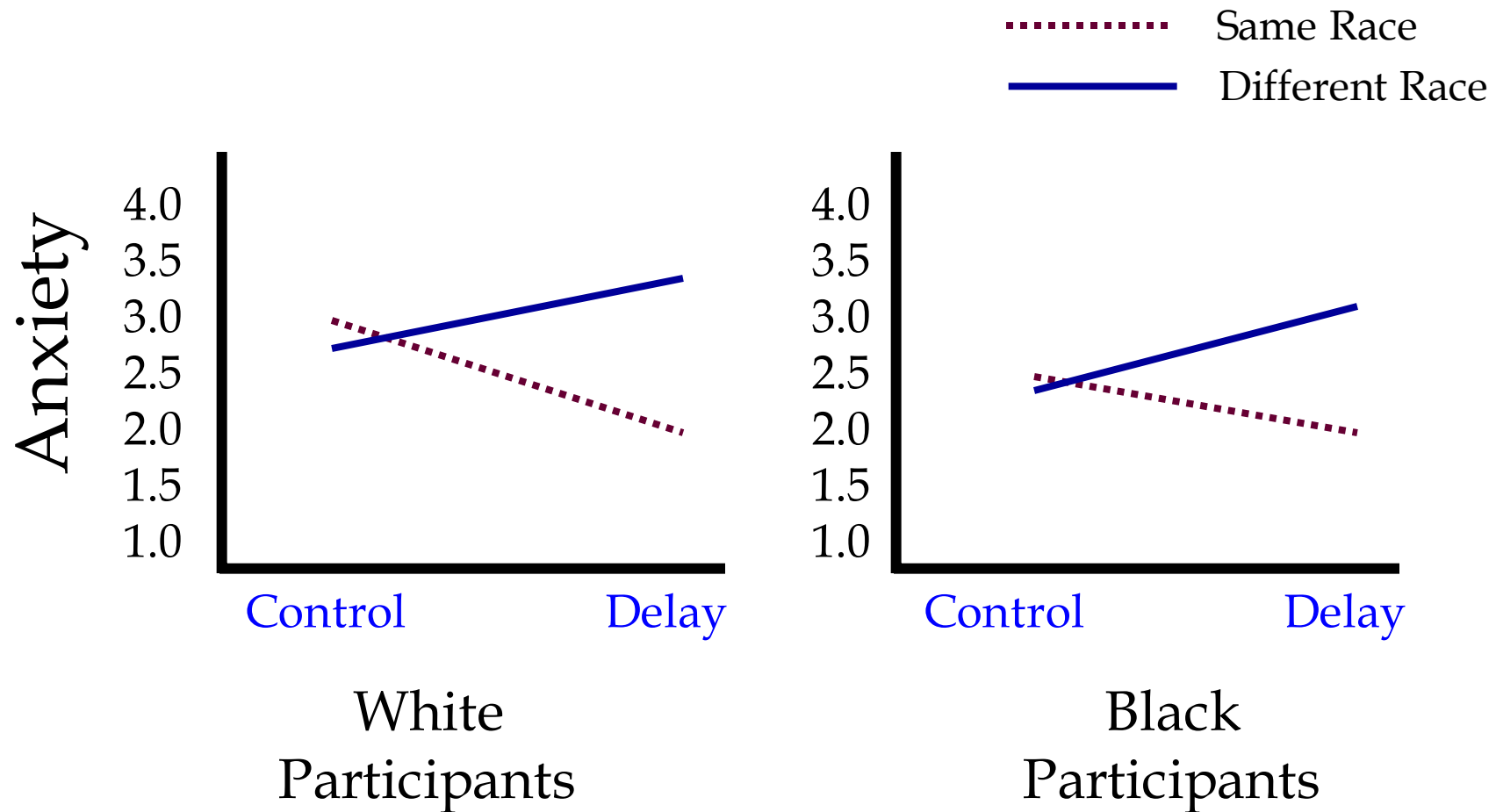


# *Video Interaction*

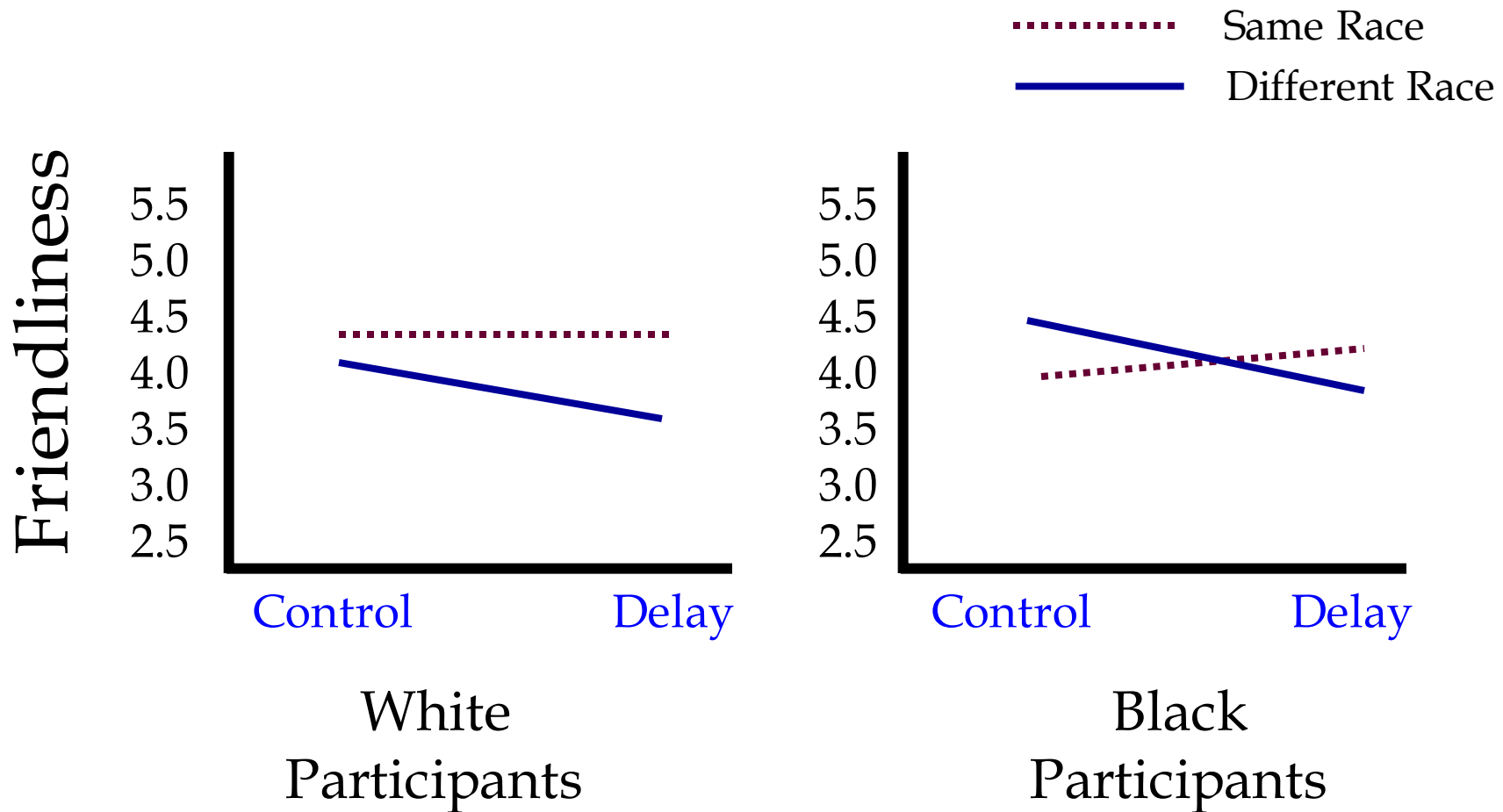




# *Disruption and Anxiety*

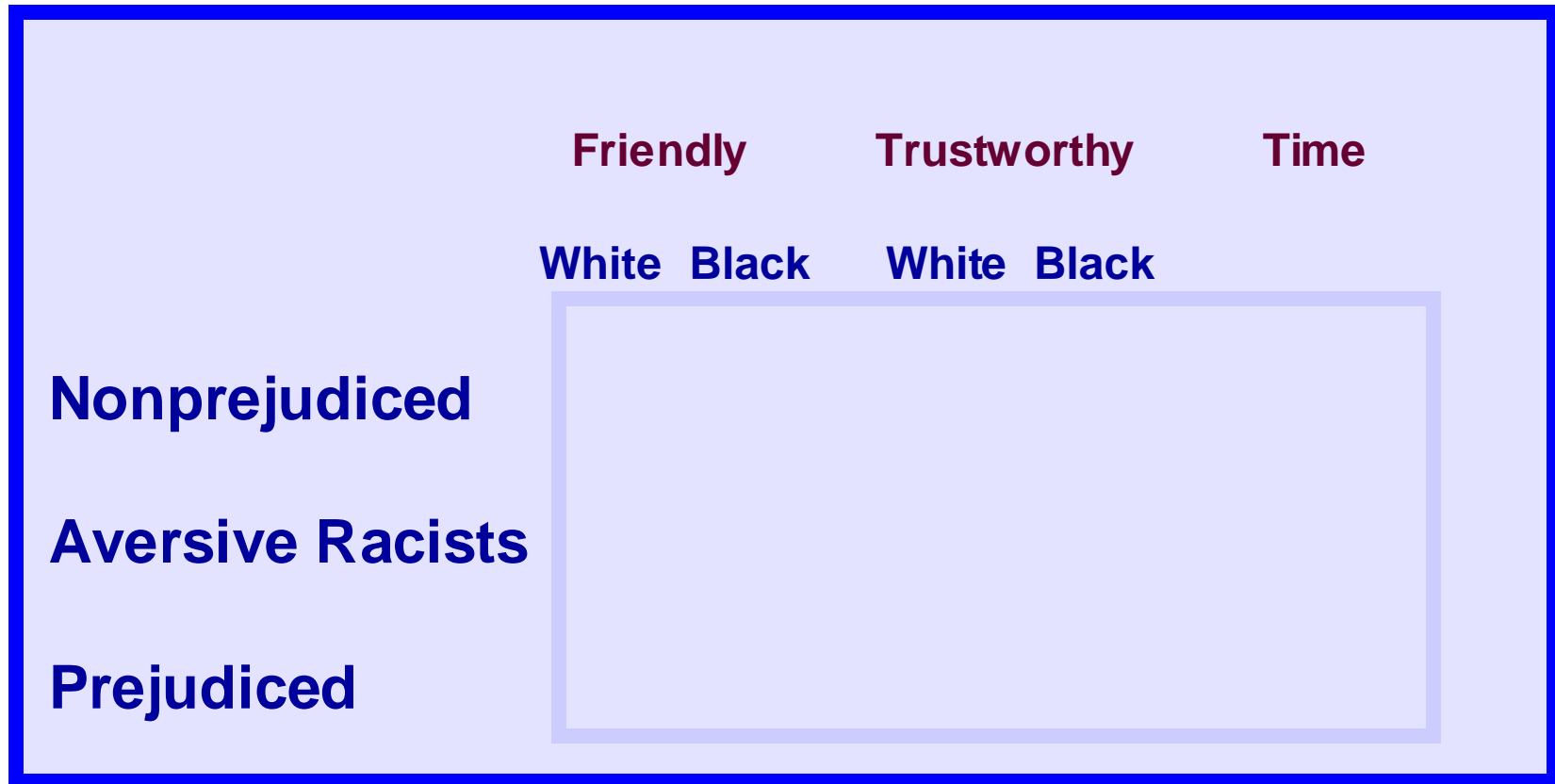


# *Disruption, Anxiety, & Friendliness*





# *Group Effectiveness*





# *Group Effectiveness*

	Friendly		Trustworthy		Time
	White	Black	White	Black	
<b>Nonprejudiced</b>	<b>5.6</b>	<b>5.5</b>			
<b>Aversive Racists</b>	<b>5.8</b>	<b>4.6</b>			
<b>Prejudiced</b>	<b>4.6</b>	<b>4.4</b>			





# *Group Effectiveness*

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<b>Nonprejudiced</b>	<b>5.6</b>	<b>5.5</b>	<b>5.8</b>	<b>5.3</b>	
<b>Aversive Racists</b>	<b>5.8</b>	<b>4.6</b>	<b>5.9</b>	<b>4.2</b>	
<b>Prejudiced</b>	<b>4.6</b>	<b>4.4</b>	<b>5.4</b>	<b>4.7</b>	





# *Group Effectiveness*

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	White	Black	White	Black	
<b>Nonprejudiced</b>	<b>5.6</b>	<b>5.5</b>	<b>5.8</b>	<b>5.3</b>	<b>4:35</b>
<b>Aversive Racists</b>	<b>5.8</b>	<b>4.6</b>	<b>5.9</b>	<b>4.2</b>	<b>6:10</b>
<b>Prejudiced</b>	<b>4.6</b>	<b>4.4</b>	<b>5.4</b>	<b>4.7</b>	<b>5:42</b>





# *Disparities in Health Care: Interaction (Beyond Access)*

- Race-concordant visits longer, involve more positive affect, and are more participatory (Albrecht et al., 2003 ; Cooper et al., 2003)
- 57% of Blacks say that discrimination occurs “often” or “”very often” in interactions with White physicians (Malat & Hamilton, 2006)
- Blacks show lower levels of trust of their physician, and more *after* visit (Gordon et al., 2006; Halbert et al., 2006)
- Participation and trust related to patient satisfaction, seeking treatment, and adherence (Roter et al., 1997; Stewart, 2000)



# Race & Trust

- 69% of Whites see racial equality; 59% of Blacks see inequality
- Blacks are more likely than Whites to believe in conspiracies:
  - Government makes sure drugs are available to Black children (60% vs. 16%)
  - AIDS was created in a lab deliberately to infect Black people (19% vs. 5%)
- One-third of Blacks are distrustful of Whites; over 50% are distrustful of police







## *Implications for Interventions: Building Trust*

- Meta-Analysis of Effectiveness of HIV Intervention Programs for Blacks (Weis, Johnson, & Dovidio, in prep.)
- 78 studies published from 1991-2006
- Dependent Measure: Condom Use, Pretest-Posttest
- Overall efficacy,  $d_+ = .11, p < .001$





# *Predictors of HIV Intervention Effectiveness: Intervention Features*

	$\beta$	
Social Class	.13	
Prop. Blacks in Area	.70*	
Race of Trainer	.28*	
Content Matching	.42*	.





# *Predictors of HIV Intervention Effectiveness: Social Milieu*

	z	p
When Facilitator Race Does <i>Not</i> Match		
Whites' Attitudes toward Blacks	2.55	.011
Blacks' Attitudes toward Blacks	-5.42	.001
When Facilitator Race <i>Does</i> Match		
Whites' Attitudes toward Blacks	1.43	.151
Blacks' Attitudes toward Blacks	2.97	.003



# *Conclusion*

## Contemporary bias ...

- is often unconscious
- may be subtle, its consequences may be significant
- produces different perspectives
- adversely affects effectiveness
- is difficult to combat
  - Gone but not forgotten

