

POCKETS OF PREJUDICE?

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

ELIZABETH FERGUSON, M.S.
VICTORIA ESTRADA-REYNOLDS, M.S.
KIMBERLY SCHWEITZER, PH.D.
SCOTT FRENG, PH.D.



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

¹Brown, R. (2010). *Prejudice: Its Social Psychology*

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

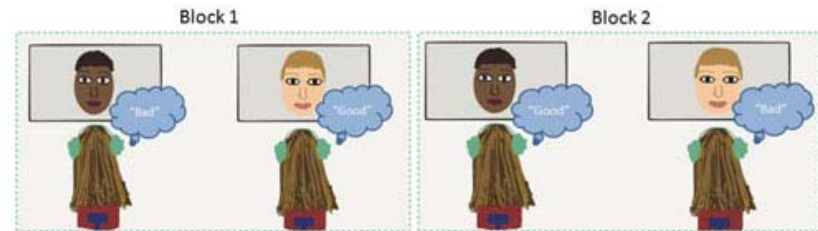
Confounding political
conservatism

Implicit

Reaction time

“Real world” applicability

Confounding
cultural/environmental norms

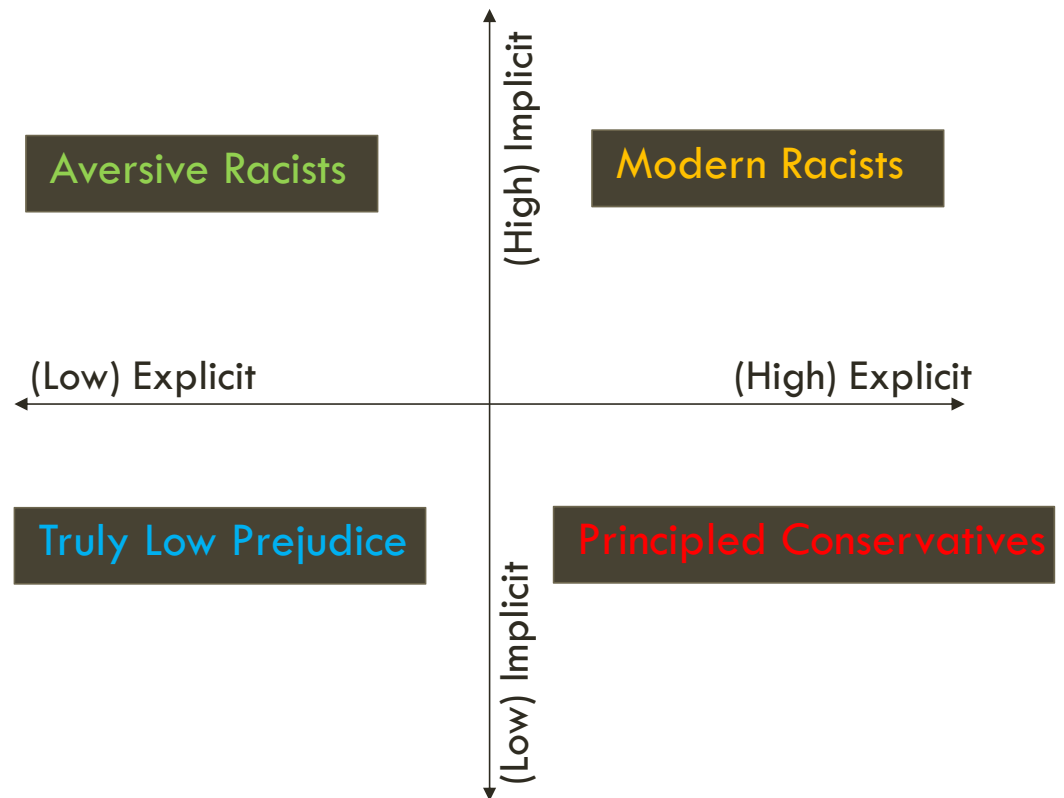


A NEW MODEL OF PREJUDICE¹

¹Son Hing et al. (2008)

- Presents implicit and explicit attitudes as orthogonal dimensions
- Accounts for the confound of conservatism
- 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?

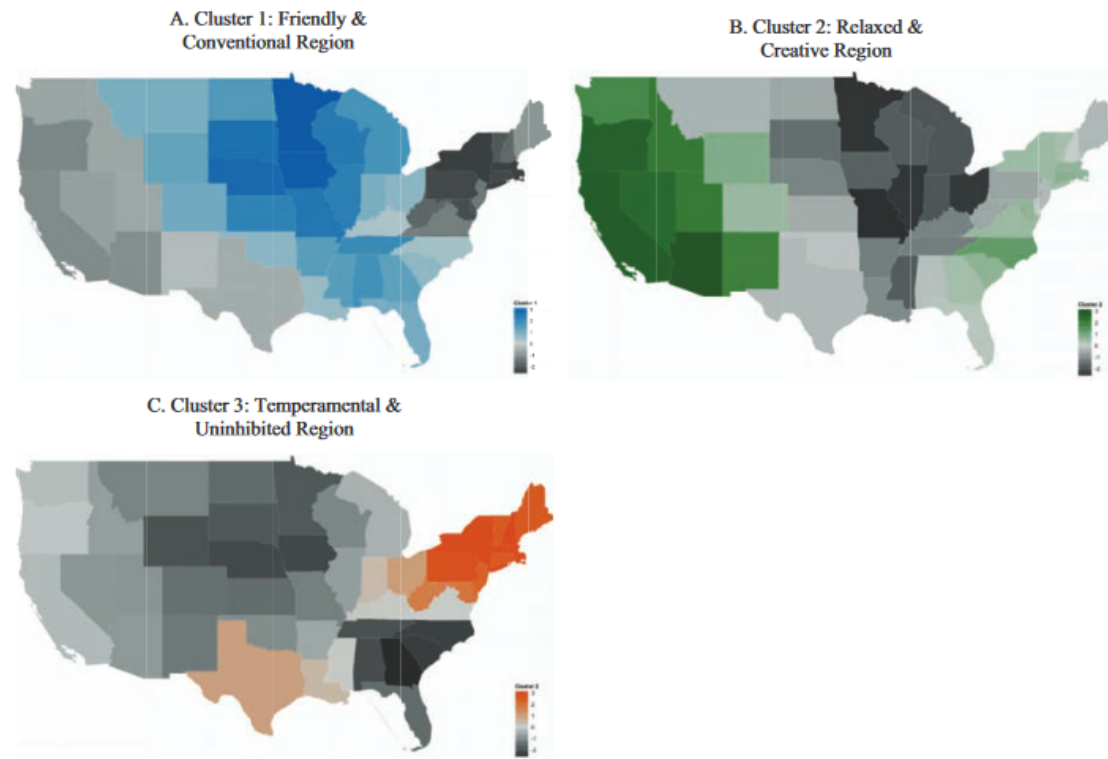


Figure 2. Maps of multistate personality clusters. Cluster scores were based on the z-transformed profile correlations between the state-level personality scores from the combine samples and the cluster centers. The colored areas are hotspots derived from the Getis-Ord G^* statistic.

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

CURRENT STUDY

Measures

Explicit Prejudice

- Modern Racism Scale¹

Implicit Prejudice

- Implicit Association Test²

Demographics

Location

So far...

$N = 2,488$

All 50 states & DC

¹McConahay, J.B. (1986). Modern racism, ambivalence, and the Modern Racism Scale.

²Greenwald et al. (1998). Measuring individual differences in implicit cognition: The implicit association test.

“PEEKING” AT THE DATA: DIMENSIONS

Explicit prejudice

- Strongly associated with political conservatism ($r = .58^*$)

Implicit prejudice

- Weakly associated with political conservatism ($r = .10^*$)

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

* $p < .0001$

ASSIGNING QUADRANTS

Every Individual

- Explicit prejudice score
- Implicit prejudice score

Geographic assignment

- Regions
- Sub-regions

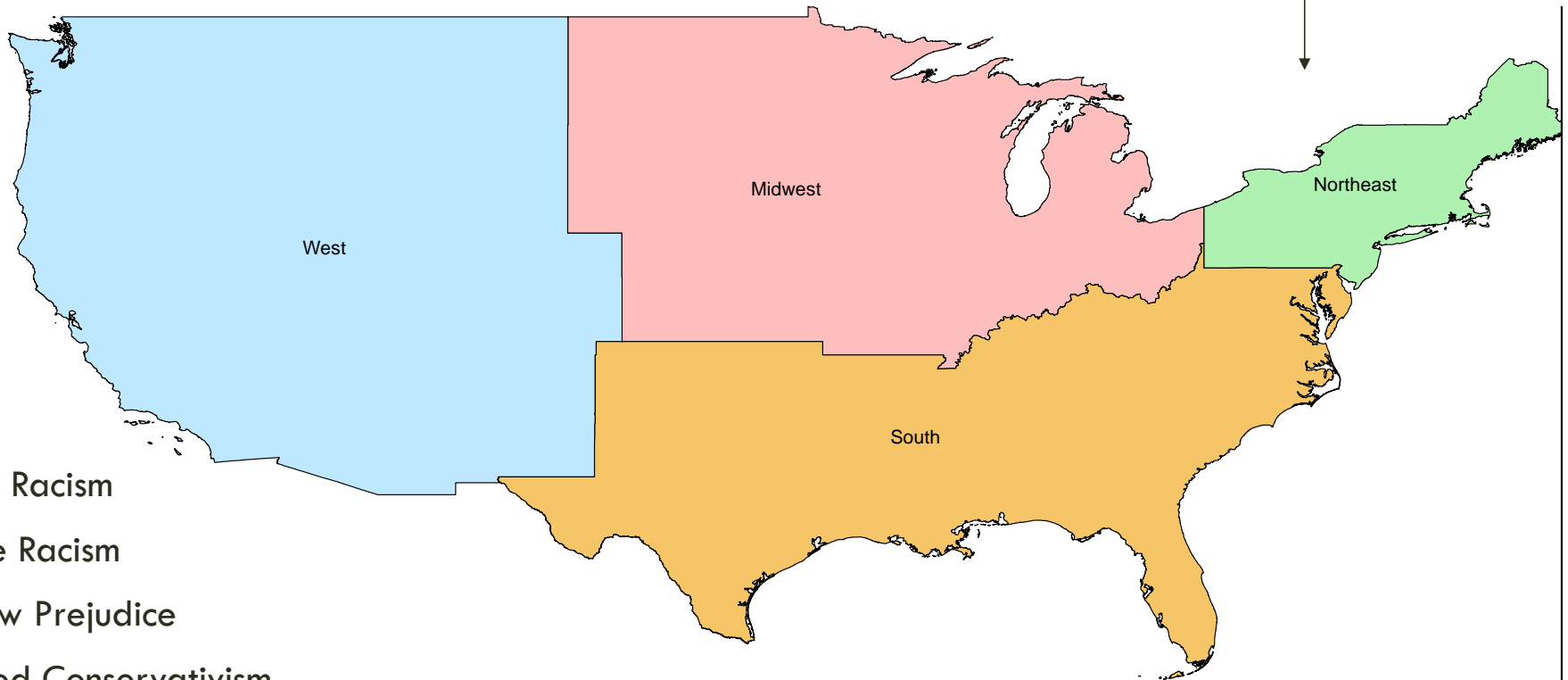
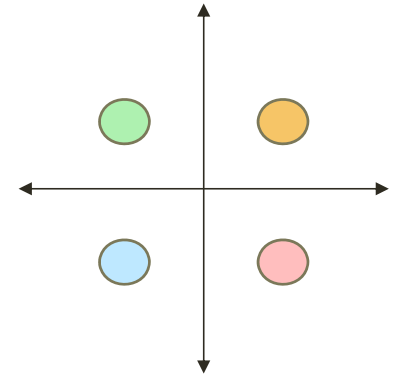
Regions

- West (n = 554)
- Midwest (n = 537)
- South (n = 954)
- Northeast (n = 443)

Sub-regions

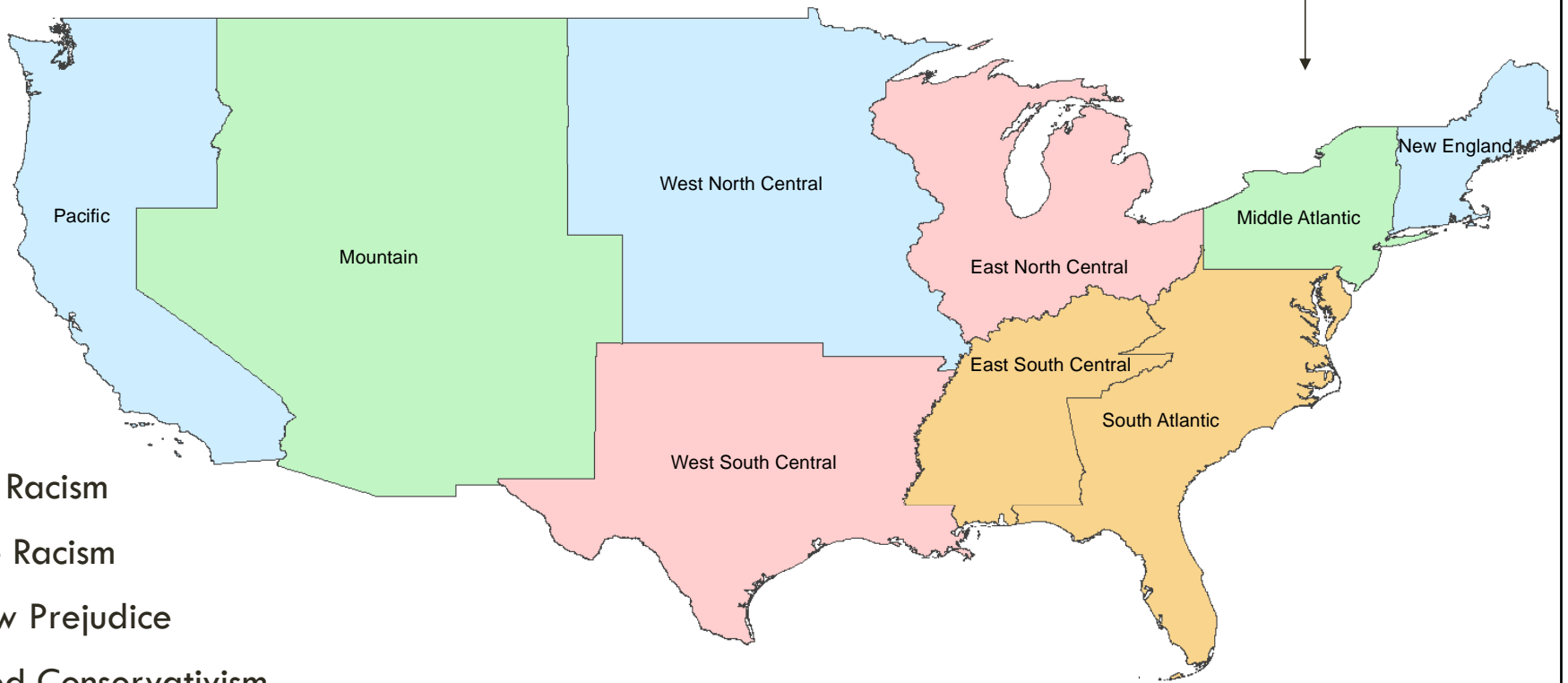
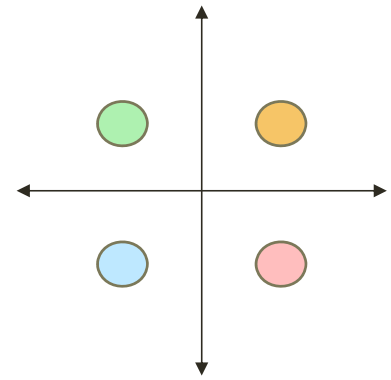
- Pacific (n = 369)
- Mountain (n = 185)
- East N. Central (n = 387)
- W. N. Central (n = 150)
- S. Atlantic (n = 540)
- E. S. Central (n = 142)
- W. S. Central (n = 272)
- New England (n = 101)
- Mid-Atlantic (n = 342)

“PEEKING” AT THE DATA: REGIONS



- Modern Racism
- Aversive Racism
- Truly Low Prejudice
- Principled Conservatism

“PEEKING” AT THE DATA: SUB REGIONS



- Modern Racism
- Aversive Racism
- Truly Low Prejudice
- Principled Conservatism

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.

²Pieterse et al. (2012). Perceived racism and mental health among black American adults: A meta-analytic review.

³Chae et al. (2015). Associated between an internet-based measure of area racism and black mortality.

QUESTIONS?

Thank you

Social Justice Research Center

American Psychology and Law Society



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