Moderating Stereotype Judgments Through a Priming Anecdote

Michele L. Schahczenski
University of Montana - Missoula, michele.schahczenski@umontana.edu

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Introducing Stereotypes and the WIT
- Stereotypes are widely held oversimplified ideas or images about a particular type of person or thing
- 1999 Amadou Diallo: shot because police misidentified his wallet as a gun
- Weapon Identification Task (WIT) can quantify stereotype judgments
  - Participants identify target as a gun or a tool after being primed with black or white priming picture
- Previous WIT studies have found
  - Congruent pairs (white-tool, black-gun) vs. incongruent pairs (white-gun, black-tool)
  - Response time, prime-target interaction, F(1,79)=6.29, p<.05
  - White-tool < black-tool, t(40)=2.10, p<.05
  - White-tool > black-tool, t(41)=2.92, p<.01

Discussion
- Discussion of error rate
  - The data showed a partial replication of the WIT effect because participants did not mistake guns as tools when primed with a white face.
  - This may be a result of the participation and location of the study
    - The participants were mostly white students living in MT (a mostly white population)
    - Positive stereotypes > black stereotypes
- Discussion of Response Times (RT)
  - Negative anecdotes
    - A negative anecdote heightened stereotype judgments
    - Participants responded in a way that was consistent with stereotype judgments
    - Positive anecdotes
      - A positive anecdote lessened the influence of the prime picture
      - Would always expect people to respond more quickly to a gun than a tool
      - Therefore, it seems participants did not act in a prejudiced manner
      - It seems UM students are quite easily influenced by a priming anecdote.

Acknowledgments
- I would like to thank the University of Montana psychology department for their support and help in this process
- This study was supported by Davidson Honors College, Watkins Scholarship Award
- I would also like to thank my advisor, Dr. Yoonhee Jang for her encouragement and many hours of help!

References