

# Research Activity 1

## Are you sexist?

It turns out that sexism comes in a number of different varieties. If you're interested in how you would score on a measure of sexism, take the following survey. This survey is designed for both males and females and, at the end, you can see how your results compare to the results of people all around the world. How do you score on measures of hostile vs. benevolent sexism? Do the scores you received correspond with how you see yourself?

[www.understandingprejudice.org/asi/](http://www.understandingprejudice.org/asi/)

# Research Activity 2

## Stereotypes

Think of a stereotype that comes directly to your mind. Is this stereotype positive or negative? Now think of another stereotype with the opposite valence. Investigate via the internet if you can find information that either confirms or disconfirms the stereotype.

This exercise demonstrates that stereotypes can be either negative or positive, and accurate or inaccurate (SP pp. 146–149).

# Research Activity 3

## Illusory correlation

### Read the following:

- Peter, a member of group A, gives his mother flowers.
- Jack, a member of group B, leaves a nice note behind for his girlfriend when going to work.
- Bill, a member of group A, nods in a friendly way to the woman behind the cash-desk.
- Susie, a member of group B, helps an old lady cross the street.
- Mary, a member of group A, gives money to charity.
- Walter, a member of group A, whispered “bitch” when a woman accidentally bumped against him.
- David, a member of group B, kicks his dog.
- Robert, a member of group A, takes a candy bar without paying for it.
- Jennifer, a member of group A, helps animals in need.

### What is your impression of group A?

1. = very positive
2. = moderately positive
3. = slightly positive
4. = neutral
5. = slightly negative
6. = moderately negative
7. = very negative

### What is your impression of group B?

1. = very positive
2. = moderately positive
3. = slightly positive
4. = neutral
5. = slightly negative
6. = moderately negative
7. = very negative

This activity demonstrates the illusory correlation: people tend to overestimate the incidence of negative behaviors among the smaller group (SP p. 151).

## Research Activity 4

### Perceptions of the homeless

First, answer these questions using the following scale:

1	2	3	4	5	6	7
strongly disagree						strongly agree

\_\_\_\_\_ 1. By and large, people deserve what they get.

\_\_\_\_\_ 2. People who meet with misfortune have often brought it upon themselves.

\_\_\_\_\_ 3. People who end up on the streets are there because they didn't work hard enough.

\_\_\_\_\_ 4. I think that the world is a just place.

Now, take about 10–15 minutes to complete the interactive demonstration found at the following website:

<http://playspent.org/>

Finally, answer the above four questions again. Have your responses/views changed at all? Many people endorse just world beliefs, such as those expressed in the questions above, because they like to think that things like homelessness could never happen to them. If we attribute homelessness to something about the person, something that they did wrong, then we feel that homelessness could never happen to us because we would never make the same decisions. Unfortunately, belief in a just world ignores the powerful role that one's environment can play in a person's situation. It is hoped that the interactive demonstration on homelessness sheds some light on what a struggle it can be to get by in society when you've lost everything.

If you're interested in learning more about belief in a just world, please read the following article:

[www.bedlammag.com/a-just-world-we-get-what-we-deserve/](http://www.bedlammag.com/a-just-world-we-get-what-we-deserve/)

#### Reference

- Rubin, Z., & Peplau, L. A. (1975). Who believes in a just world? *Journal of Social Issues*, 31, 65–89.

## Research Activity 5

### What does the IAT really measure?

Research described in the text shows that people's scores on the implicit association test (IAT) can be influenced by their environment. Let's put that idea to the test!

First, take the Race IAT and take note of your score. The Race IAT may be found here:

<https://implicit.harvard.edu/implicit/>

Wait for one day and then, before taking the IAT again, watch the following video:

<https://www.youtube.com/watch?v=smEqnklfYs>

Now, take the IAT again and see whether your implicit attitudes have become a little more favourable toward Blacks. To learn more about the study that inspired this activity, read the article by Dasgupta and Greenwald (2001), and see how your results compare!

#### Reference

- Dasgupta, N., & Greenwald, A. G. (2001). On the malleability of automatic attitudes: Combating automatic prejudice with images of admired and disliked individuals. *Journal of Personality and Social Psychology*, *81*, 800–814.