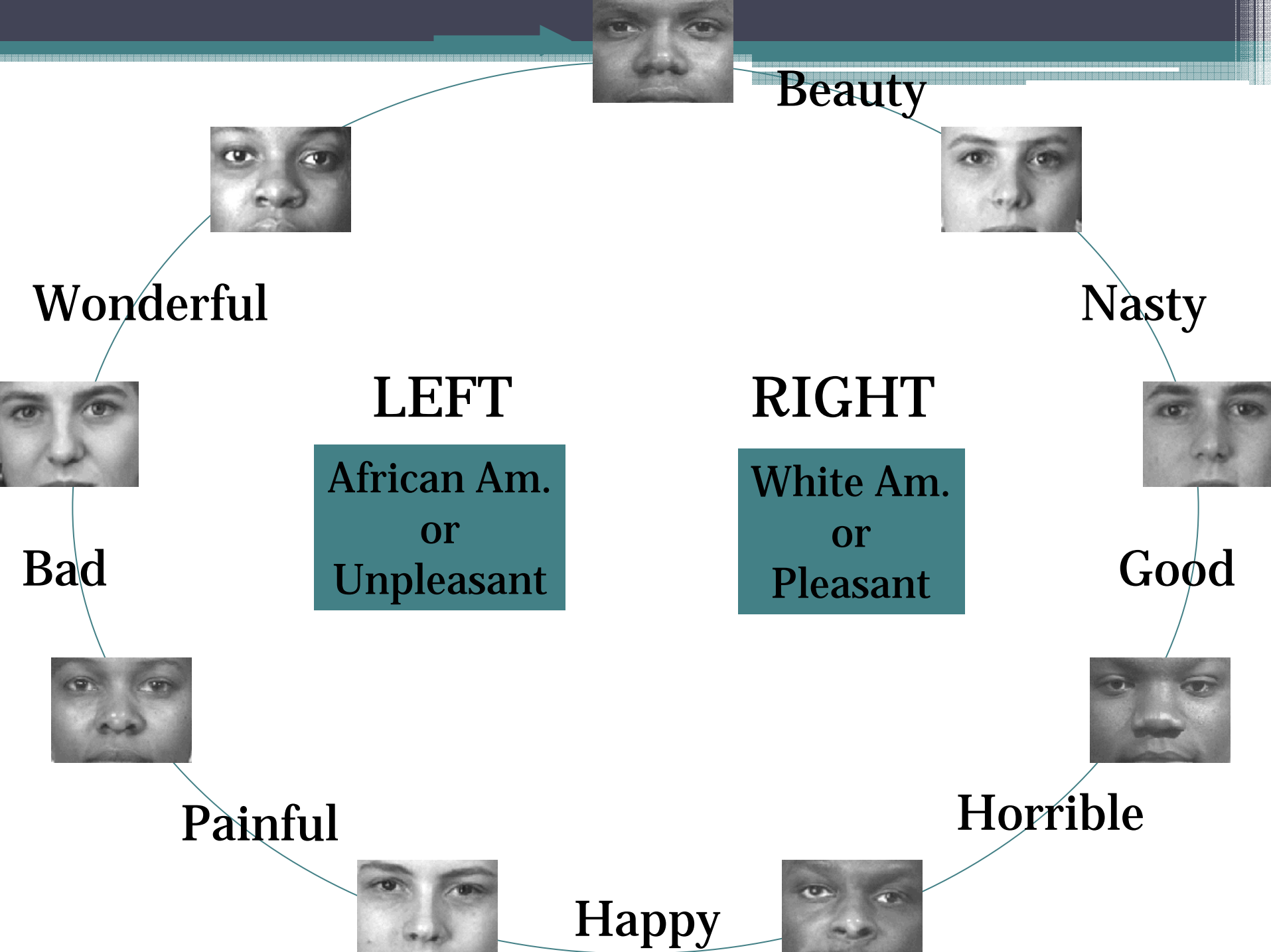


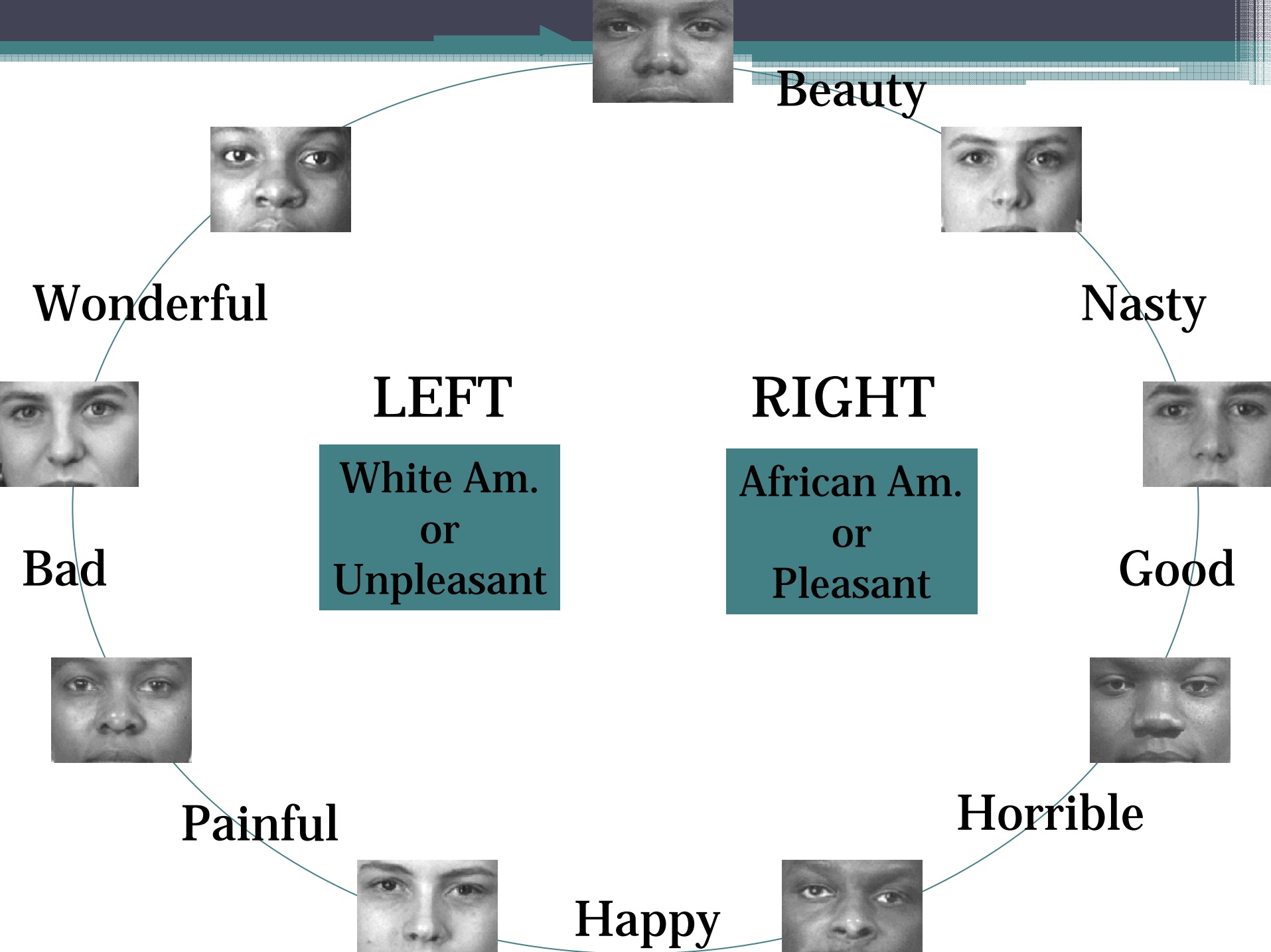
# Reducing Implicit Racial and Ethnic Prejudices through Respect for Human Rights in Interpersonal Relationships

**Stacey Sinclair**  
**Princeton University**

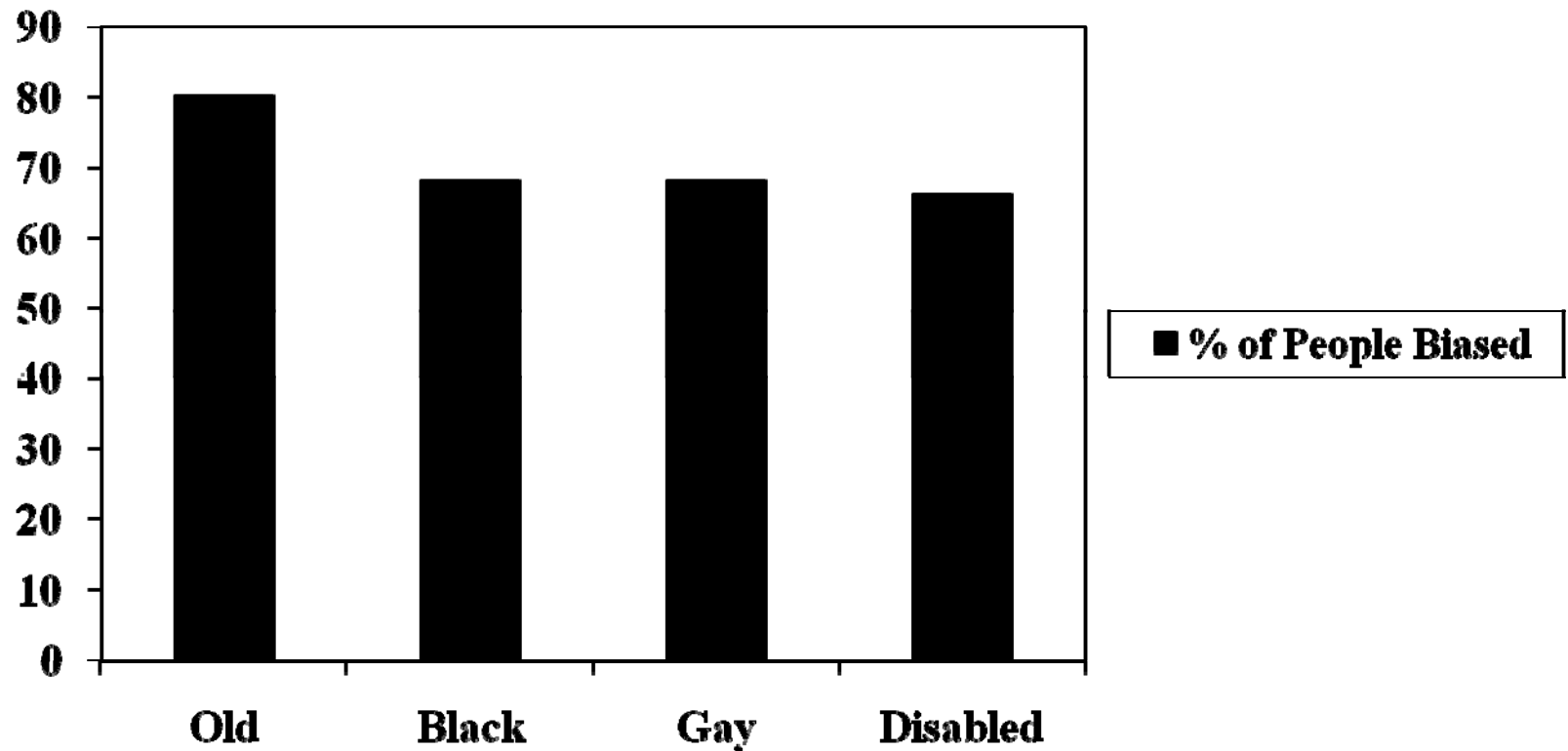
# Implicit Prejudice

- **Less open to conscious control & awareness**
- **Focus of much research in past decade**
- **Highly prevalent**





# Implicit Prejudice



# Implicit Prejudice

- **Non-verbal signs of warmth & friendliness**
- **Endorsement of policies to create equality**
- **Ratings of outgroup members' work products**
- **Mental fatigue when interacting outgroup members**

# Our research

- Easy to think that this form of prejudice is immutable
- But we show it can be shaped by even fleeting interpersonal interactions with seemingly egalitarian people
- Effective & requires little cognitive effort

# Basic Paradigm

Interact with an experimenter

Led to believe experimenter has egalitarian beliefs (vs. neutral)

Measure implicit Black/White prejudice

Implicit Association Test (IAT)

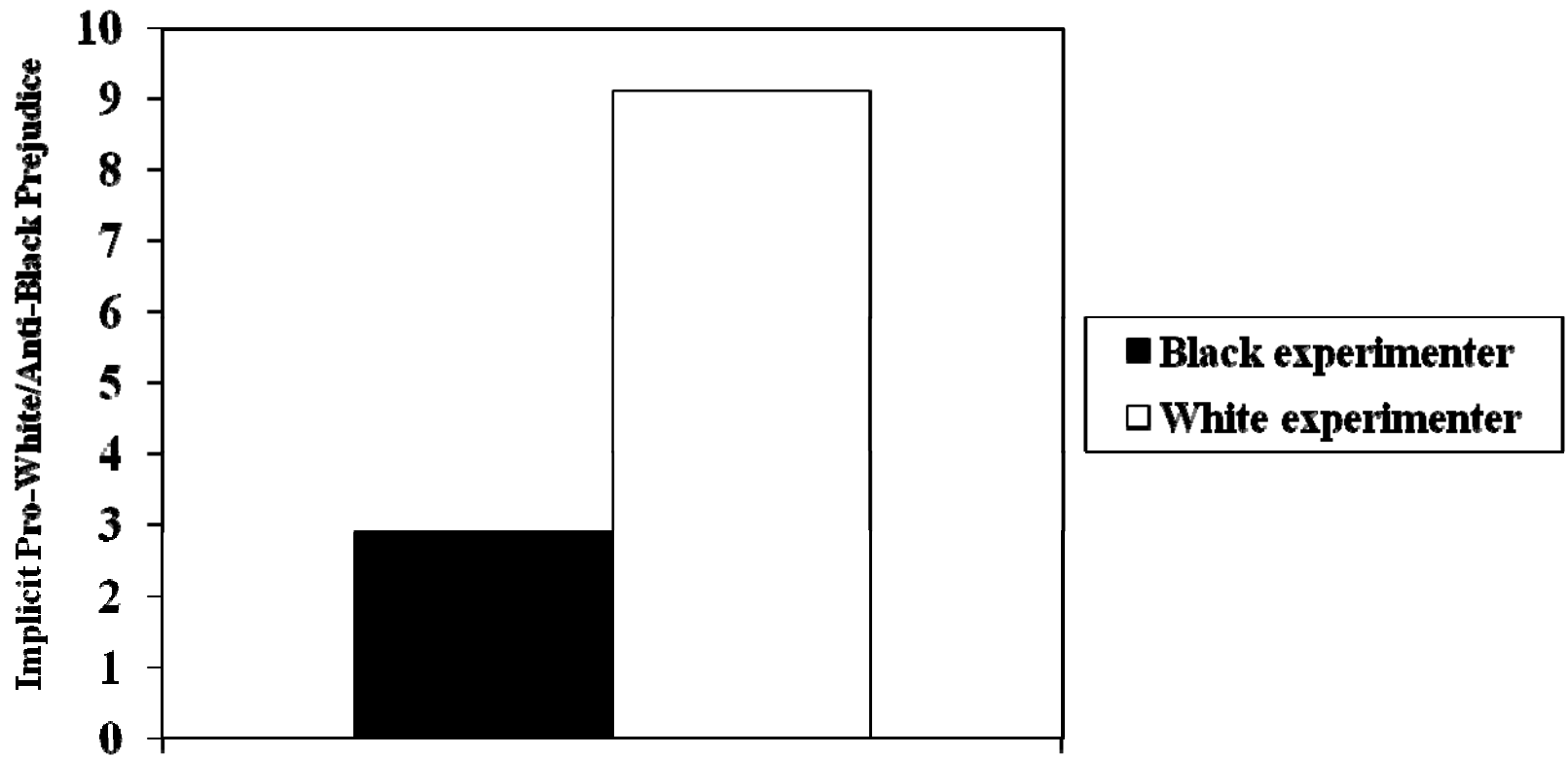
Sequential Subliminal Priming Task

## **Interpersonal Context**

Experimenter race (Black vs. White)

## **Main Dependent Variable**

Pen/Paper racial prejudice IAT



- Separate demographics from ostensible values
- Show there is something special about *interpersonal* context



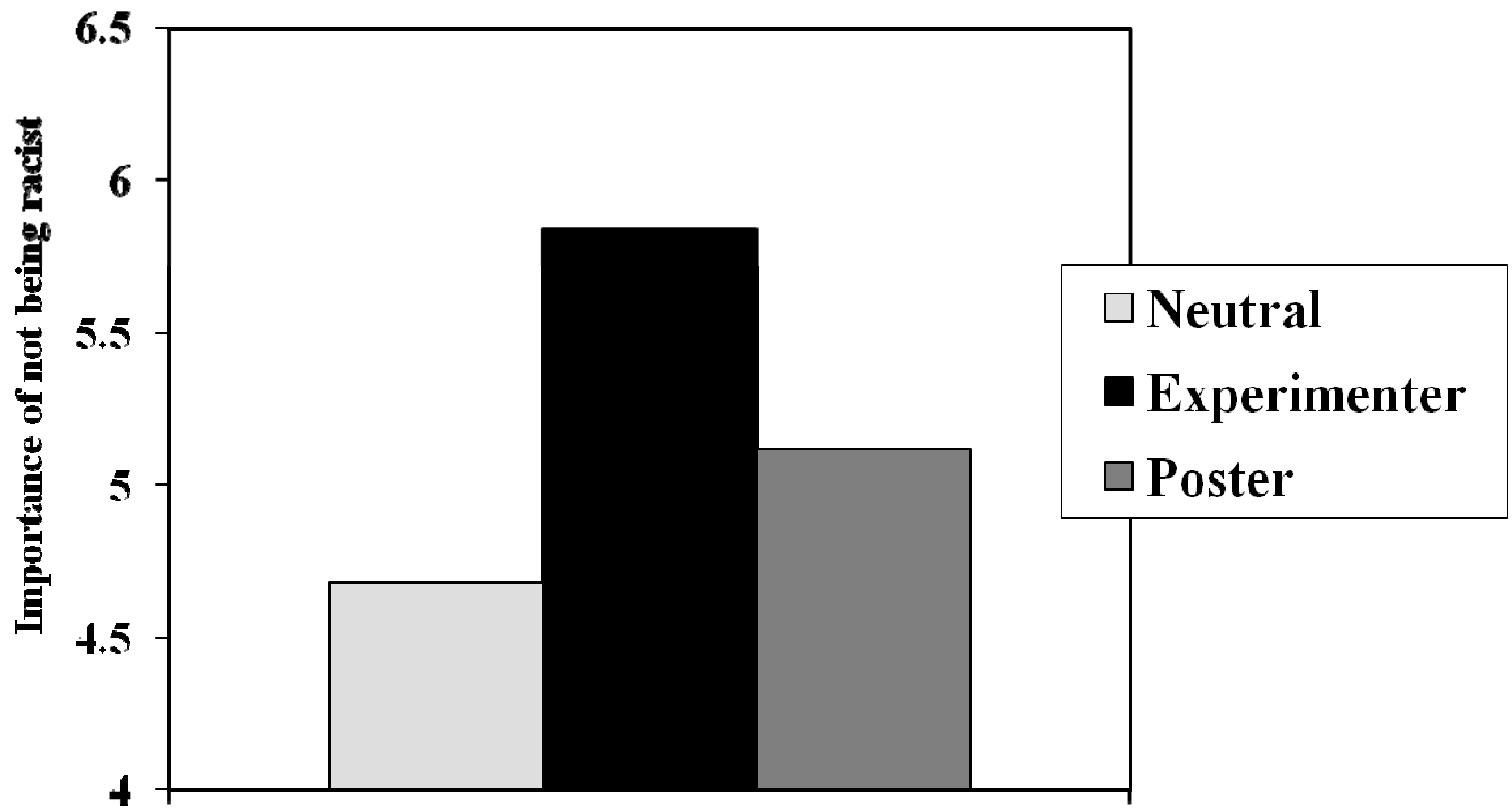
**Neutral**

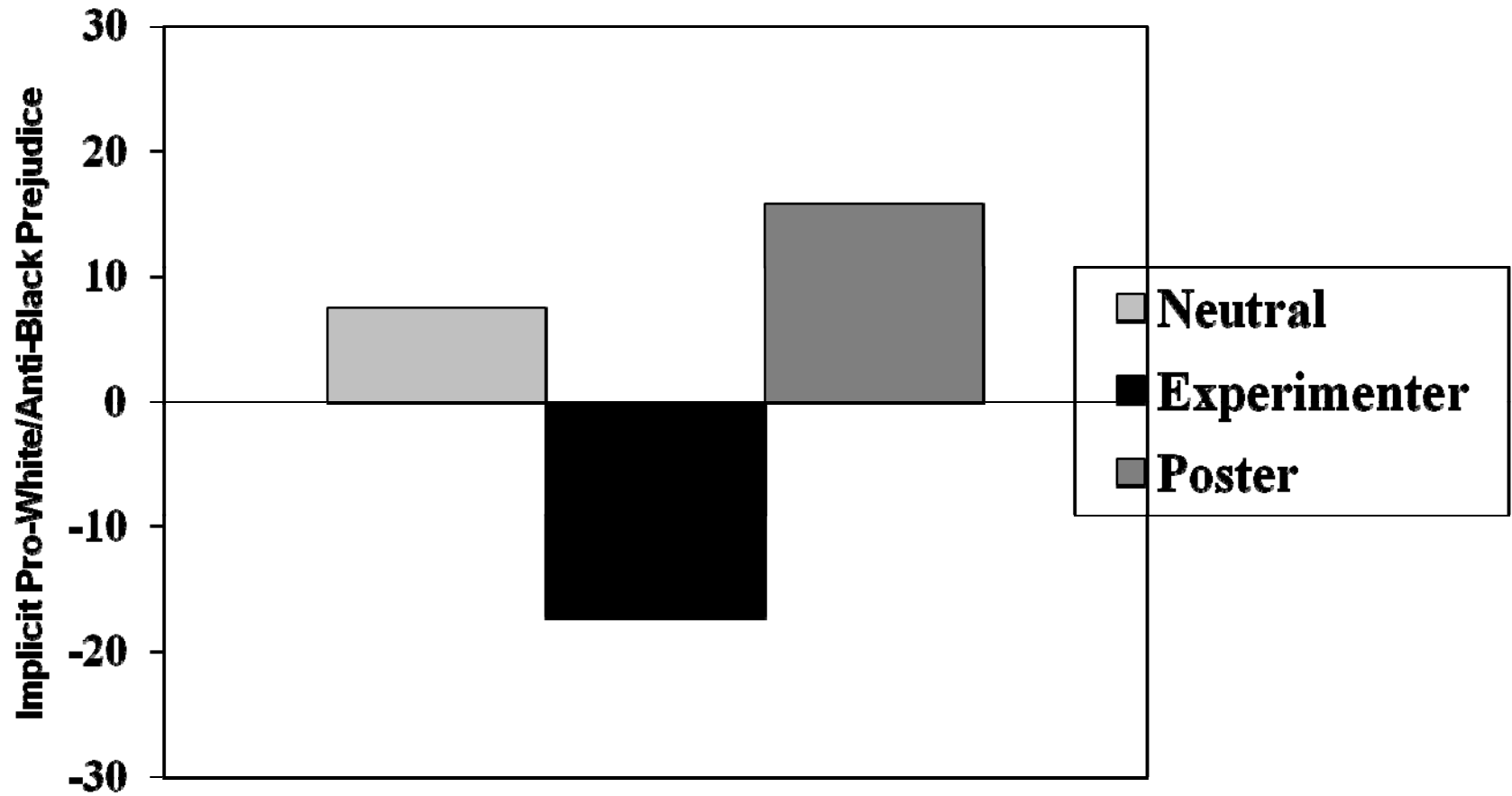


**Anti-racism  
Person**

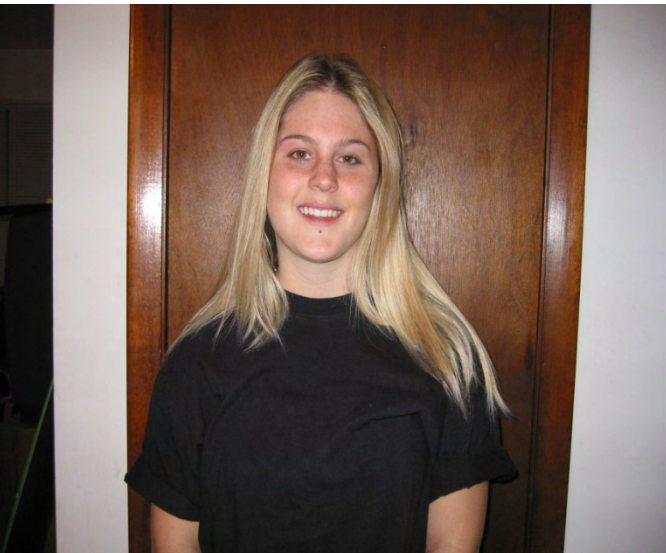


**Anti-racism  
Poster**





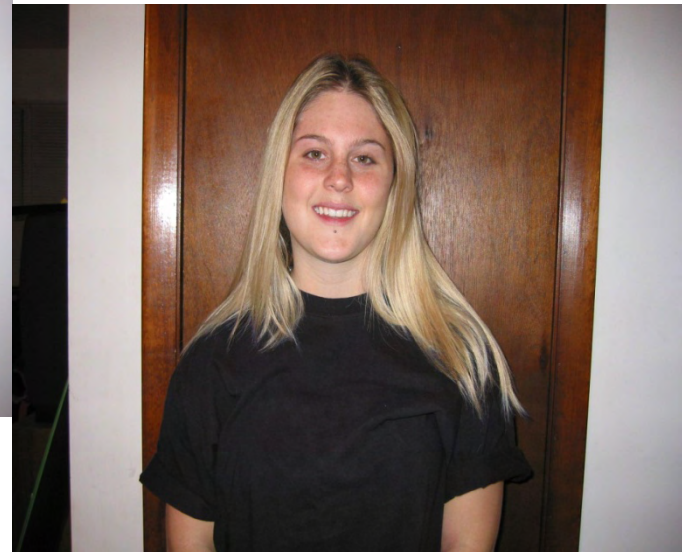
- **It does not require excess cognitive effort**



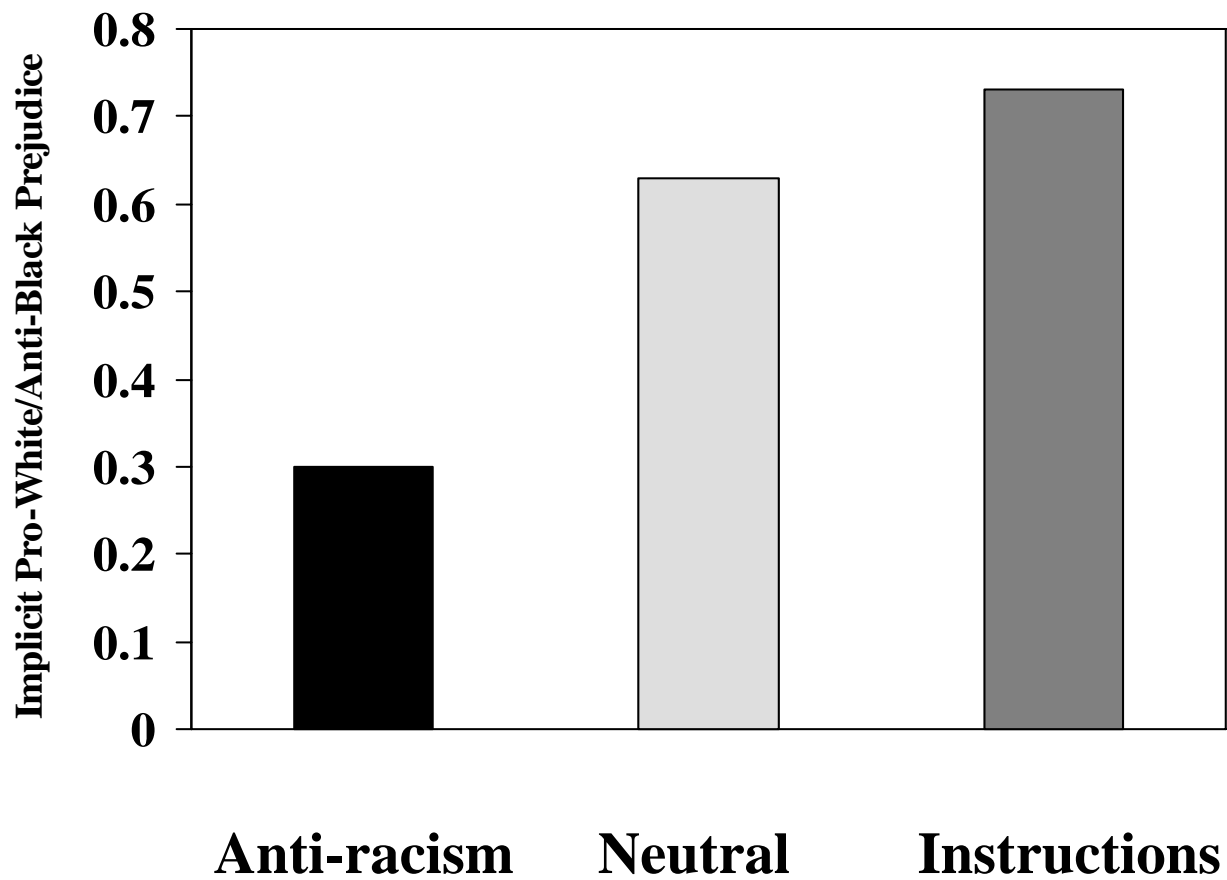
**Neutral**

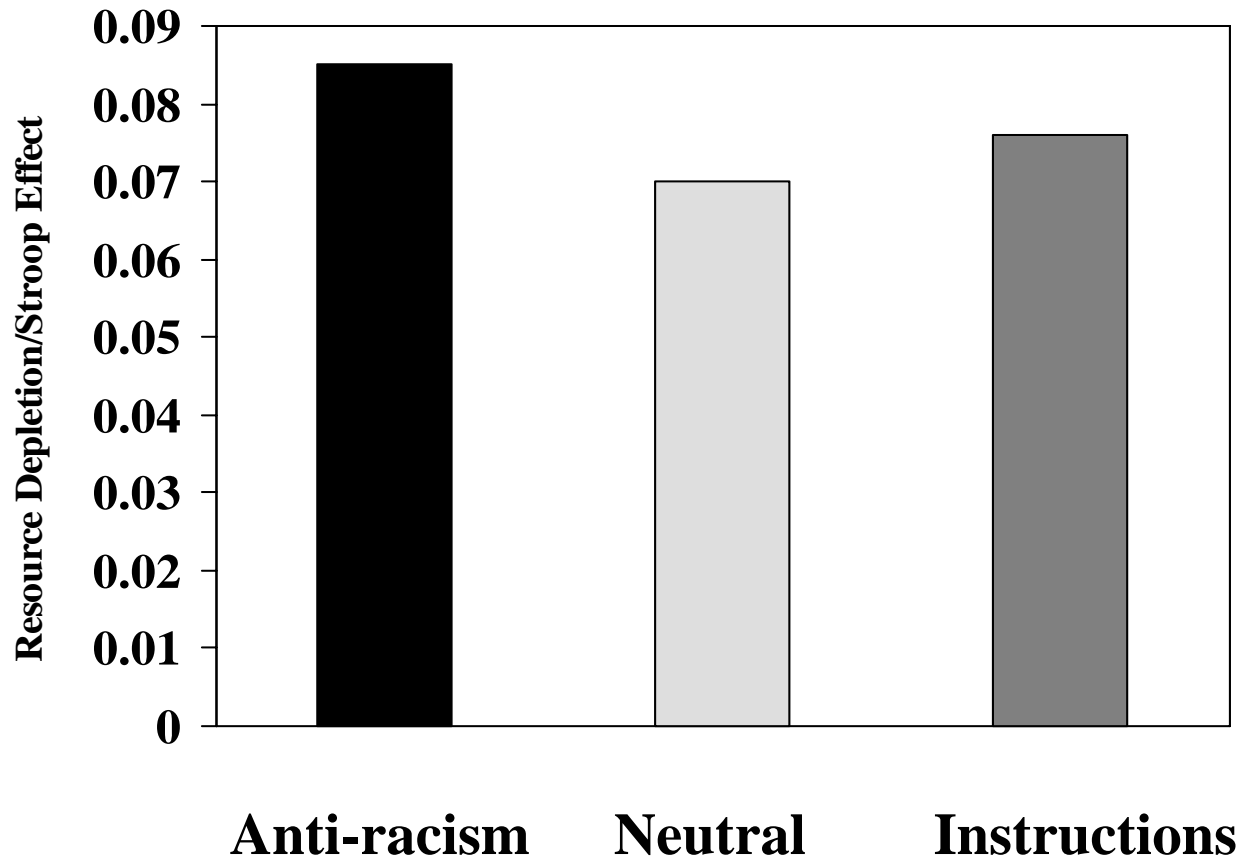


**Anti-racism  
Person**



**“Read these,  
instructions”**





- **Not just any social interaction**
- **Only affected by people you want to get along with**

## **Apparent Beliefs**

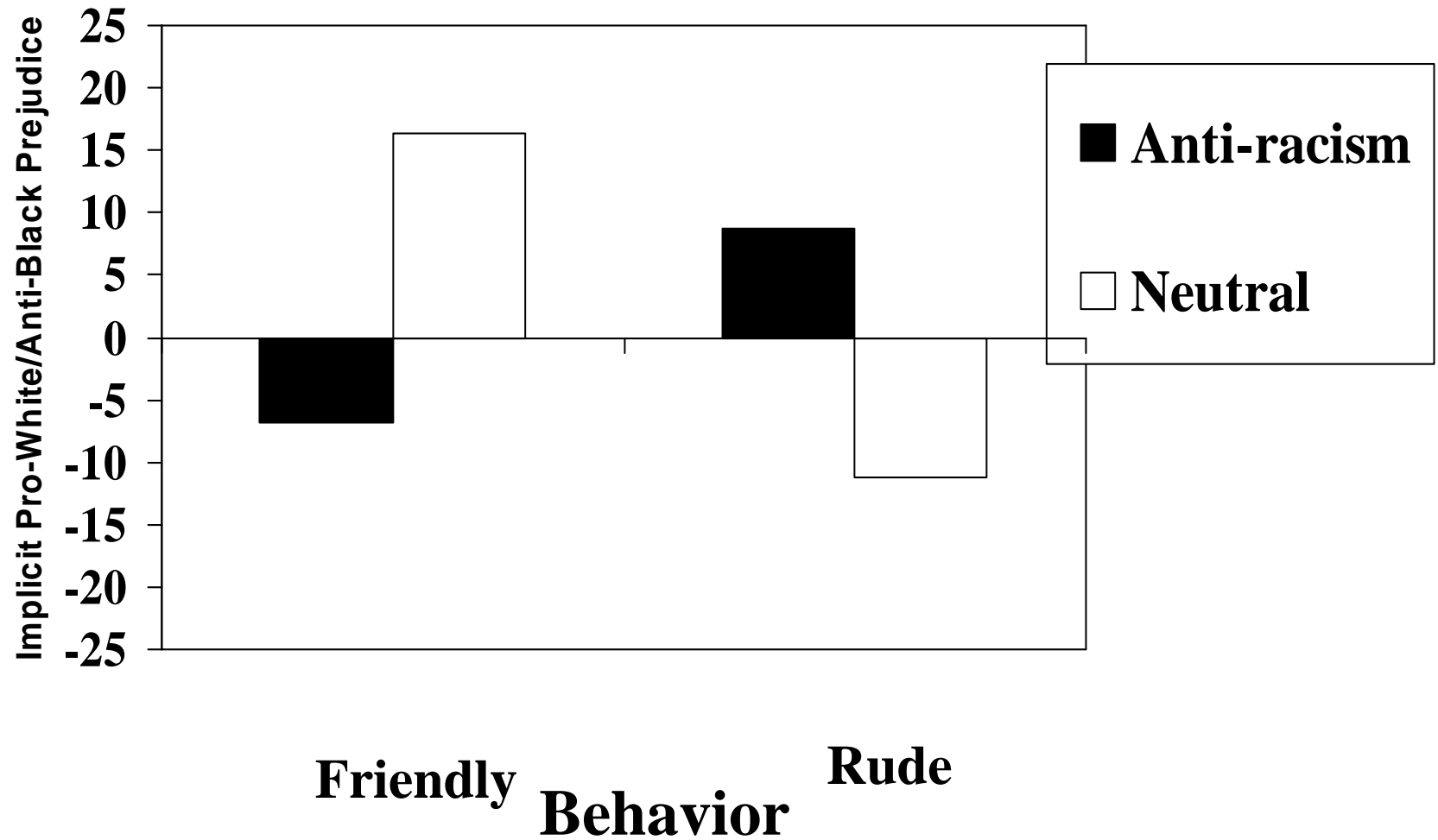
Experimenter shirt (anti-racism vs. neutral)

## **Affiliative Motivation**

Experimenter behavior (friendly vs. rude)

## **Main Dependent Variable**

Sequential priming measure of racial prejudice



# Conclusion

- Implicit prejudice shifts in response to fleeting interpersonal interactions
- We can structure interpersonal environments to inspire egalitarianism
- Actively convey egalitarian beliefs
- Being nice when doing so

# Thanks!

## **Collaborators**

Jeff Huntsinger

Curtis Hardin

Janetta Lun

Brian Lowery

Jeanine Skorinko

Erin Whitchurch

## **Funding**

NIMH

## **Apparent Beliefs**

Anti-racism shirt

Blank shirt

Poster

## **Main Dependent Variable**

Sequential priming measure of racial prejudice

# **Apparent Beliefs/Instructions**

Anti-racism shirt

Neutral shirt

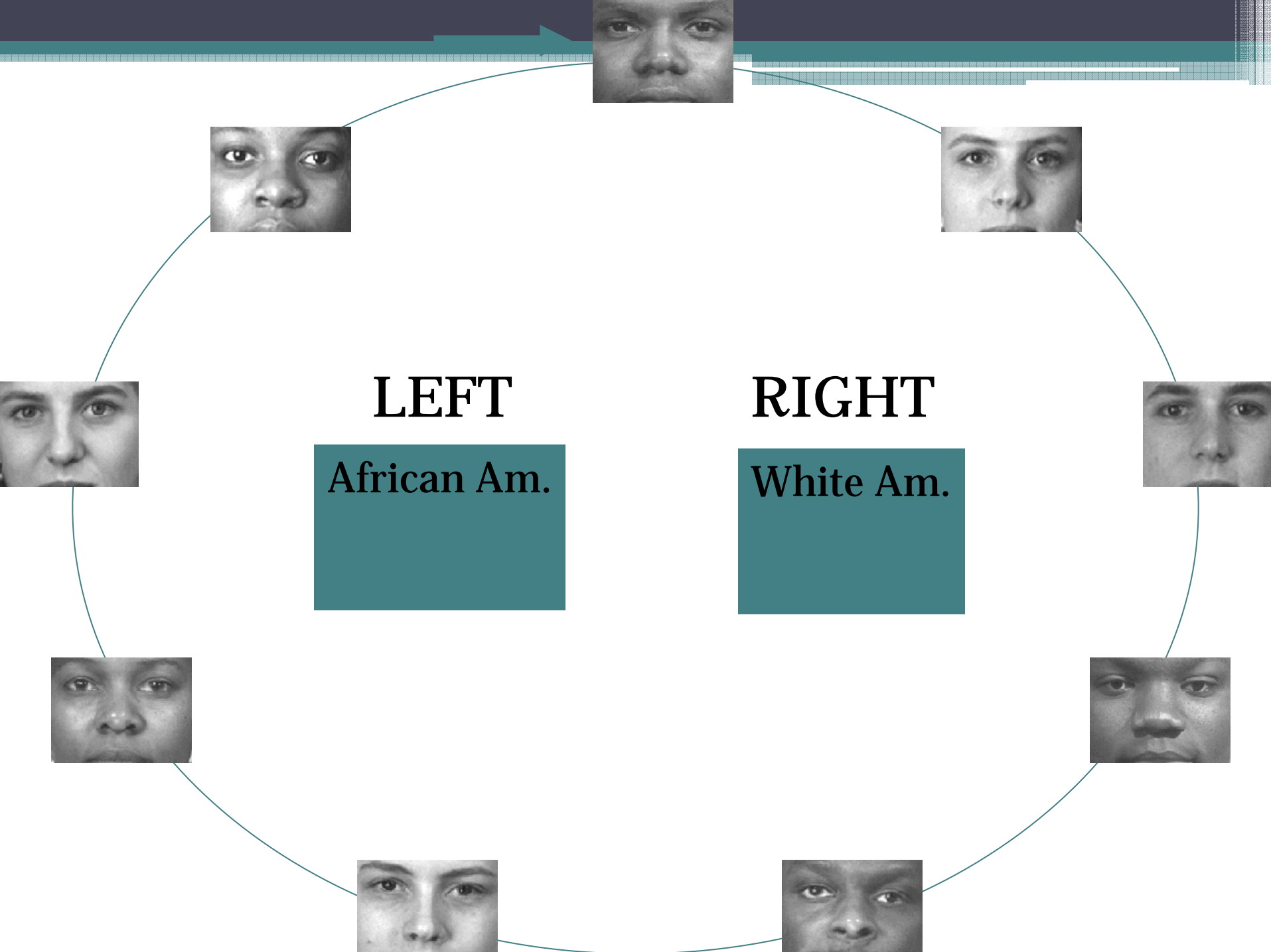
Anti-racism instructions

## **Main Dependent Variable**

Computer-based racial prejudice IAT

## **Additional Dependent Variable**

Stroop Task

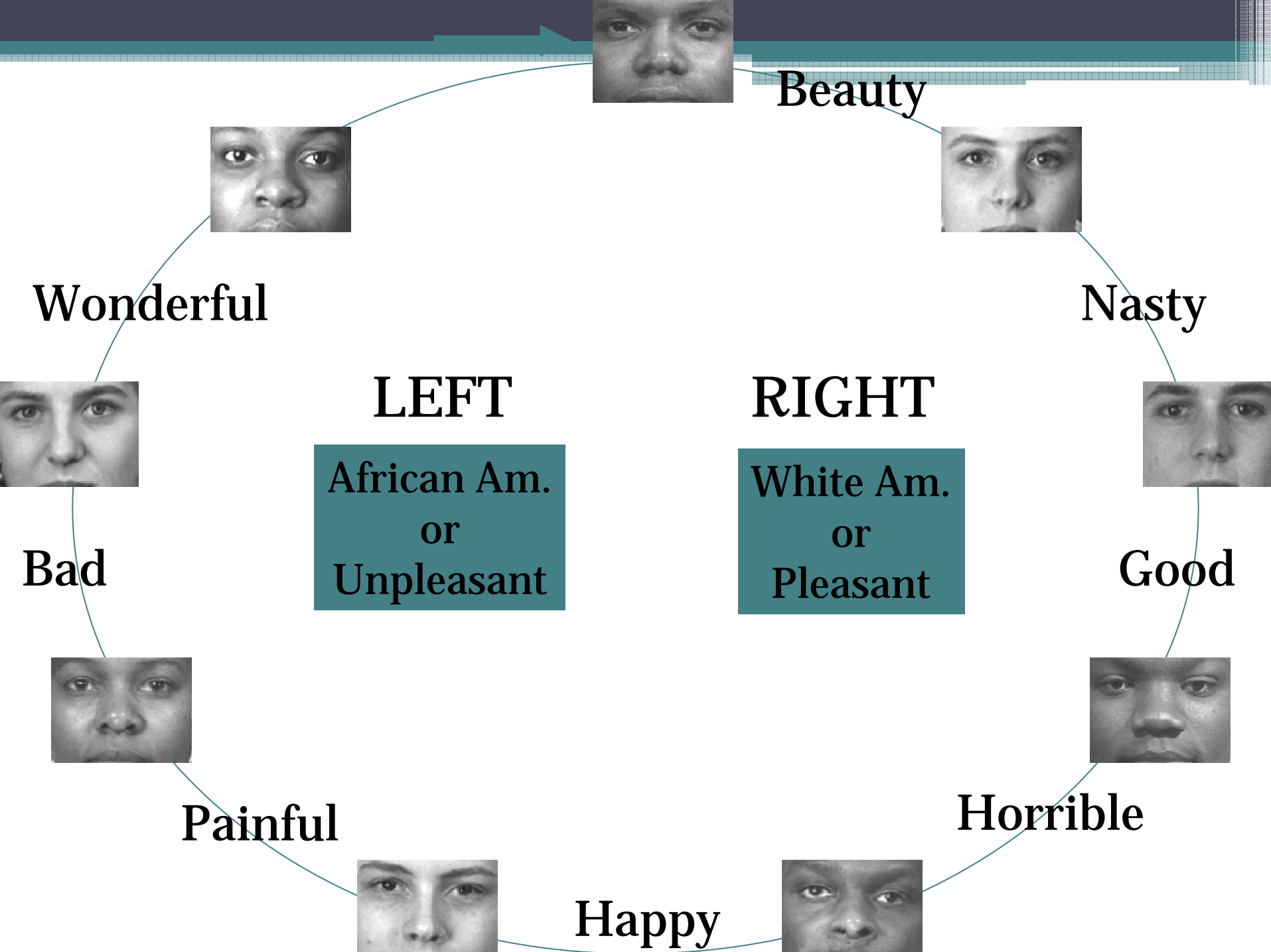


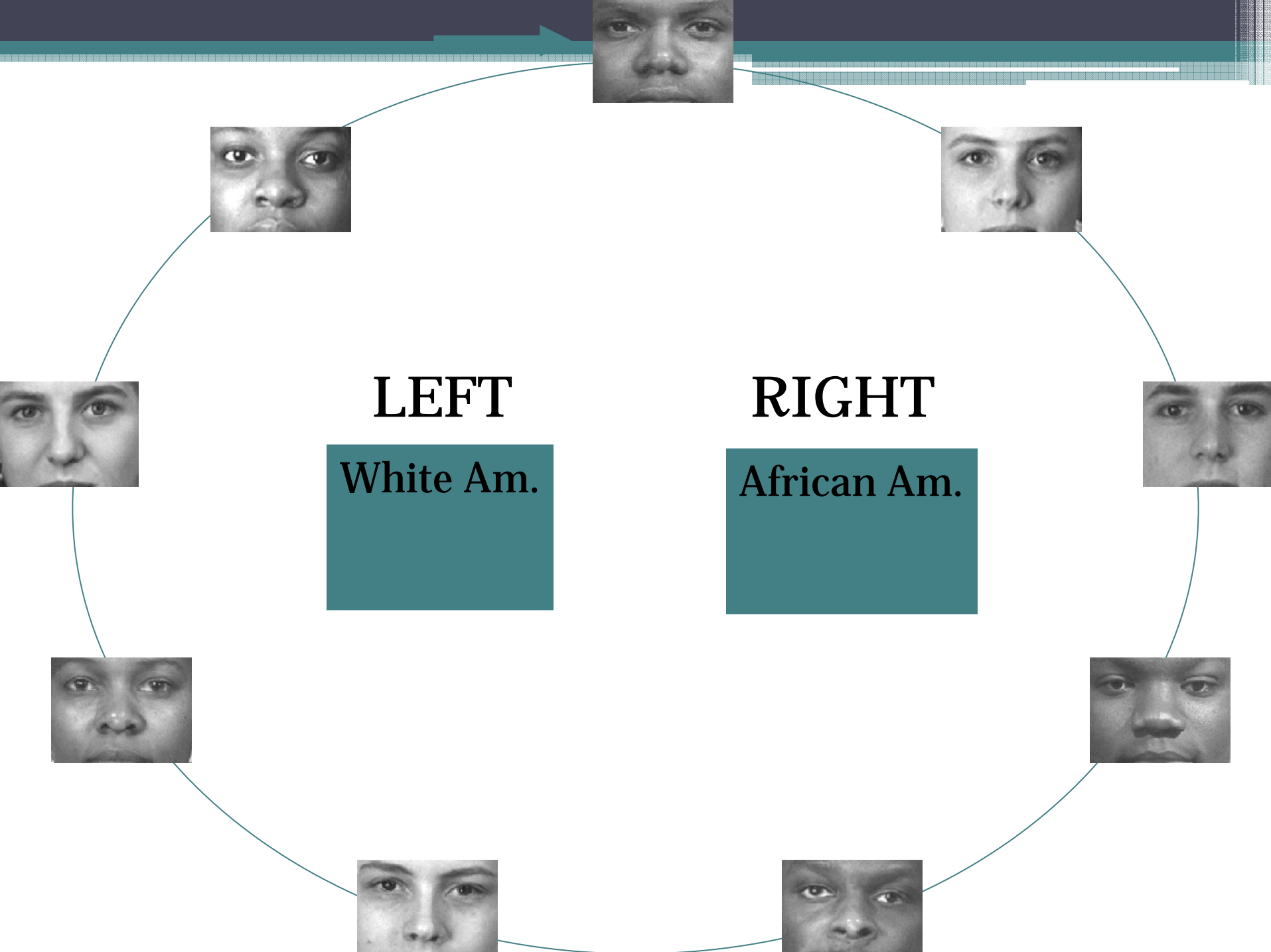
**LEFT**

**African Am.**

**RIGHT**

**White Am.**





**LEFT**

**White Am.**

**RIGHT**

**African Am.**

