

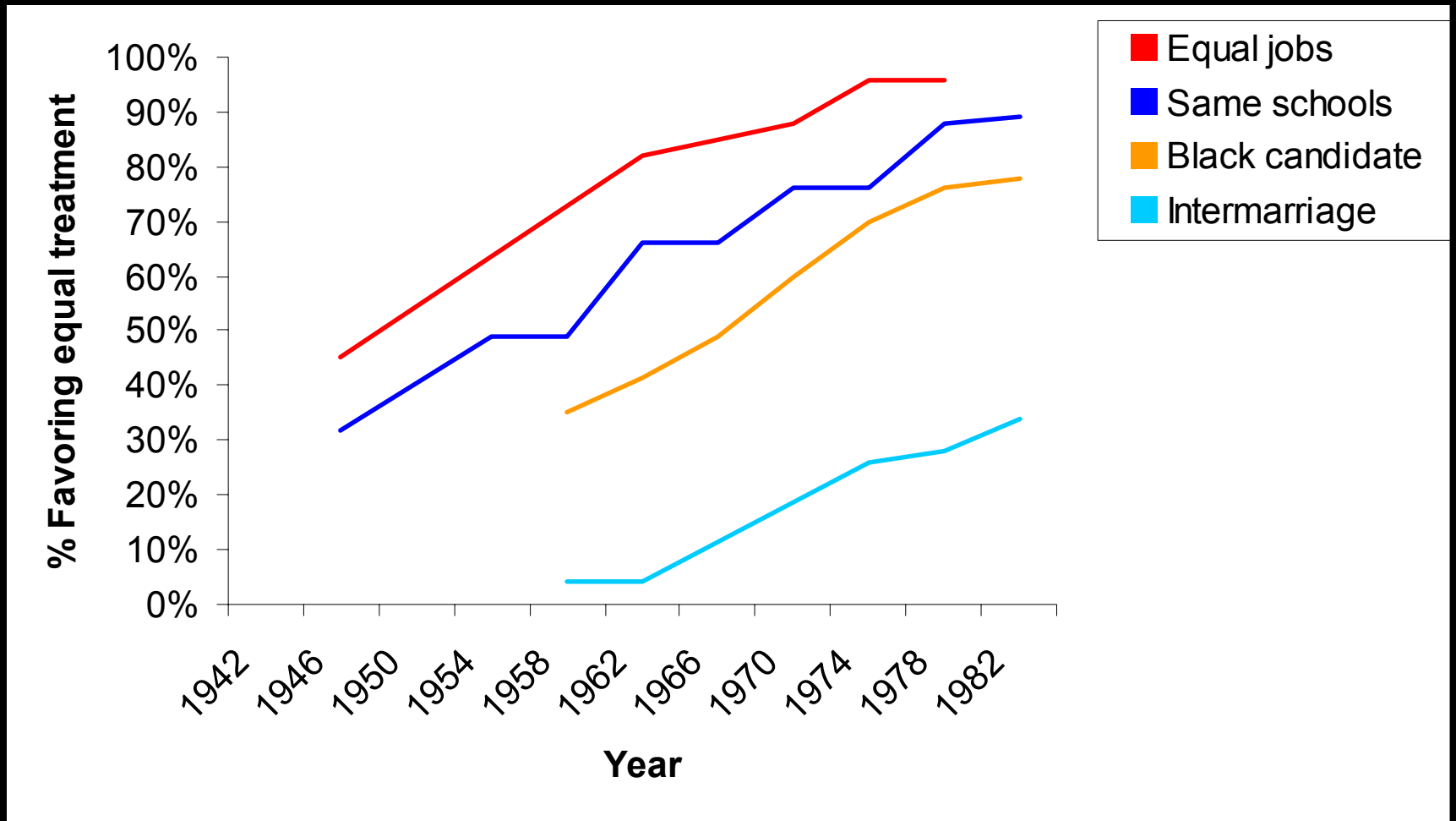
Mental monitoring and control of social group biases

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Changing racial attitudes in America



Where has prejudice gone?

- **Audit studies of discrimination**
 - **Car dealers' initial offers** (Ayers, 2001)
 - **Taxi driver tipping** (Ayers et al. 2004)
 - **Employment** (Pager & Western, 2005)



Where has prejudice gone?

- **Dual process theories** (Devine, 1989; Fazio, 1995; Greenwald & Banaji, 1995)
- **Automatic responses are well-learned habits; often prejudiced**
- **Intentionally controlled responses (such as self-report) may be more fair**

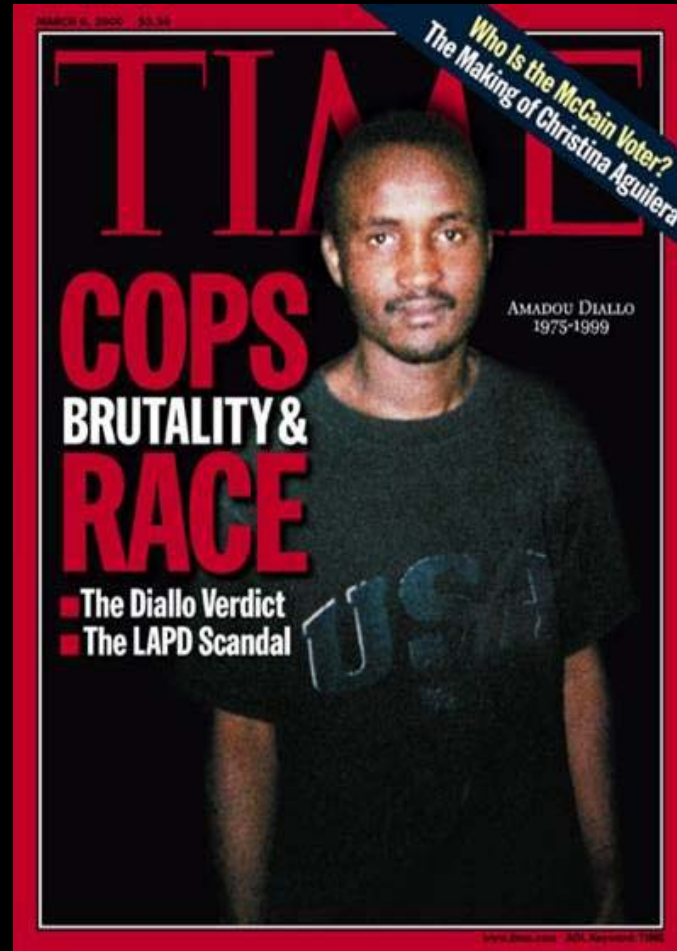


How do automatic biases continue to affect responses?

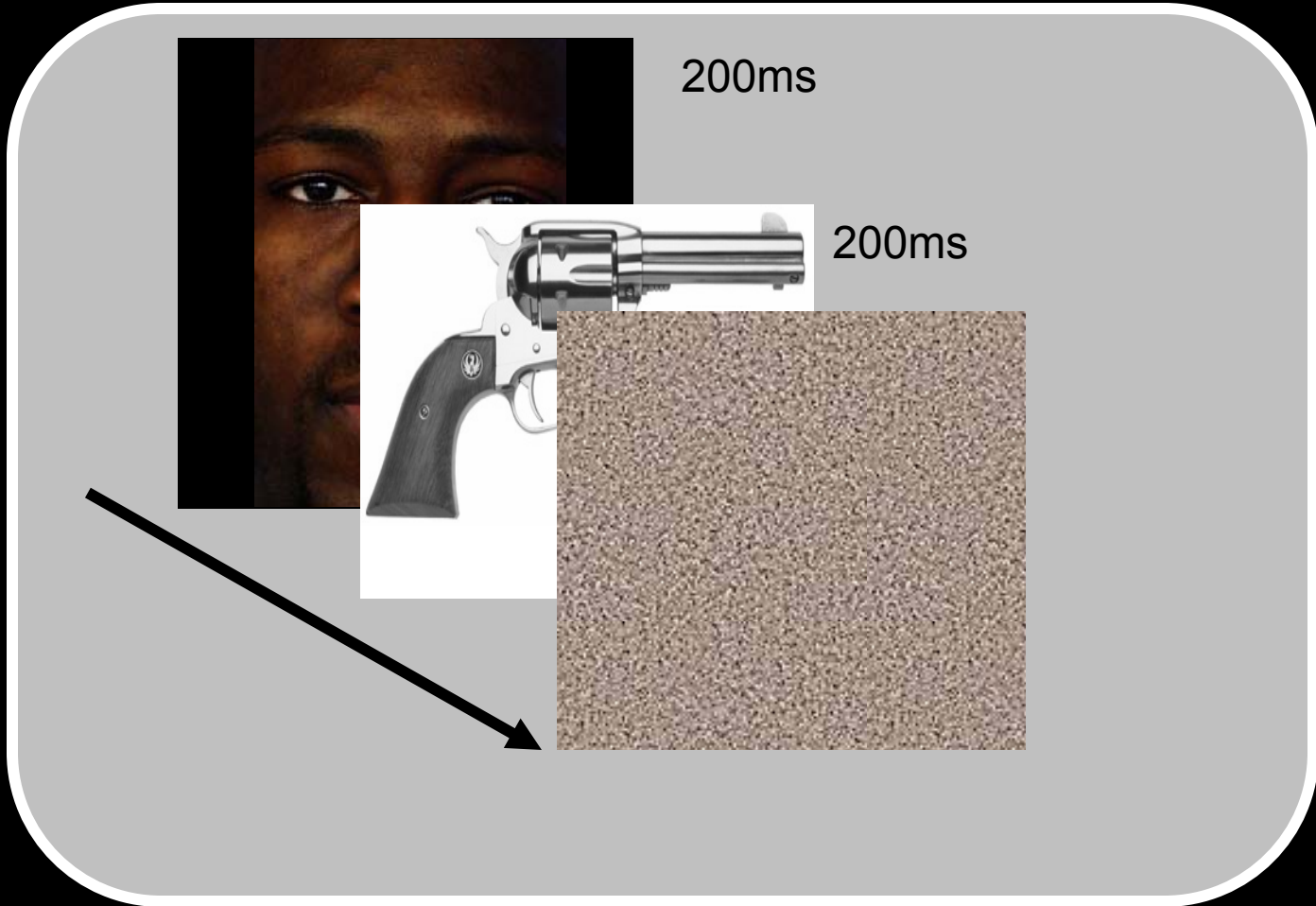
- Race biases are often self-perpetuating
- Study 1: Perceptual judgments
- Studies 2 & 3: Deceptive memory bias

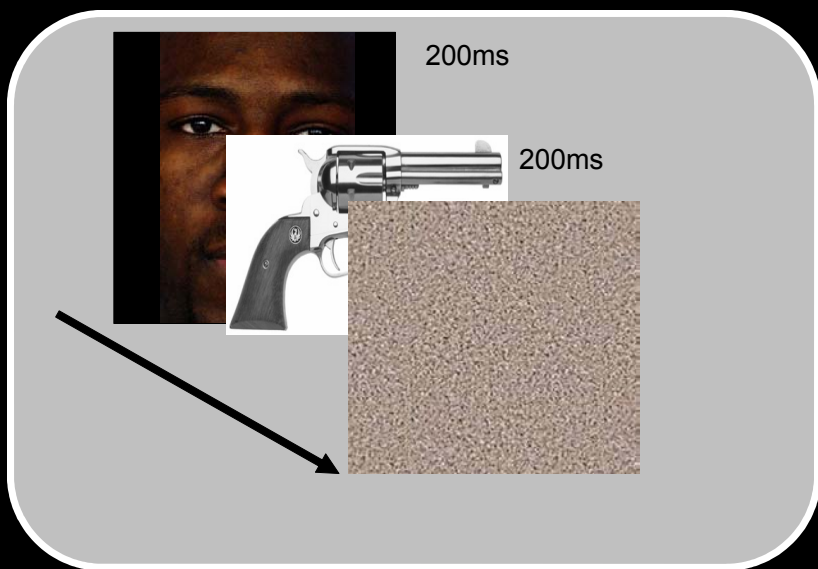


Effects of automatic bias



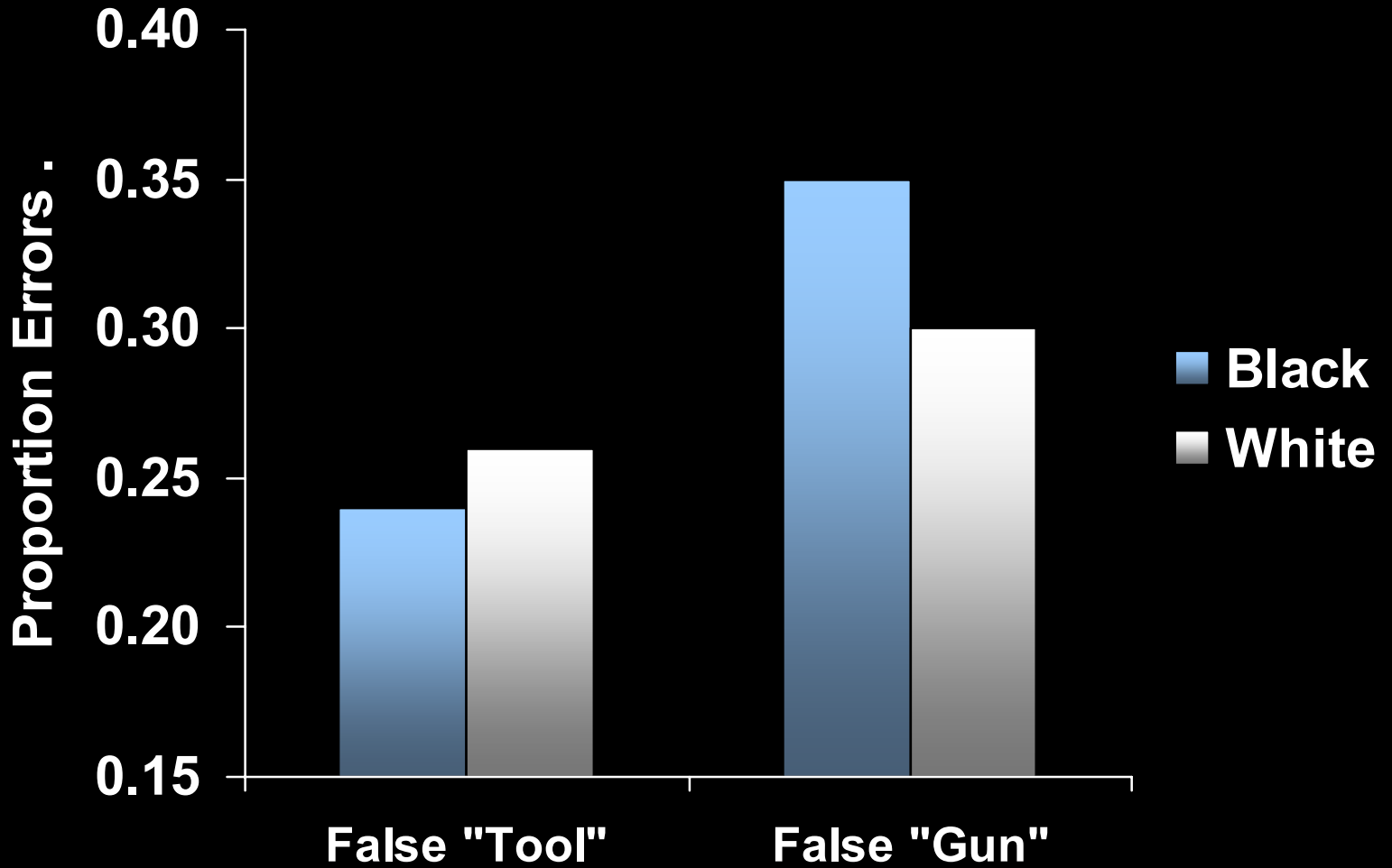
Weapon identification Payne, 2001





2 (race: black or white) X 2
(object: gun or hand
tool)





Payne (2001). *JPSP*.



Separating automatic and controlled components: Process Dissociation

- **Process dissociation is a method for separating automatic and controlled components of response (Jacoby, 1991)**



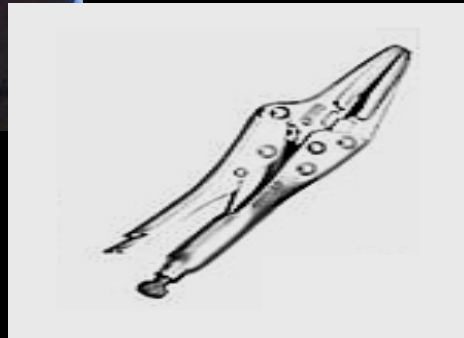
Congruent Conditions



$$P(\text{"GUN"}) = \text{Control} + \text{Automatic bias} * (1 - \text{Control})$$



Incongruent Conditions



$P(\text{"GUN"}) = \text{Automatic bias} * (1 - \text{Control})$



Control = Constraining responses to goal-relevant information

Automatic bias = Tendency to respond based on activated stereotype when control fails.

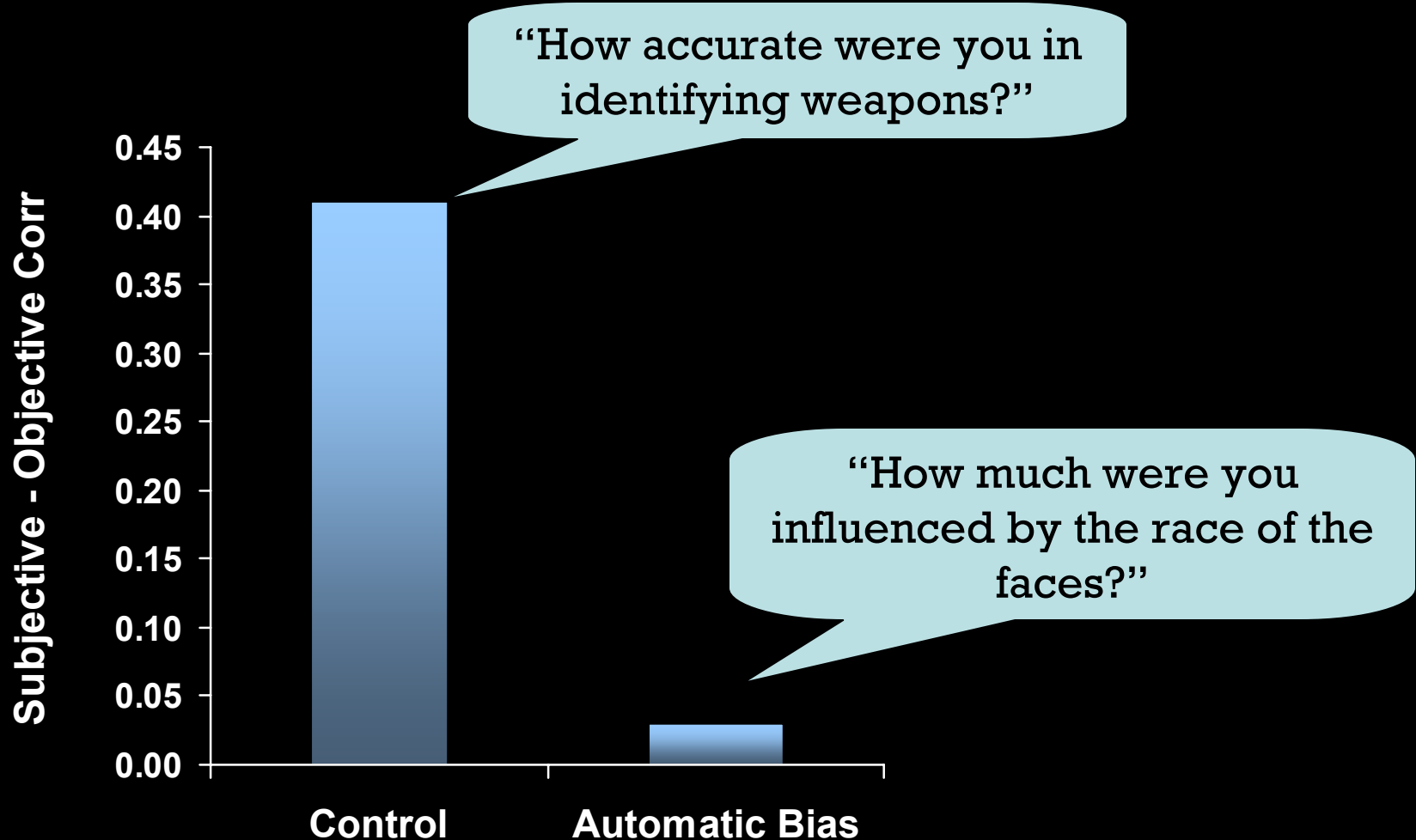


Control = Constraining attention to goal-relevant information and responses

Automatic bias = Tendency to respond based on activated stereotype when control fails.



Calibration (Pearson r)



Payne, Lambert, & Jacoby (2002). *JESP*.

Tsinghua University, July 2007



Memory & Awareness

Memory paradigm

- 48 White vs. Black typical names
- Occupation: Basketball players or Politicians
- 2 (name race) X 2 (occupation)

Payne, Jacoby, & Lambert, 2004, *JESP*

Tsinghua University, July 2007



Memory & Awareness

Memory paradigm

- 48 White vs. Black typical names
- Basketball players or Politicians

Study: Geoffrey Edwards – Basketball player
Jamal Washington – Politician

Test: Geoffrey Edwards _____

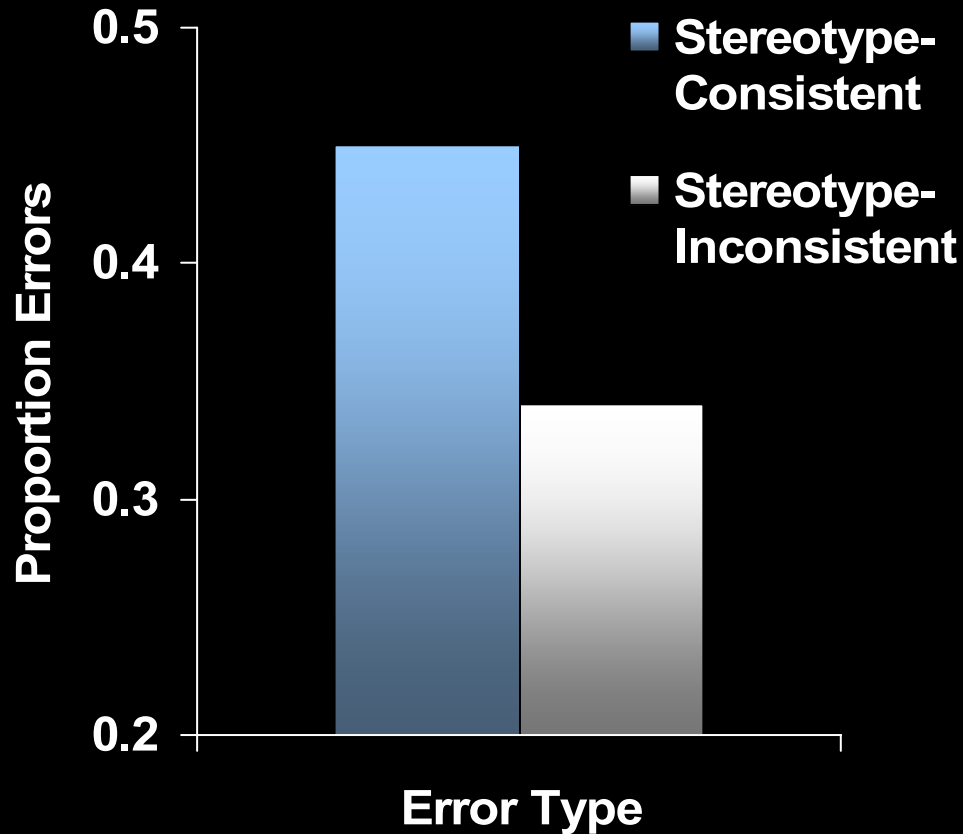
Confidence: 50% (chance) - 100% (certain)

Payne, Jacoby, & Lambert, 2004, *JESP*

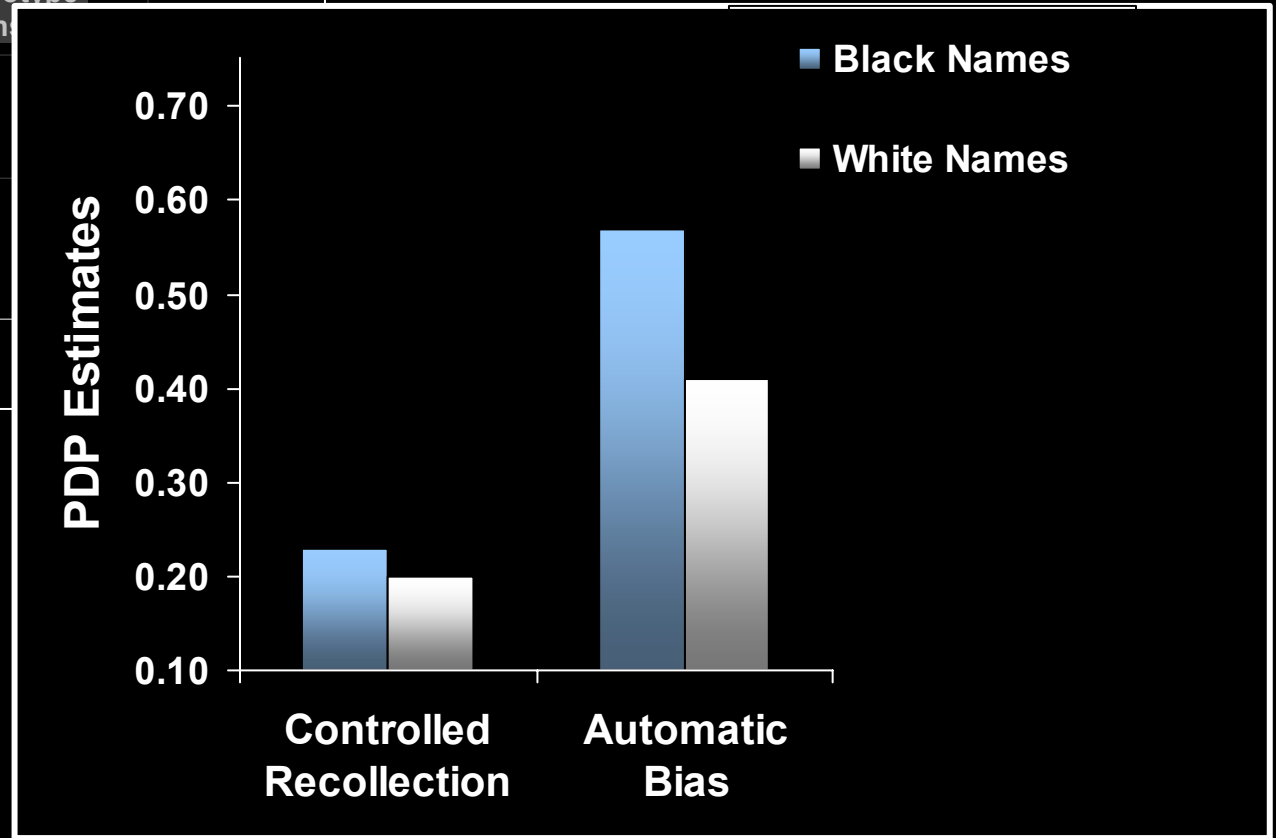
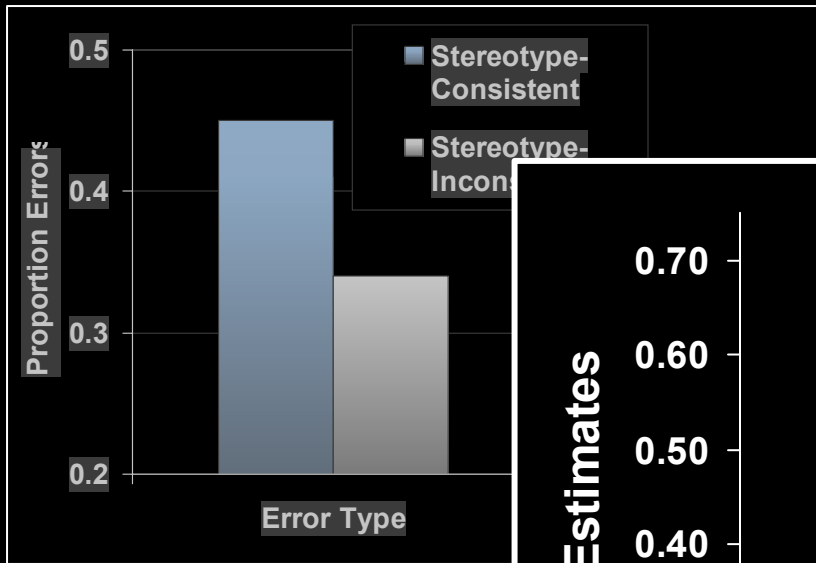
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Results: Memory Errors

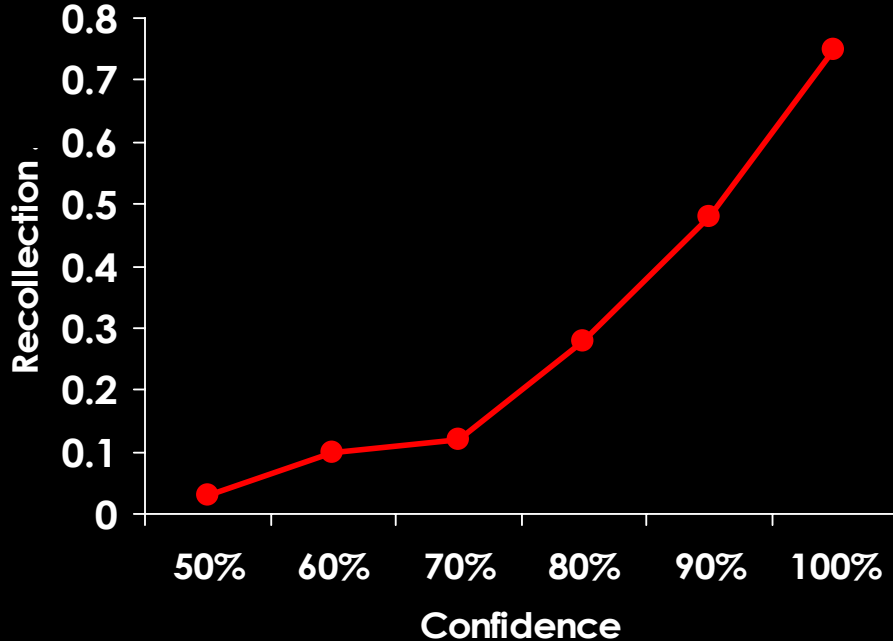


Results: Process estimates

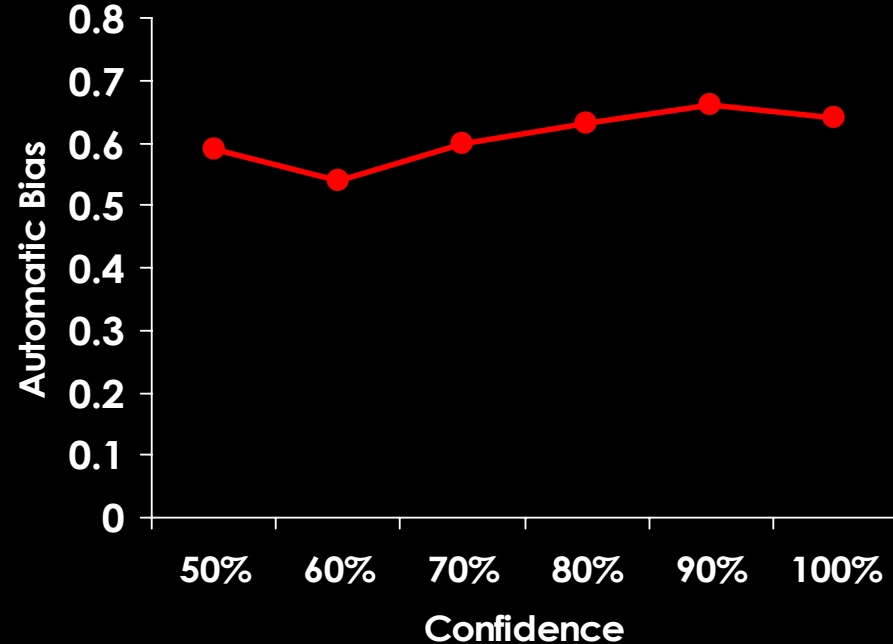


Subjective Awareness and Estimates

$r = .48$



$r = .09$

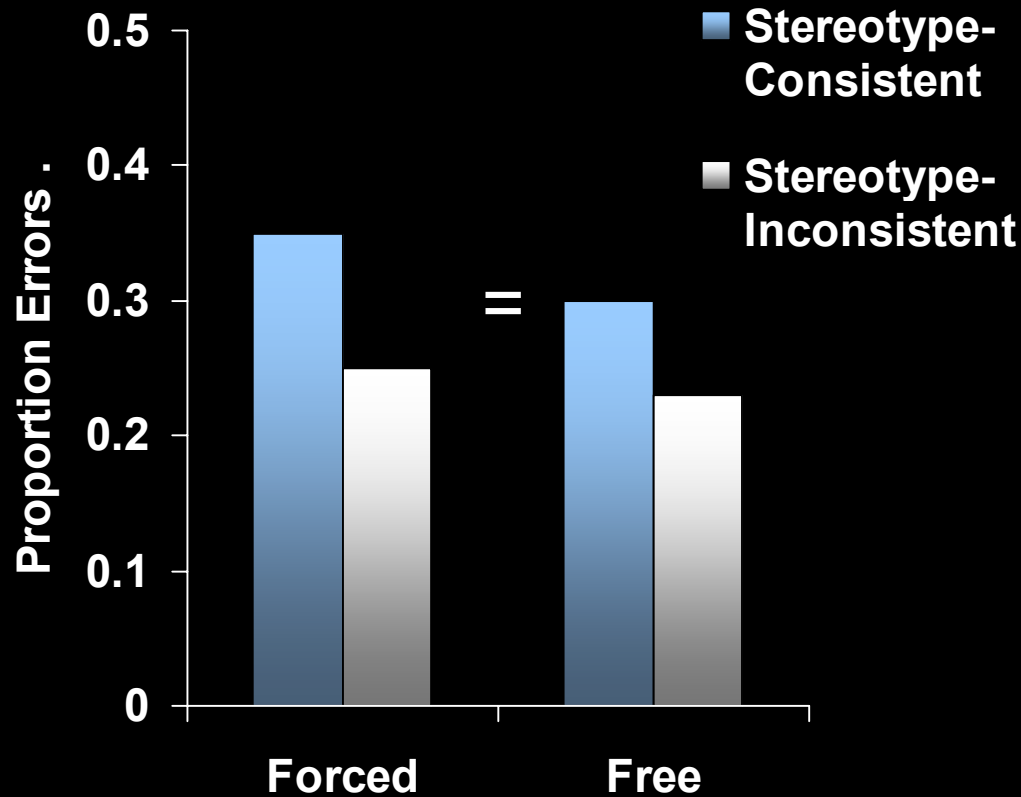


Variant 2: Free vs. Forced response

- Same memory paradigm
- At test:
 - 1 group must answer all items
 - 1 group may answer or pass
- Allows control of accuracy based on subjective experience



Freely chosen Memory Errors



Why automatic bias is difficult to control

Deceptive to meta-cognition, as in memory-confidence relationship

- Self-perpetuating, because stereotypical perceptions & memories are “evidence” supporting the stereotype
- Helps explain persistent bias amid changing attitudes



Thank you!

