

Chapter 12: Prejudice: Interplay of Cognitive and Affective Biases

1. Briefly summarize some of the major findings relating to gender and leadership. For example, do women or men prefer to hold leadership roles? In what ways are their leadership styles similar, or different? How do people typically respond to male vs. female leaders?
 - a. Men more often assume leadership in leader-less groups, but women more often emerge as social leaders.
 - b. Men and women in leadership roles show similar task and interpersonal orientations, but women tend to lead in a more democratic way.
 - c. Women leaders who act in particularly masculine ways or work in particularly masculine settings receive more negative evaluations.
 - d. Men and women show similar levels of leadership motivation.
2. Briefly summarize some of the major findings relating to age discrimination. How are the elderly typically perceived? What are some younger persons' concerns that contribute to these perceptions? What are some ways that ageism is different from other forms of discrimination, such as sexism? Are these patterns consistent across cultures?
 - a. Typically ambivalent stereotypes, warm but incompetent – across cultures.
 - b. Differences depending on sub-groups.
 - c. Difference from other groups = more malleable category, everyone will move through categories throughout life span; more socially acceptable to be prejudiced; implication of mortality.
 - d. Younger people concerned over resources, succession, consumption, identities.
3. Describe some of the problems associated with segregation, particularly how they apply to contemporary American society. How can these effects be mitigated? (See pages 327–9)
4. List and describe two findings that have been published on the relationship between guilt and prejudice. (pages 319-320)
5. What are the differences and commonalities between emotionally mixed, prescriptive, and ambivalent prejudice, especially in relation to gender prejudice (pages 331-333).
6. Provide a description of the stereotype content model, including the different relevant structural variables, stereotype dimensions, and examples of groups that fall along different combinations of the dimensions.