

Racism & Sexism

- I. Subtle versus blatant prejudice
- II. Measuring subtle prejudice
 - A. Implicit Association Test (IAT)
 - 1. What does it mean?
 - 2. Ingroup preferences among Whites and Blacks
- III. Importance of motivation to control prejudiced responses
 - A. Internal motivation
 - B. External motivation
 - C. Role of effort
- IV. Overall summary
 - A. Bad news
 - B. Good news