

Candidate 6 evidence

ENTER NUMBER OF QUESTION	Section 3 - Additional Topics - Prejudice	DO NOT WRITE IN THIS MARGIN
5.		
a)	<p>Racial discrimination is discriminating against someone simply because of their race. This is not to be confused with xenophobia. Racial discrimination is still a significant issue in our society today with many existing stereotypes and people with prejudice today. This is evident through a research experiment where CVs with typical African-American names, and identical CVs with typical white names identical CVs with typical white names were sent out to employers, and the CVs with typical African-American names were 50% less likely to get callbacks. This was even the case for those who stated to be "equal opportunity employers." Additionally, another research experiment who sent out identical applications to Airbnb with the typical African-American and white names, found the typical African-American names were 16% less likely to be accepted.</p>	
b)	<p>The social identity theory of prejudice explains that prejudice arises when individuals prioritize their in-group more than others, and begin comparing groups, and because one's self-esteem depends on their group, so they put down others in order to favor their own. This begins with one finding which group they belong to, and then they begin start conforming to the norms of this group and aligning aligning their own social identity with it. Then the group comparison</p>	

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
b2	<p>begins, and in order to boost one's own self-esteem, they enhance the image of their group by comparing it to others, which is often done by highlighting the similarities between the in-group, and emphasising the differences between the out-group. This is therefore how prejudice begins, as this as this often involves stereotyping and discriminating against other groups. A strength of this theory is that it provides an explanation of prejudice when there is no element of competition, or when there is no economically difficult times. This is a strength as it makes the findings more generalisable to prejudice in everyday life. Another strength of this theory is that it is supported by valid research evidence such as Tajfel, which makes the findings more reliable. A weakness of this theory is that not everyone not everyone identifies with their in-group in the same way, so the results are not generalisable to everyone. A further weakness is that there is now more room for individuality in social groups, so this is a rather dated theory and the results are not accurate to our society today. Research which supports the social identity theory is a research experiment by Tajfel, in which he gathered 14-15 year old schoolboys from Bristol, and split them into groups two groups. For their participation they were to be given a small cash prize, and each group were presented with three options on how they</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
b)	<p>wished to split the money. Tajfel found the most preferred or chosen option was the maximum difference; so each group chose to have more money than the other group, even if this wasn't the most money they could have had. This shows how significantly people wish compare their own group to others, and how it's the most important way to enhance their own confidence and self-esteem. This therefore supports the social identity theory. Further, this shows that prejudice still drives our society as regardless of what the best option for an individual is, one would rather put others down and convey their superiority to others. More research which supports the theory is a research experiment on how people view their in-groups and out-groups, by splitting participants into groups and putting one person on each group against each other to see who could press the button fastest the fastest. When asked who won, the majority of participants favored people in their in-group, even though the actions were manipulated so both were at the same speed. This shows that individuals naturally favor their own group, in order to boost their own image. Further, brain imaging studies have shown that there is no difference in brain activity when people favor their in-groups. This shows it is an unconscious action, and the enhancement of self-esteem is so deeply rooted in one's own social group, they naturally</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
b)	<p>practise this; supporting the social identity theory. Research which contradicts this theory however is Sherif's realistic conflict theory which explains that prejudice arises from the competition over perceived resources limited resources, which he backs up with his Robber's Cave experiment. Further research which contradicts the social identity theory is the scape goat theory, which explains prejudice arises from individuals blaming vulnerable people or groups for something they have no control over. When Compared to the social identity theory, this shows why prejudice rises in struggling times in society, or in times of conflict or competition. This further shows that in these times, we can place an emphasis on targeting and reducing prejudice, but this is more difficult with the social identity theory. ** Prejudice can be reduced through introducing super-ordinate goals, which forces two conflicting groups to work together, as this is the only way to achieve this common goal. This can therefore reduce the effects of the social identity theory and prejudice through group comparison.</p>