

**Table 14.1** Components of identification, definition and measurement examples (based on Ashmore et al., 2003)

<b>Component</b>	<b>Definition</b>	<b>Measurement example</b>
Self-categorization	Identifying self with a social category	'I identify myself as being East German'
Evaluation	Positive or negative attitude towards the category	'I like being East German' (positive) 'I am angry about being East German' (negative)
Importance	Importance of a particular group membership for an individual's overall self-concept	'Being an East German is an important reflection of who I am'
Attachment or emotional involvement	Emotional involvement felt with a particular social group	'I have a strong sense of belonging to East Germans'
Social embeddedness	Degree to which a group membership is embedded in the person's everyday social relations	'I am often involved in issues related to East Germans'
Behavioural involvement	Degree to which an individual engages in actions on behalf of a social group	'I often engage in actions that improve the situation of East Germans'
Content and meaning	Attributes and traits associated with a social group, beliefs about one's group's experience, history and position in society	'East Germans are . . . [e.g., tolerant, active, etc.]'

**Table 14.2** *Modern forms of prejudice*

*Aversive racism* (e.g., Gaertner & Dovidio, 1986)

Aversive racism consists of the endorsement of egalitarian values, fairness and justice for all social groups. It comprises a strong self-image of being non-prejudiced. At the same time, it is associated with negative feelings towards minority groups.

Aversive racists will not discriminate in situations in which their prejudice would be revealed, thereby threatening their non-prejudiced self-image. However, discrimination against minority groups is likely in all situations in which the normative structure is weak, the guidelines of appropriate behaviour are vague and the bases of social judgement are ambiguous.

*Ambivalent racism* (e.g., Katz & Hass, 1988)

Ambivalent racism involves ambivalent feelings towards minority groups, implying simultaneously strong positive and negative feelings.

Ambivalent racism leads to response amplification: positive actions and achievements of minority group members lead to extremely positive evaluations (i.e., reverse discrimination), whereas negative actions and failures lead to extremely negative evaluations.

*Modern racism* (Sears & Henry, 2003)

Modern racism replaces mostly old-fashioned, openly racist attitudes because open expression of negative intergroup attitudes (e.g., racial attitudes) is frowned upon socially.

Negative affect is no longer attached to race *per se* but to newly emerging racial issues such as affirmative action and welfare programs. For instance, modern racists deny the existence of social discrimination and thus claim that affirmative action is an unfair gain for minority groups.

**Table 14.3** Effects of diffusion of responsibility and race of the victim on the likelihood of helping, time taken to stand up and time taken to open the door

	<i>N</i>	<i>% help</i>	<i>Time taken to stand up (sec.)</i>	<i>Time taken to open door (sec.)</i>
<i>Alone</i>				
Black victim	16	93.8	36.6	45.0
White victim	16	81.3	55.0	62.6
<i>Presence of others</i>				
Black victim	16	37.5	124.9	128.5
White victim	16	75.0	72.4	89.2