Universal Dimensions of Inequality: Why Warmth and Competence Matter to Social Work

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Department of Psychology
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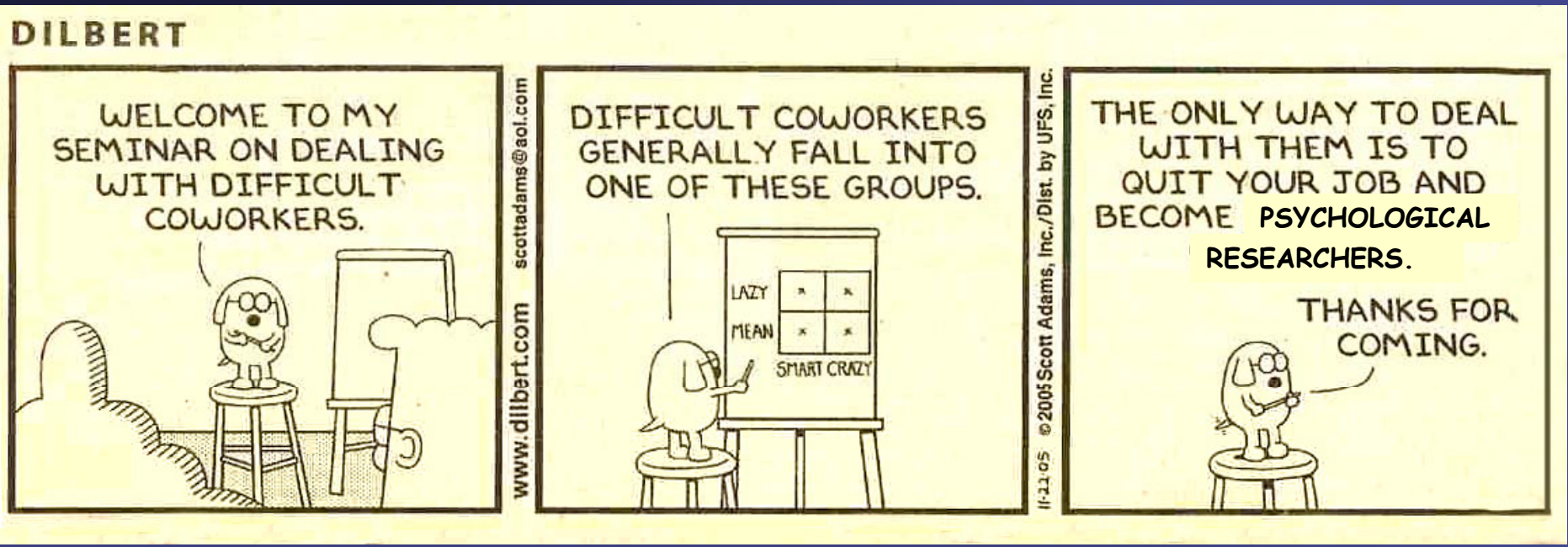
Only 2 Kinds of People

- Friend or foe?
  - With us or against?
  - Part of the problem or the solution
  - Warm, friendly, trustworthy, sincere

OK, Maybe 4 Kinds of People

- Friend or foe?
  - Warm, friendly, trustworthy, sincere
- Able or unable?
  - Competent, able, skillful, capable
- Warmth x competence → 4 clusters


DILBERT
WELCOME TO MY SEMINAR ON DEALING WITH DIFFICULT COWORKERS.
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DIFFICULT COWORKERS GENERALLY FALL INTO ONE OF THESE GROUPS.
LAZY
MEAN
SMART CRAZY
11-21-05 ©2005 Scott Adams, Inc./Dist. by UFS, Inc.
THE ONLY WAY TO DEAL WITH THEM IS TO QUIT YOUR JOB AND BECOME PSYCHOLOGICAL RESEARCHERS.
THANKS FOR COMING.

Case Study: Prejudices

- Come in distinct *types*
- From society & stereotypes in *mind*
- Universal across *culture*
- Happen for *individuals*
- In distinct regions of *brain*
- Predict distinct patterns of *discrimination*

Distinct Types

- Friend or foe? = Warmth
- Able or unable? = Competence
- Stereotype Content Model (SCM)
  - Warmth x competence

Stereotype Content Model

(Cuddy, Fiske, & Glick, *Advances*, 2008; Fiske, Cuddy, & Glick, *TiCS*, 2007; Fiske et al., *JSI,*1999, *JPSP,* 2002)

	Lo Competence	Hi Competence
Hi Warmth		Pure favoritism
Lo Warmth	Pure antipathy	

Stereotype Content Model

(Cuddy, Fiske, & Glick, *Advances*, 2008; Fiske, Cuddy, & Glick, *TiCS*, 2007; Fiske et al., *JSI,*1999, *JPSP,* 2002)

	Lo Competence	Hi Competence
Hi Warmth	Ambivalence	Pure favoritism
Lo Warmth	Pure antipathy	Ambivalence

Stereotype Content Model

	Lo Competence	Hi Competence
Hi Warmth		
Lo Warmth	poor, welfare, homeless Disgust	

Stereotype Content Model

	Lo Competence	Hi Competence
Hi Warmth		ingroup, allies, reference groups Pride
Lo Warmth	poor, welfare, homeless Disgust	

Stereotype Content Model

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Stereotype Content Model

	Lo Competence	Hi Competence
Hi Warmth	older, disabled, retarded Pity	ingroup, allies, reference groups Pride
Lo Warmth	poor, welfare, homeless Disgust	Jews, Asians, rich, professionals Envy

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SCM Studies

- [American] society's opinions of groups
- Common groups nominated
- Rate on
  - Warmth (warm, friendly, sincere)
  - Competence (competent, skillful, capable)
  - Social structure
  - Emotions
  - Behavior

Survey Method: Demographics
(Cuddy, Fiske, & Glick, *JPSP*, 2007)

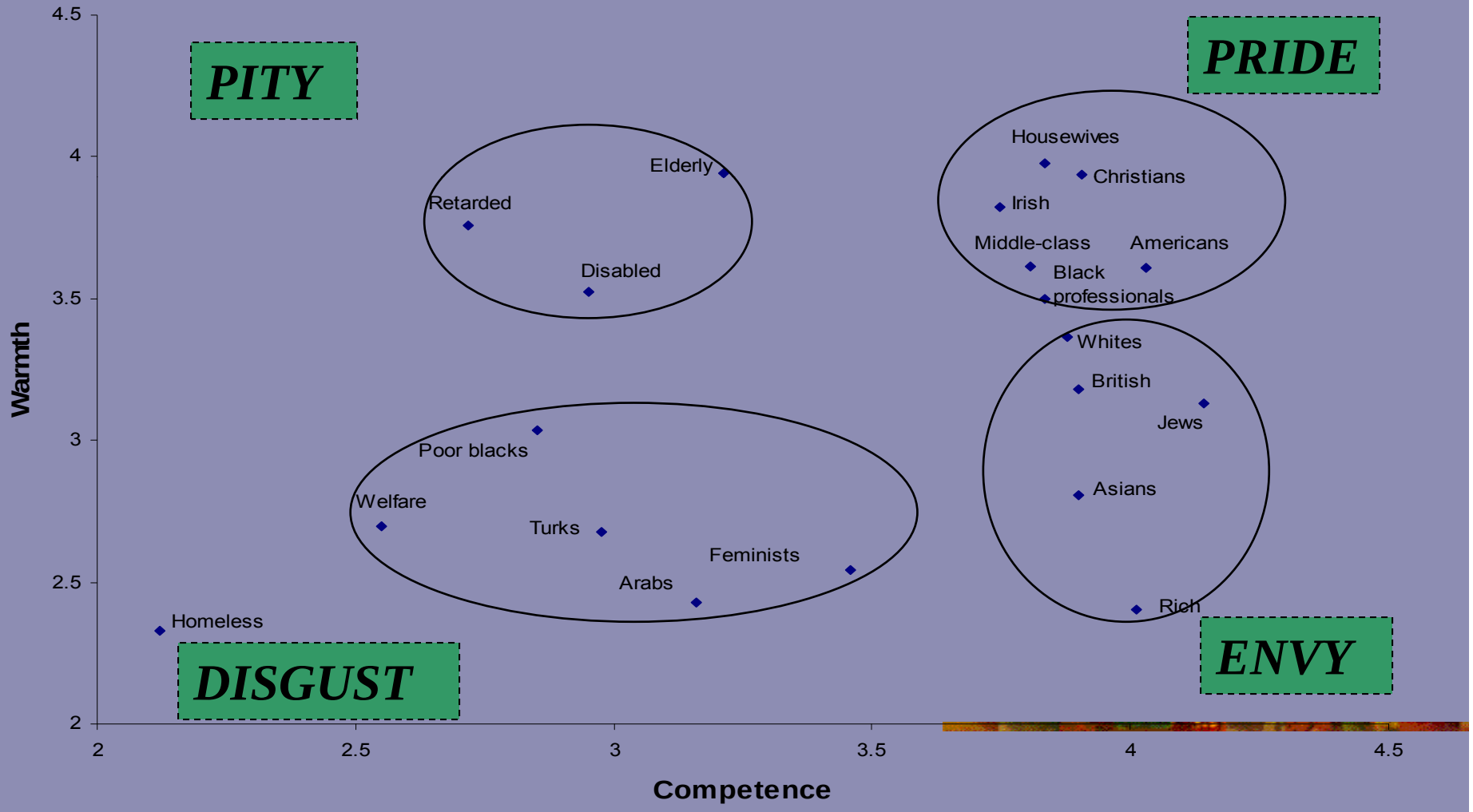
- N = 571
- Sex: 62% female, 38% male
- Age: 18-85, mean 45
- Region: 20% NE, 24% MidW, 35% S, 21% W
- Edu: 7% HS-, 24% HS, 30% BA-, 39% BA+
- Race: 77% White, 6% Black, 9% Hispanic

Scales & Reliabilities

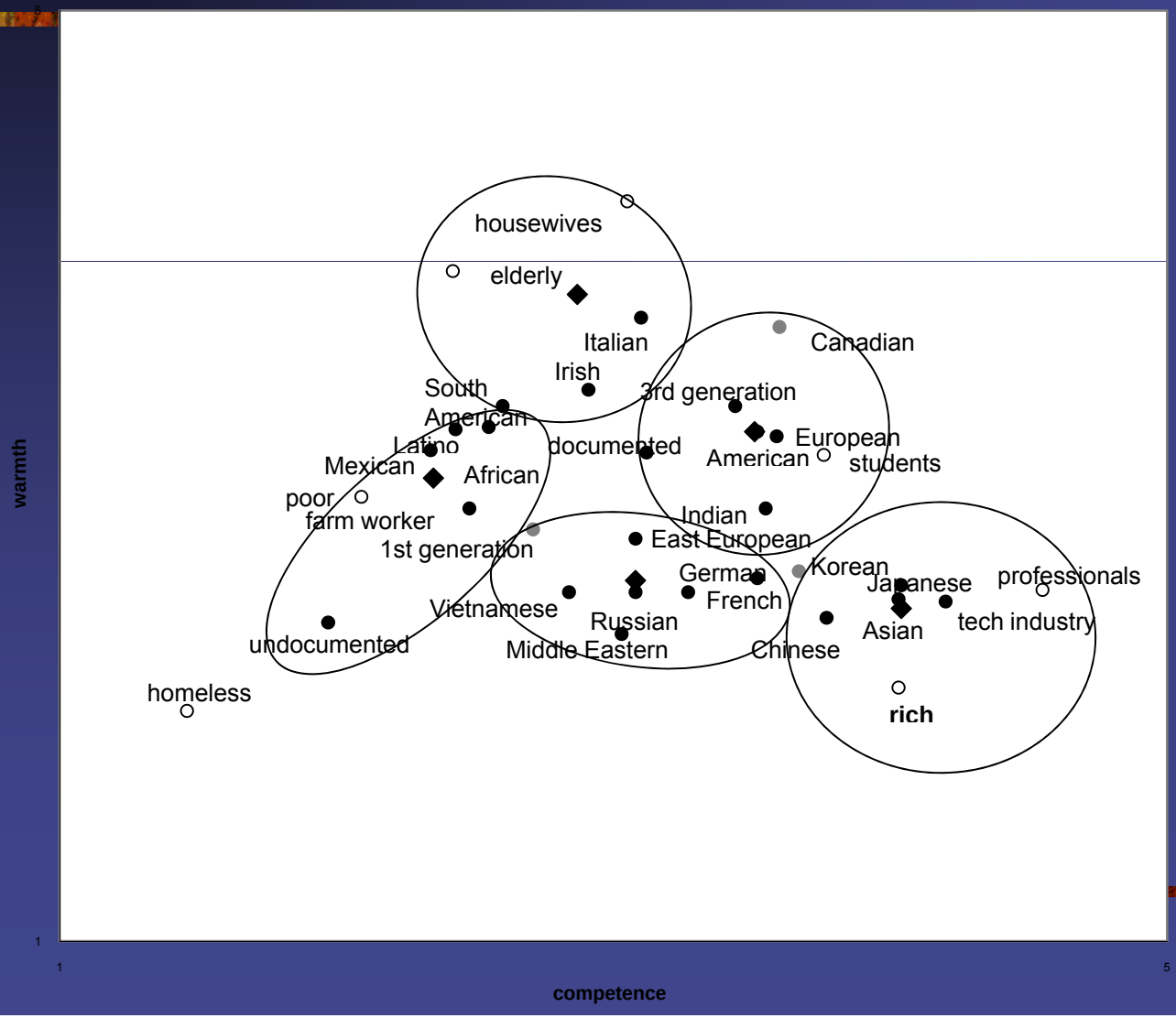
- Competent, capable = .81
- Warm, friendly = .83
- Disgust, contempt = .60
- Admiration, pride = .80
- Pity, sympathy = .71
- Envious, jealous = .82
- Cooperate, associate = .61
- Fight, attack = .59
- Help, protect = .60
- Exclude, demean = .68

SCM: US Representative Sample

(Cuddy, Fiske, & Glick, *JPSP*, 2007)



U.S. Immigrants
(Lee &Fiske, *IJIR*, 2006)



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Prejudices

- Come in distinct *types*
- From ideas of society & stereotypes in *mind*
  - Status → competence
  - Competition → (low) warmth
- Universal across *culture*
- Happen for *individuals*
- In distinct regions of *brain*
- Predict distinct patterns of *discrimination*

Social Context → Group Stereotype

(Cuddy, Fiske, & Glick, *Adv in Exptl Soc Psy*, 2008)

Correlations	Competence	Warmth
Status	**.77** (.55 to .87)	.12
Competition		

Social Context → Group Stereotype

(Cuddy, Fiske, & Glick, *Adv in Exptl Soc Psy*, 2008)

Correlations	Competence	Warmth
Status	**.77** (.55 to .87)	.12
Competition	.05	**-.**25 (.08 to -.48)

From US, EU, Latino, & Asian samples

Social Context → Group Stereotype
(Caprariello, Cuddy, & Fiske, *GPIR*, 2009)

Status	*Competition*	**Competence**	*Warmth*
High	*High*		
High	Low		
Low	*High*		
Low	Low		

Social Context → Group Stereotype
(Caprariello, Cuddy, & Fiske, *GPIR*, 2009)

Status	*Competition*	**Competence**	*Warmth*
High	*High*	**4.58**	*3.47*
High	Low	**4.83**	4.13
Low	*High*	2.80	*3.35*
Low	Low	3.21	3.84

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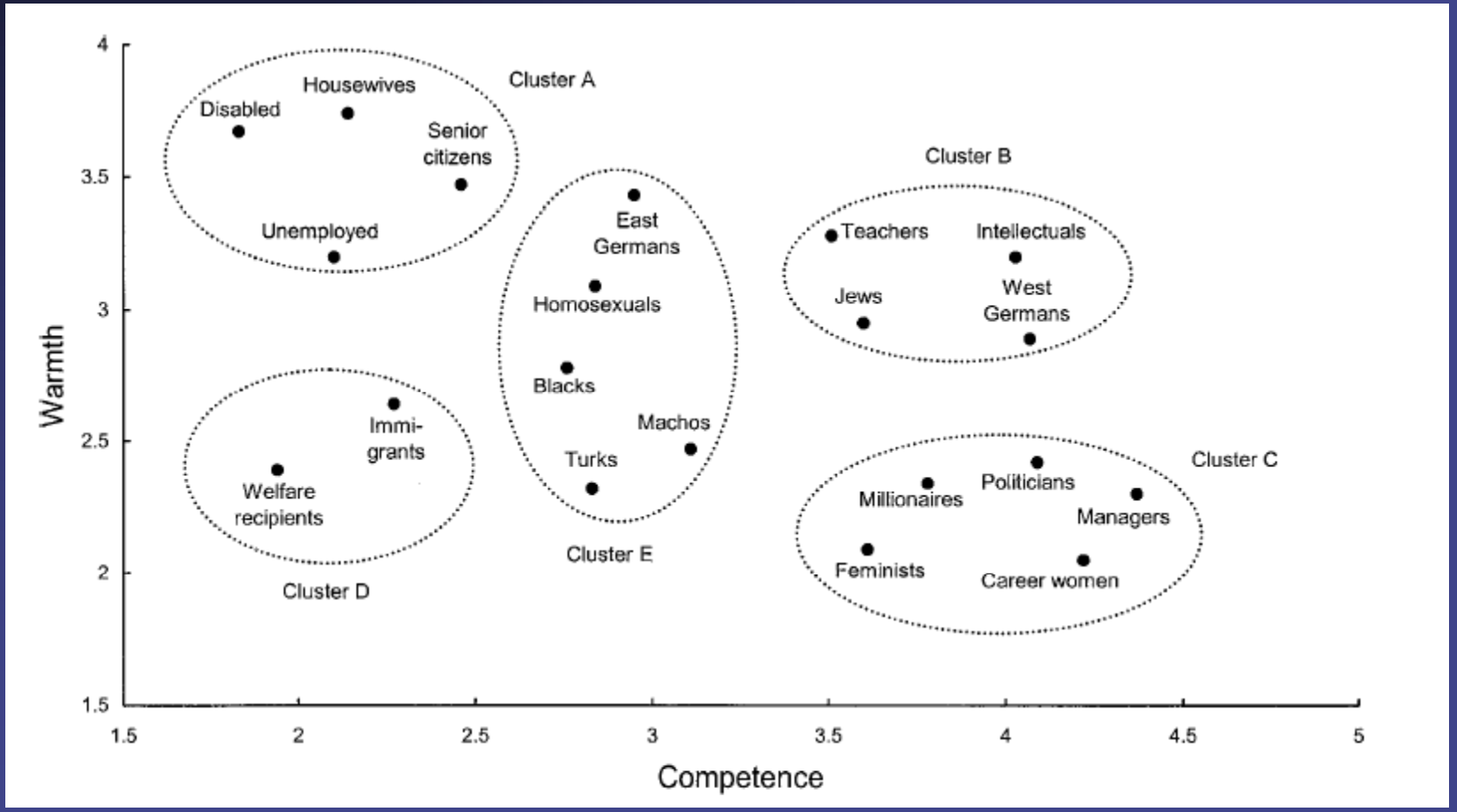
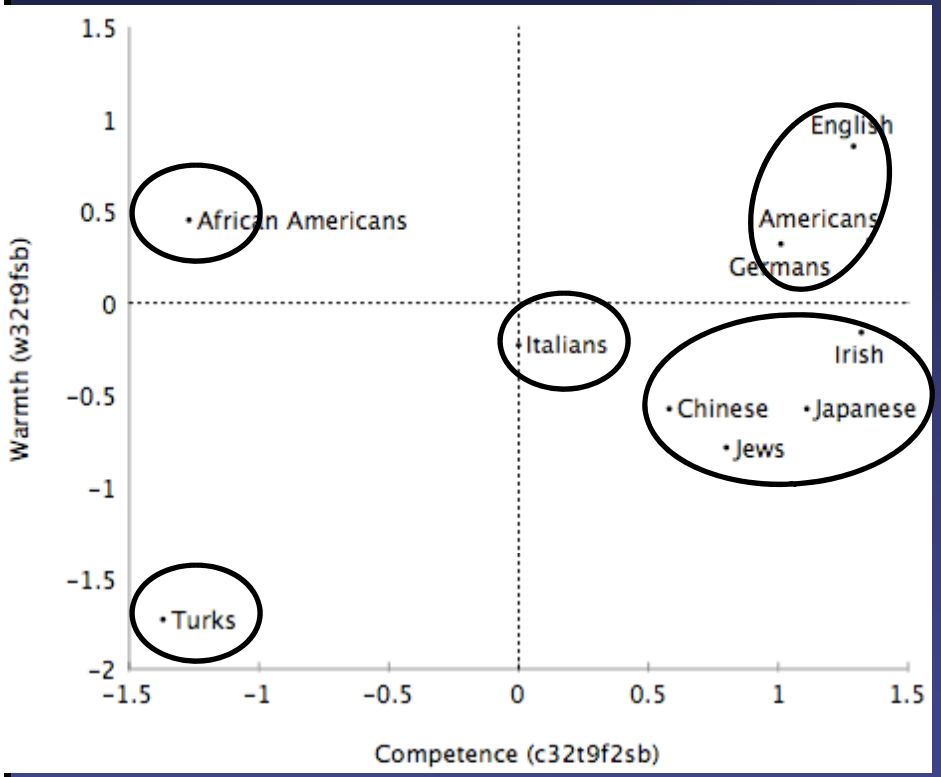
German Data (Eckes, 2002)



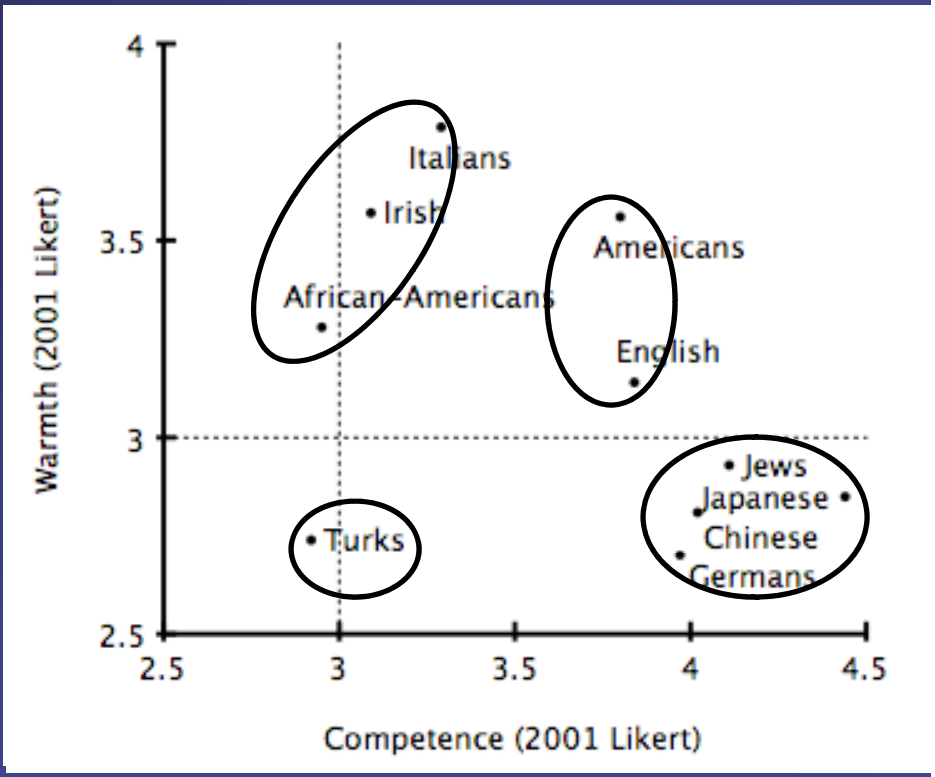
American Students: 1932-2007

(Bergsiecker, Leslie, Constantine, & Fiske, under review)

1932



2007



Italian Fascists
(Durante, Volpato, & Fiske, *EJSP*, in press)

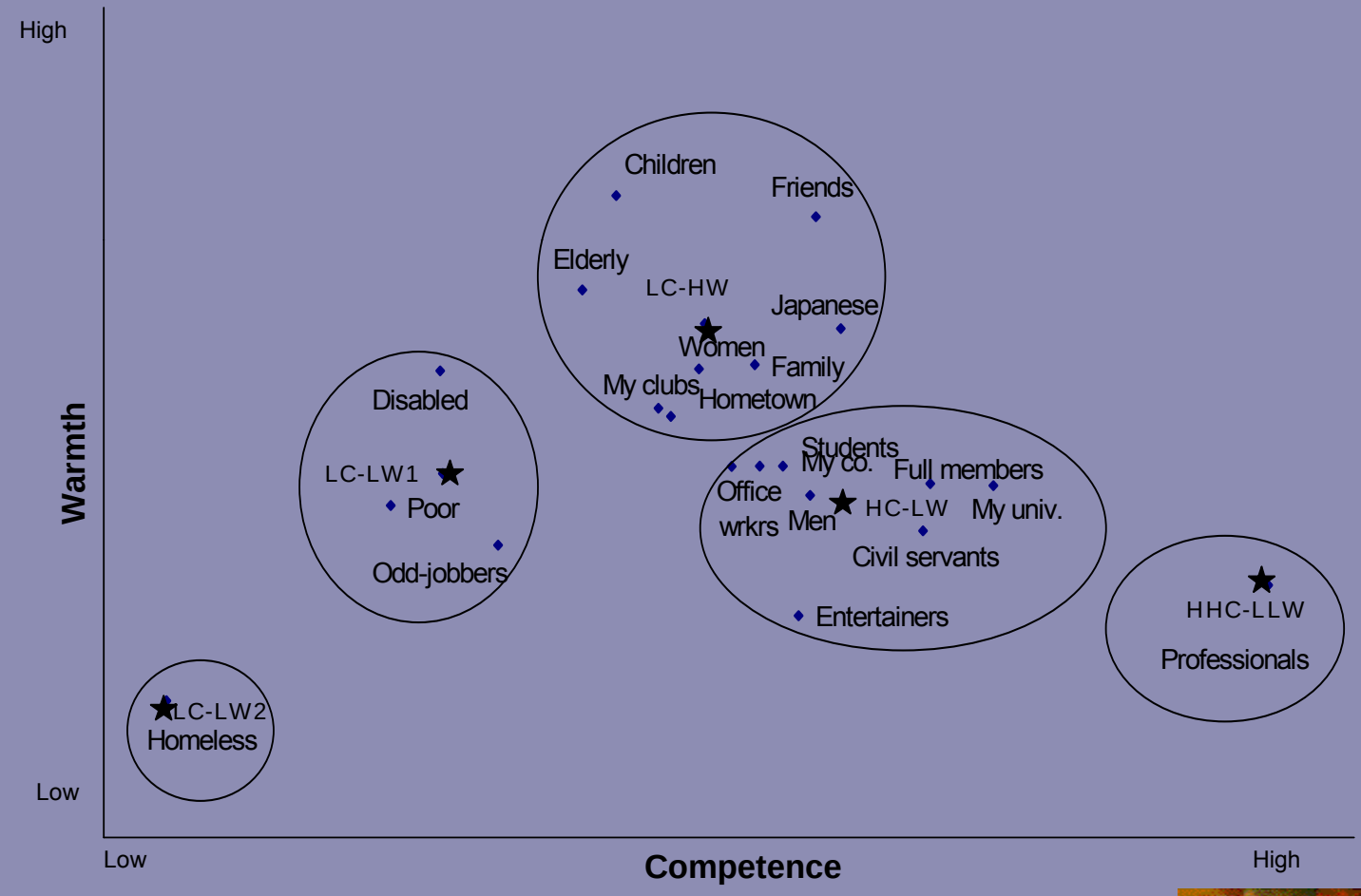
	Lo Competence	Hi Competence
Hi Warmth		Italians Aryans
Lo Warmth	Blacks Half castes	Jews English

SCM: Universal or Culture-Bound?

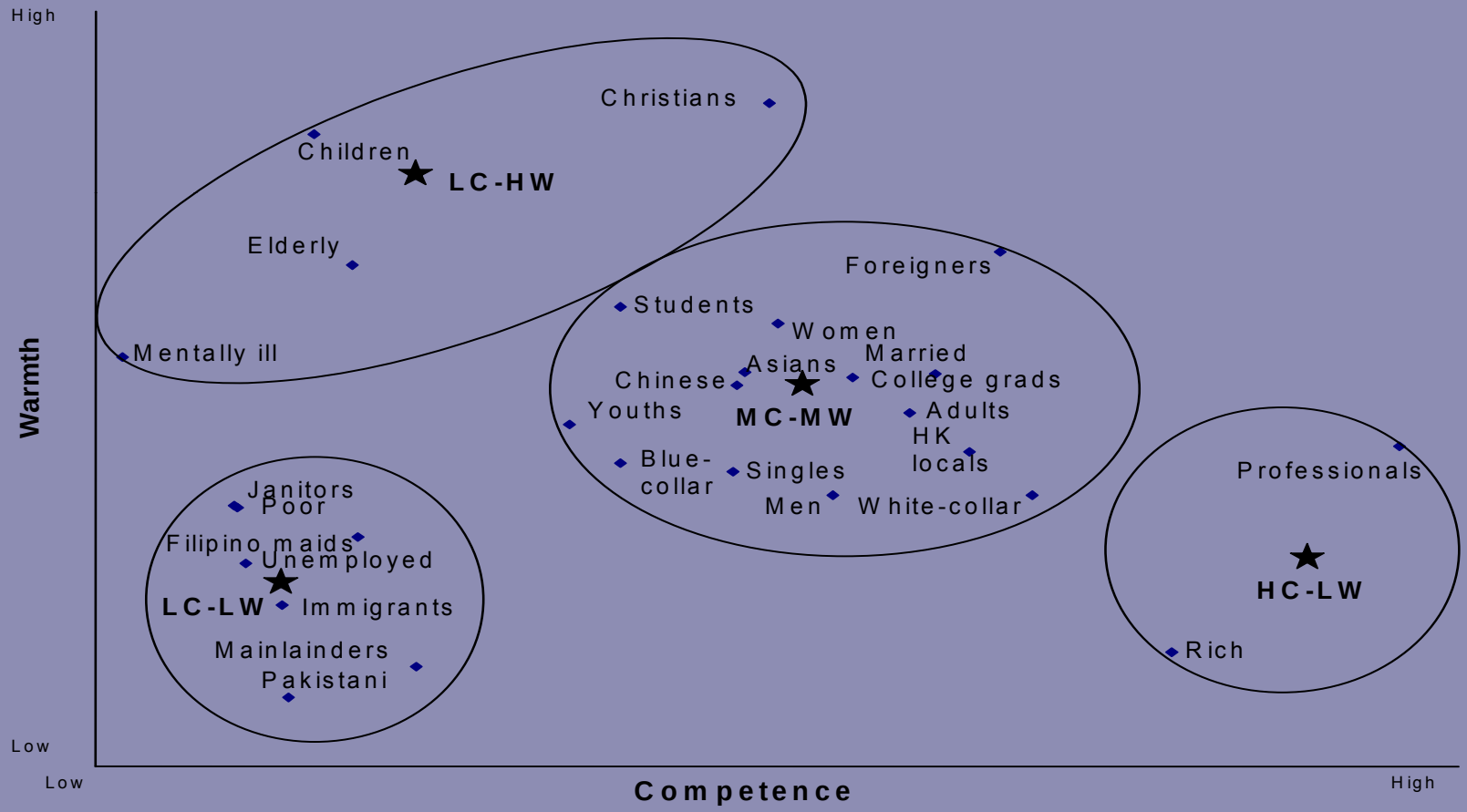
(Cuddy, Fiske, Kwan, Glick, et al., *BJSP*, 2009)

- Warmth x competence map
  - Collective warmth (harmony) > (individual) competence?
- Many groups mixed
  - Result of multi-cultural, egalitarian values?
  - Unnecessary in homogeneous, hierarchical cultures?
- Ingroup favoritism → outgroup derogation
  - No ingroup love prejudice?

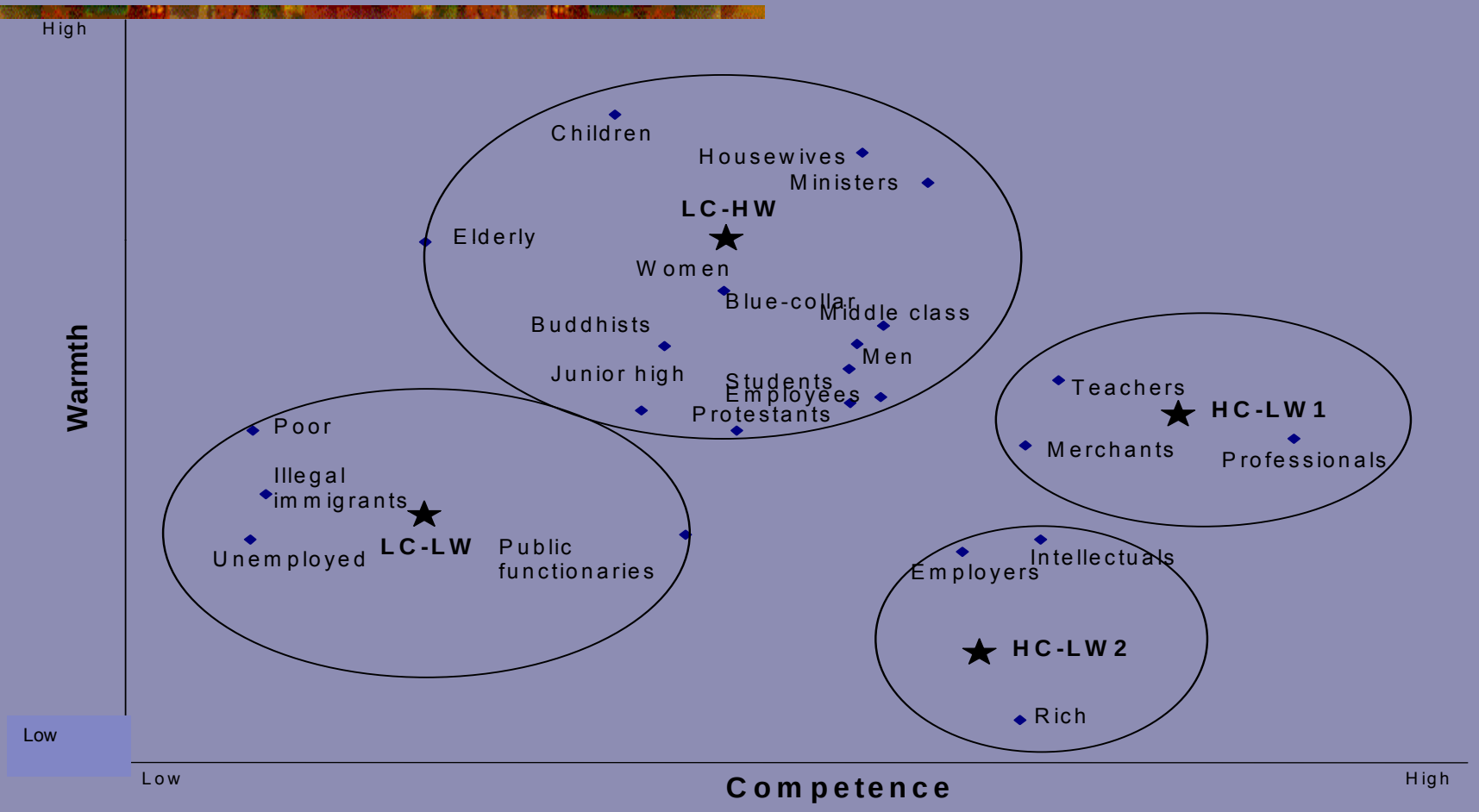
SCM: Japanese data
(Cuddy et al., *BJSP*, 2009)



SCM: Hong Kong data
(Cuddy et al., 2009)



SCM: South Korean data
(Cuddy et al., 2009)



Ingroup Favoritism
(Cuddy, Fiske, & Glick, *Adv in Exptl Soc Psy*, 2008)

Sample	Positivity
Western (2 U.S., Belgium)	.29 - .49
Asian (Japan, Hong Kong, S. Korea)	.02 - .18

Positivity averages across warmth & competence, which show same patterns.

Prejudices

- Come in distinct *types*
- From ideas of society & stereotypes in *mind*
- Universal across *culture*
  - *But outgroup prejudices without ingroup favoritism*
- Happen for *individuals*
- In distinct regions of *brain*
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Intergroup Perception → Person Perception
(Russell & Fiske, *EJSP*, 2008)

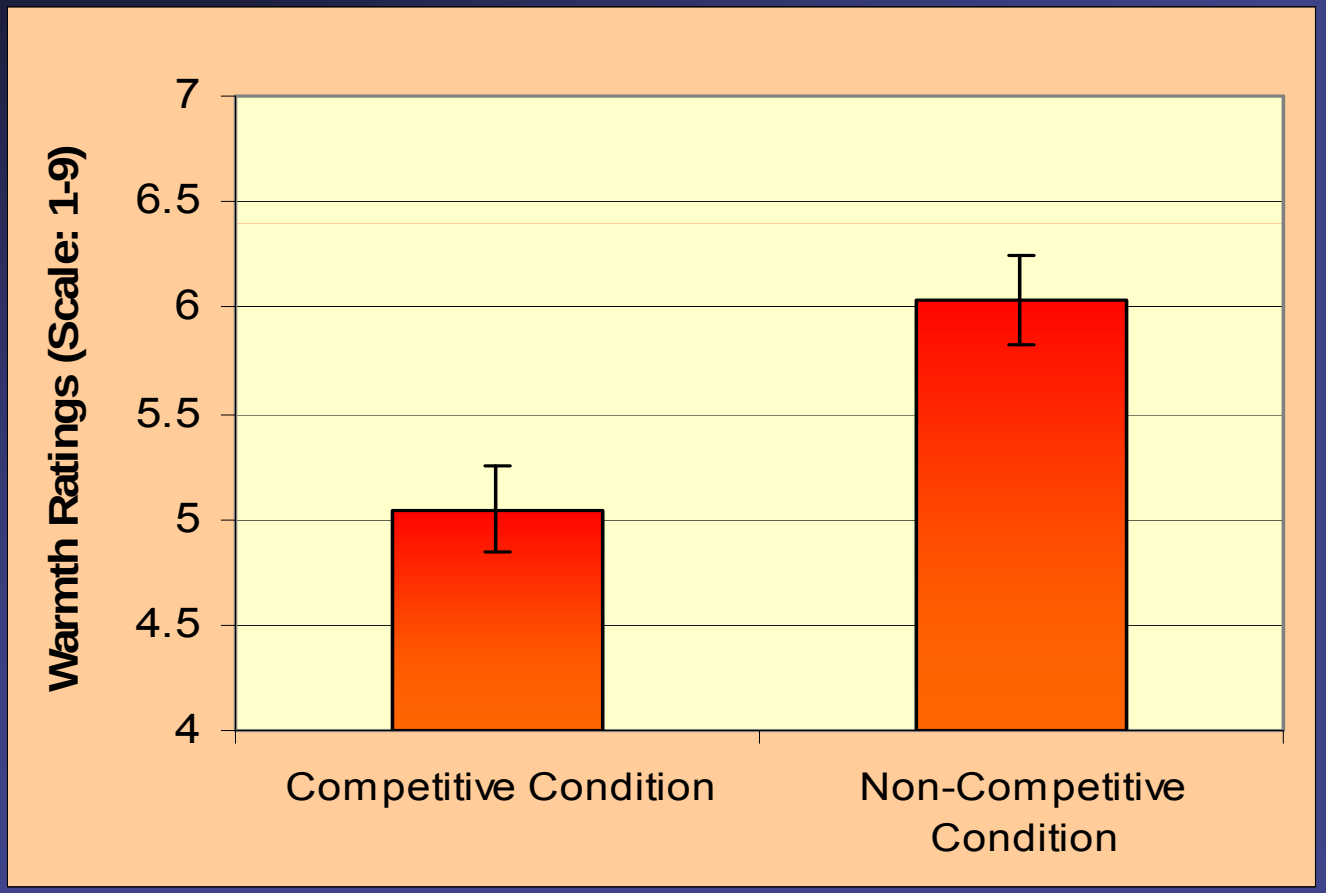
- Individual competition & status → individual warmth & competence

Methods

- **Participants:** Princeton Undergrads (n=46)
- **Cover: National** Impression Formation Study on how synthesize info from different sources
  - Interact & form impression of another student
  - Background (status)
  - “Subliminal” info
  - Game (competition)
  - Rate warmth & competence
- 2 (status) x 2 (competition)

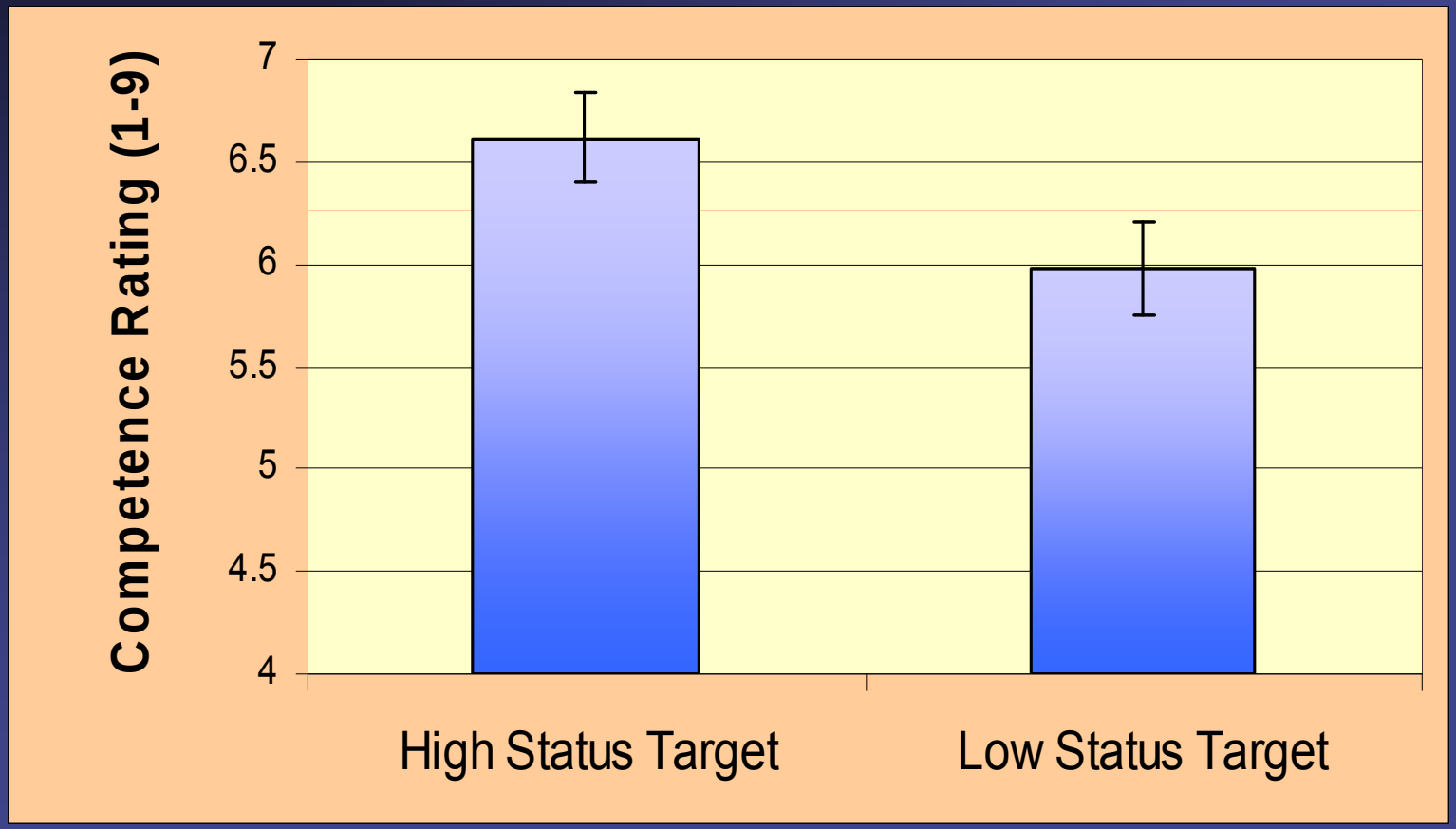
Competition → Perceived Warmth

(Russell & Fiske, *EJSP*, 2008)

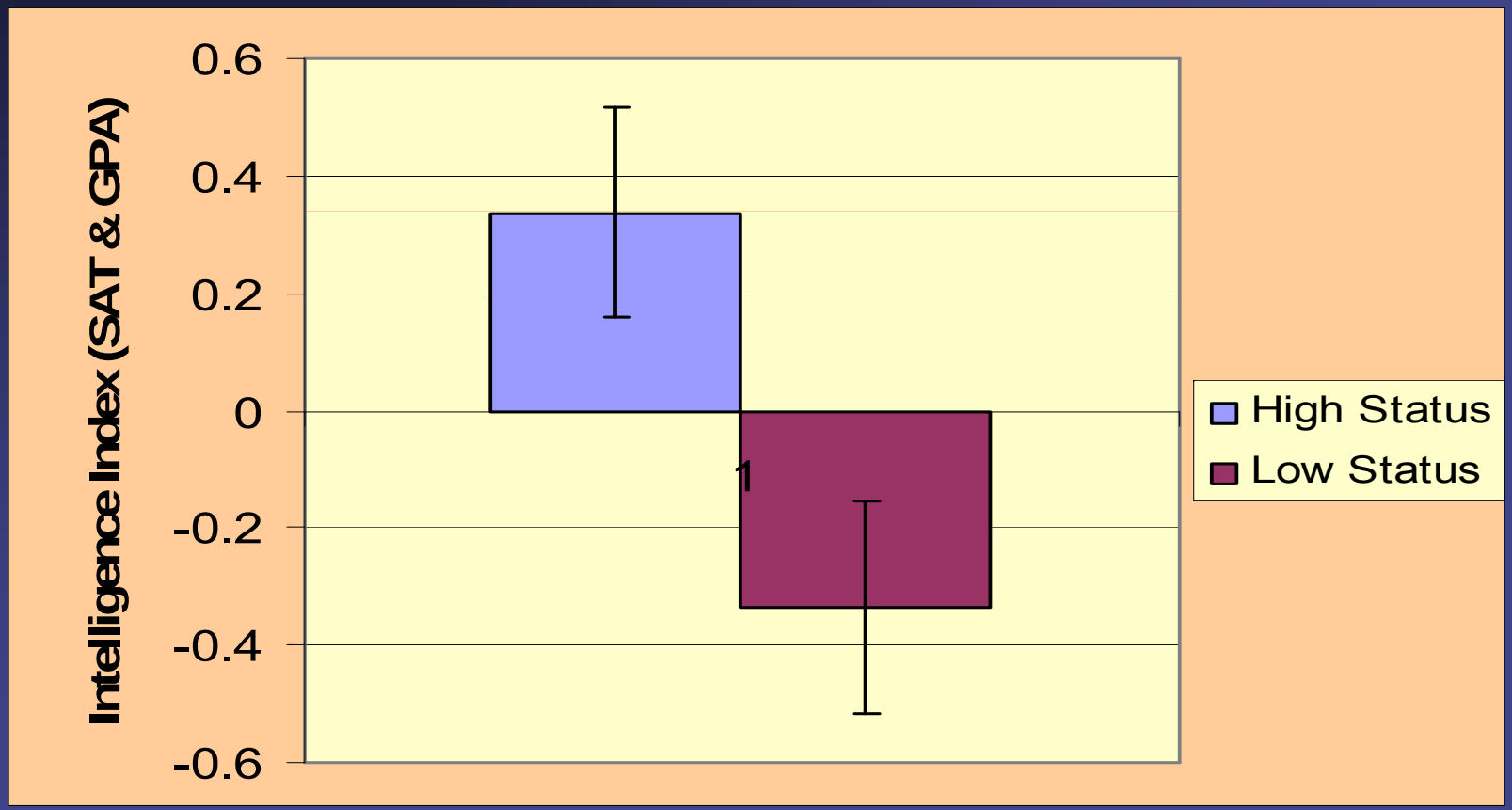


Status → Perceived Competence

(Russell & Fiske, *EJSP*, 2008)



Status → Competence on Intelligence Index (SAT, GPA)



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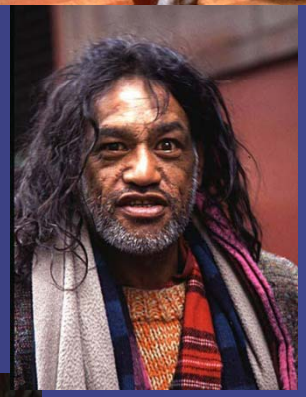

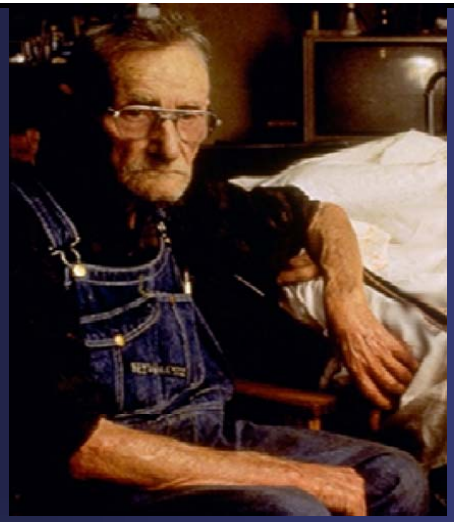

PRINCETON
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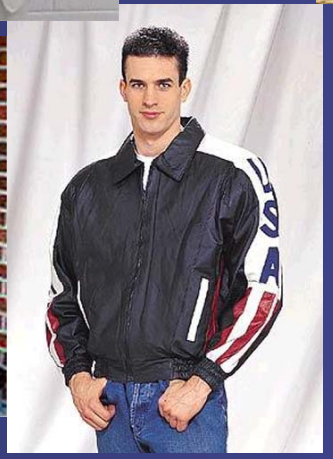
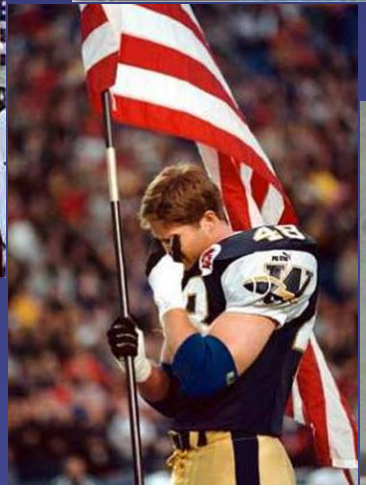
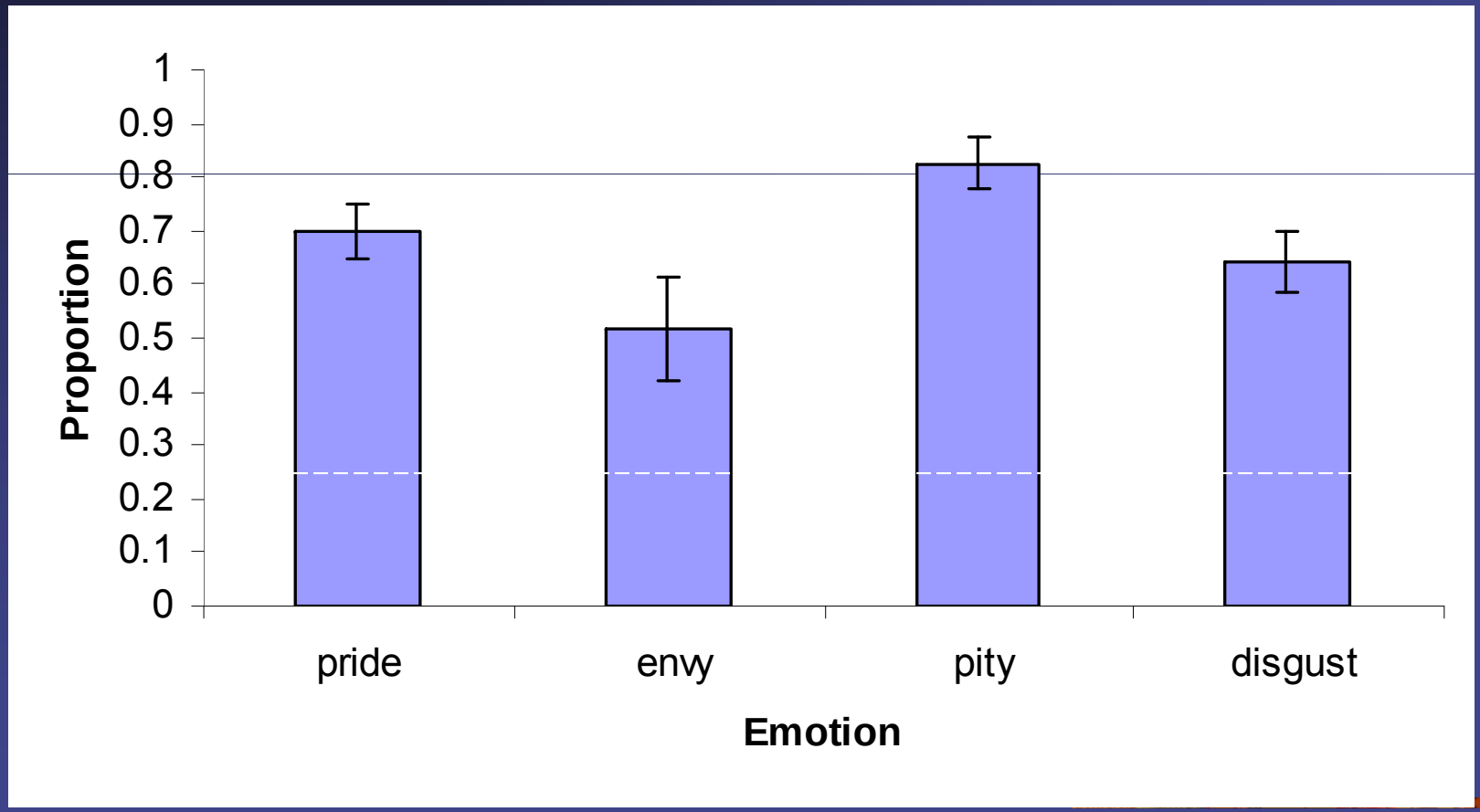




Pride	Envy	Pity	Disgust
1	2	3	4

Emotion Ratings in Scanner
(Harris & Fiske, *Psych Science*, 2006)



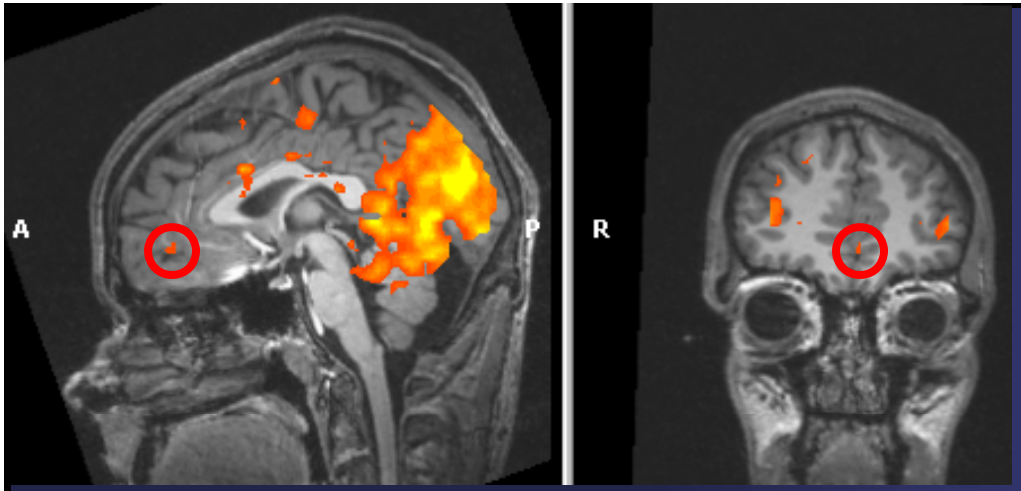
SCAN 101

- Medial Prefrontal Cortex
  - Social cognition, theory of mind, social affect
- Dispositional attributions about people

  (Harris, Todorov, & Fiske, *NeuroImage*, 2006)
  - Not ambiguous attributions
  - Not objects doing same actions

    (Harris & Fiske, *Social Cognition, 2008*)
- "Social valuation"

MPFC: Social Cognition

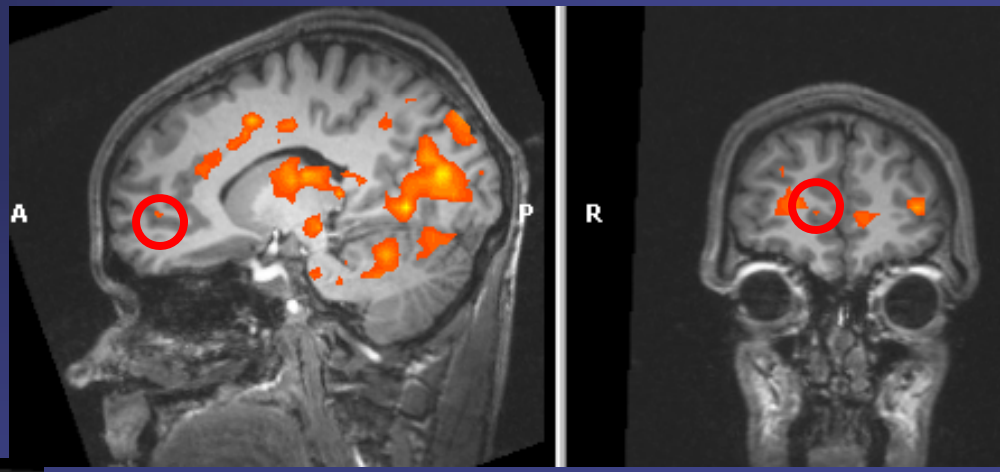


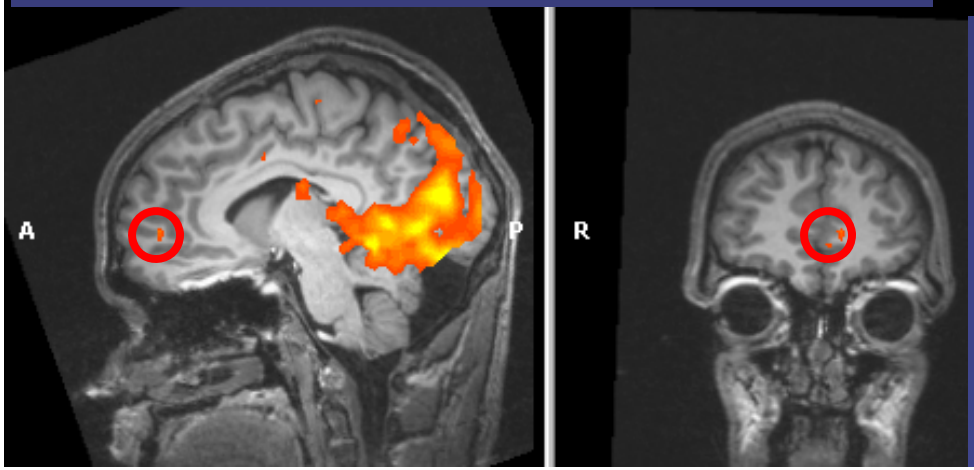
Pride

Y: 55

Envy

Y: 14



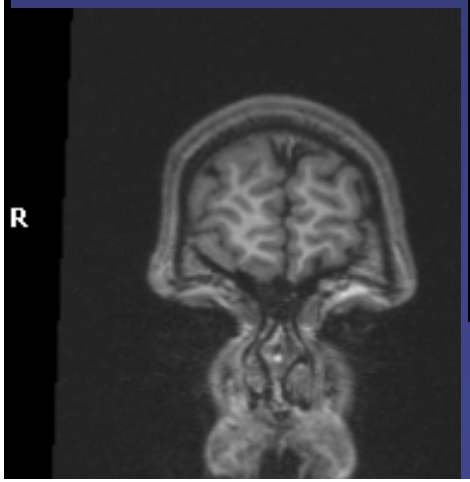


Pity

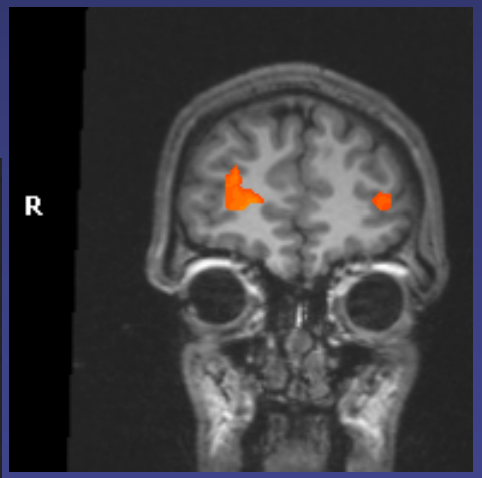
Y: -19

Disgust: No MPFC, not Social

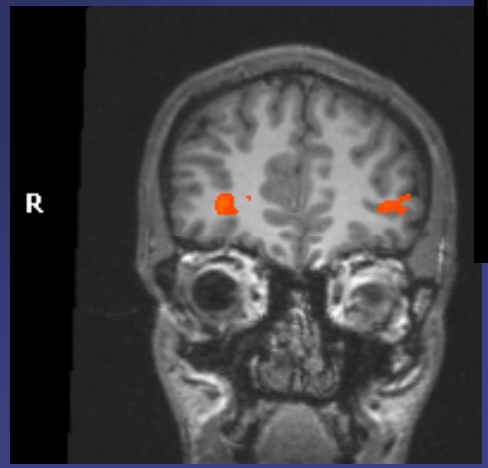
Y: 62



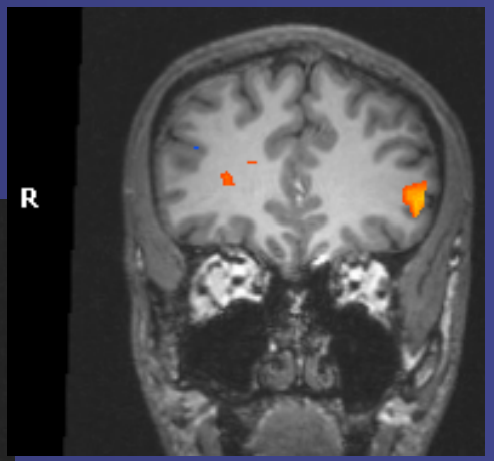
Y: 52



Y: 42



Y: 32



Disclaimer & Digression

- What I said:
  - Differentiated prejudices→distinct activations
- What I did NOT say:
  - Prejudice is inevitable, wired in
- Brief empirical digression:
  - Neural activation depends on social context

Goal Study Hypotheses

- Nonsocial goal →no MPFC
- Individuating goal →MPFC
- Categorization goal → amygdala, MPFC

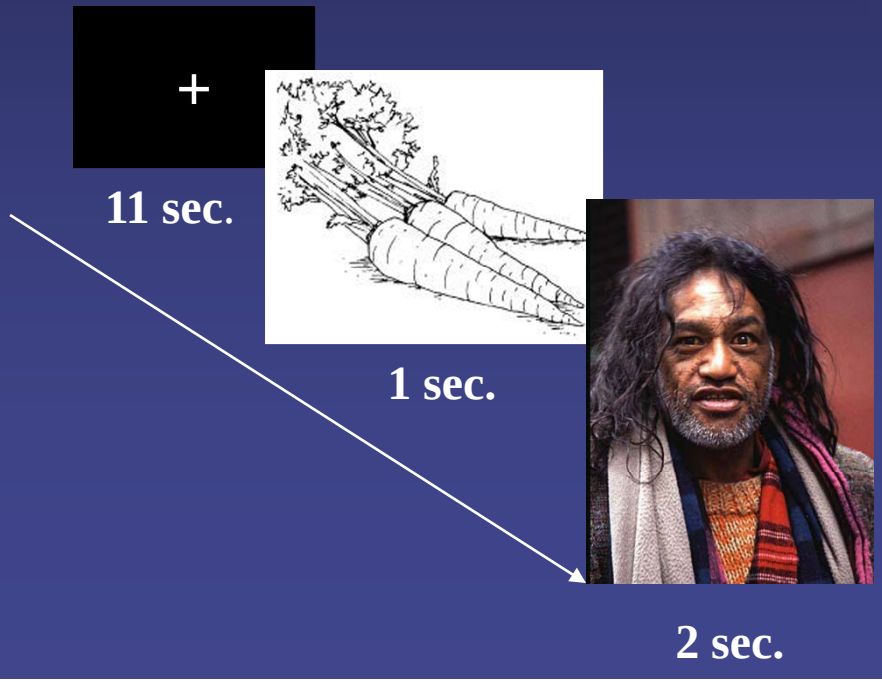
Instructions

(Harris & Fiske, *SCAN*, 2007)

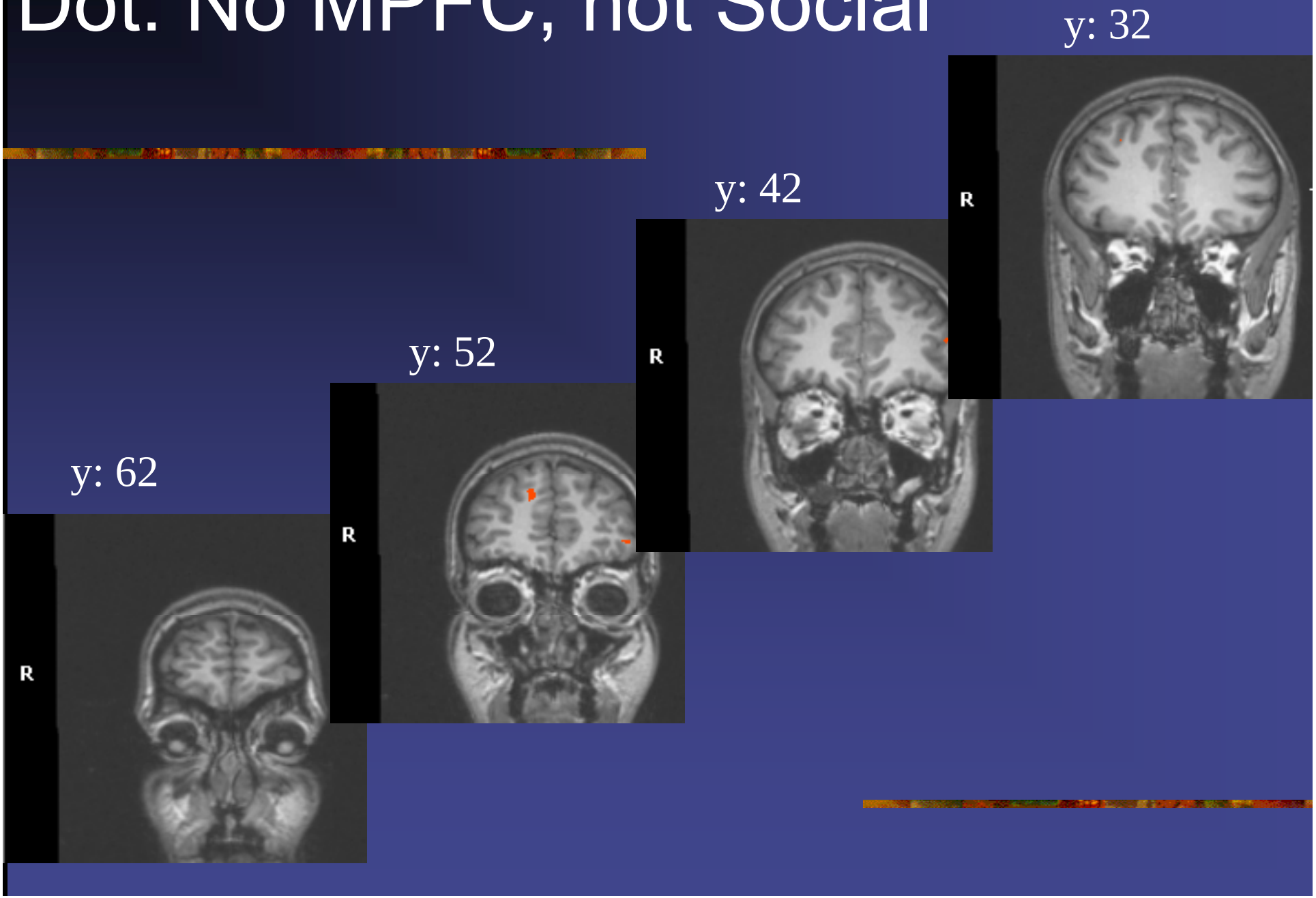
Shown for 2 sec. at the beginning of each block of 12 faces

Stimuli & Design

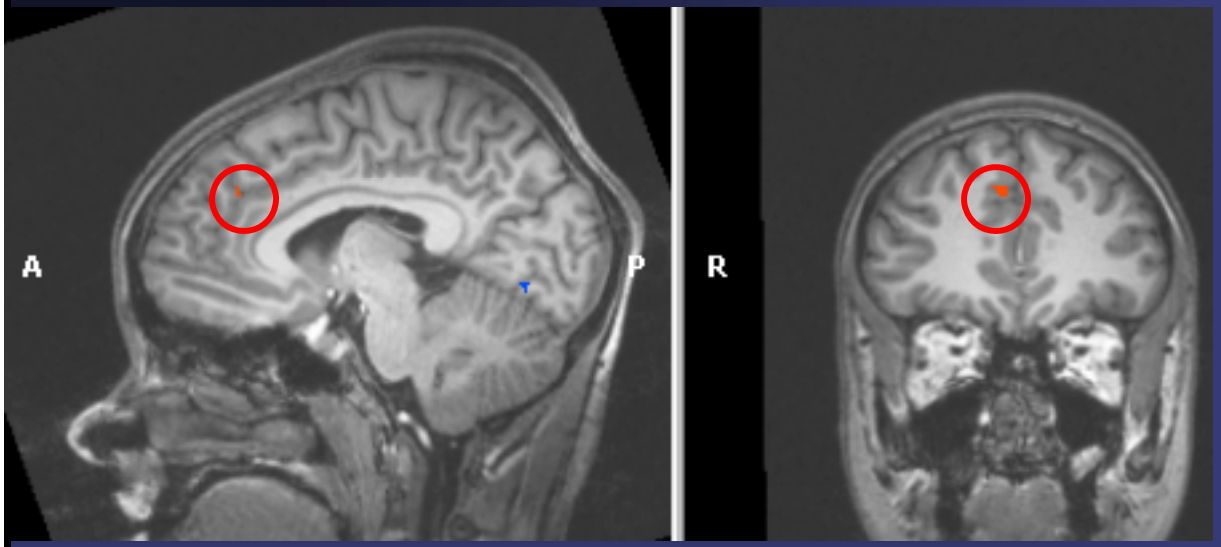
(Harris & Fiske, *SCAN*, 2007)



Dot: No MPFC, not Social



MPFC Activation: Social Cognition

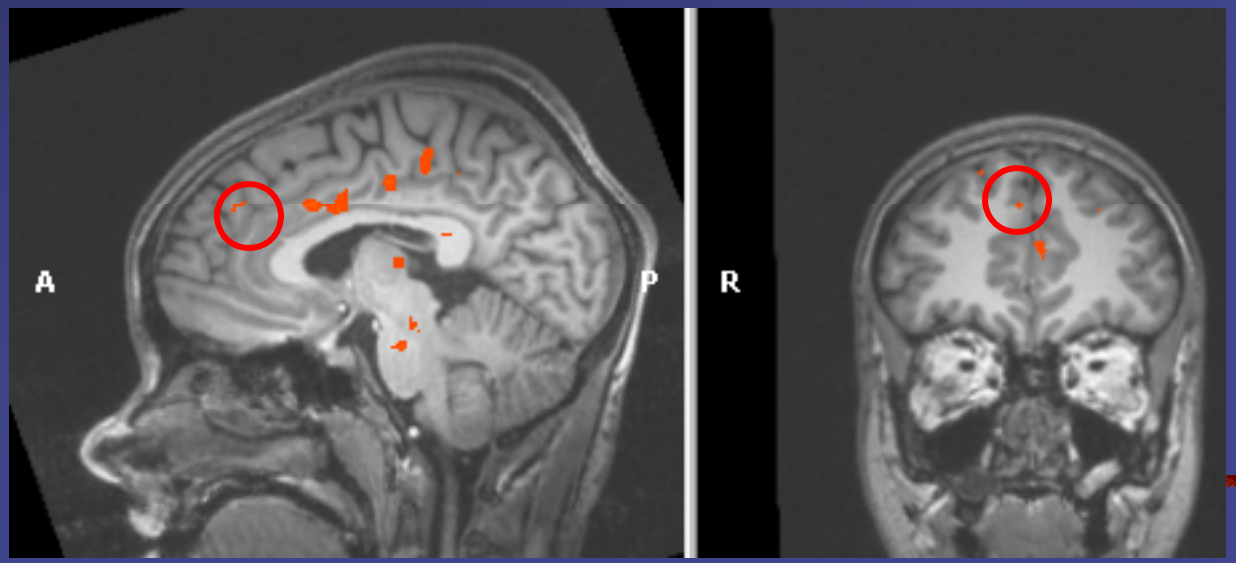


Vegetable task

x: 8, y: 38, z: 32

Age task

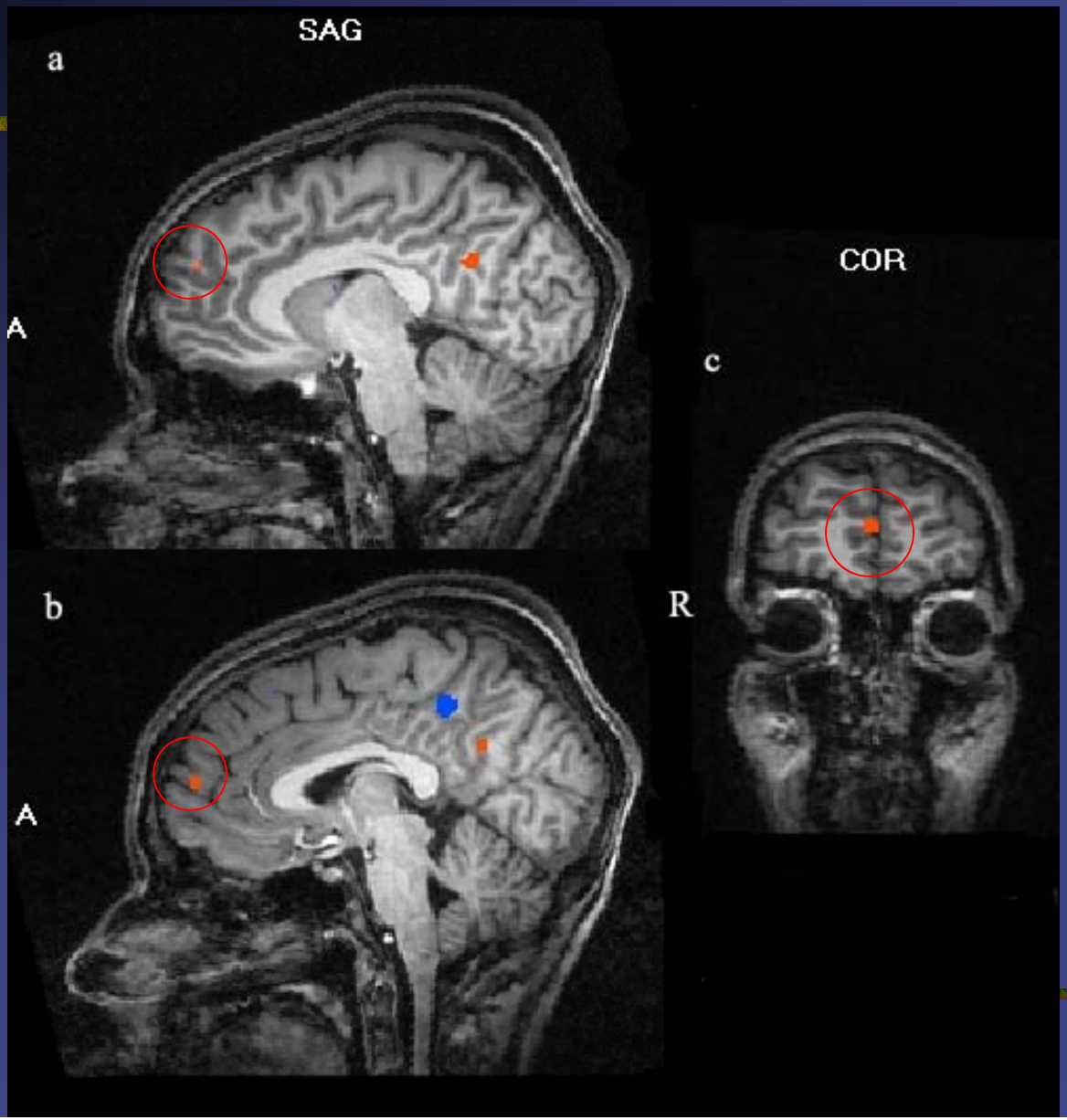
x: 5, y: 42, z: 30



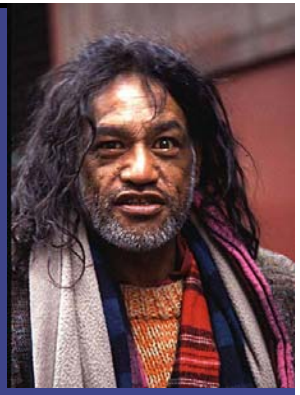
“Rehumanization” (Harris & Fiske, *SCAN*, 2007)

Dehuman. Targets

Human. Targets

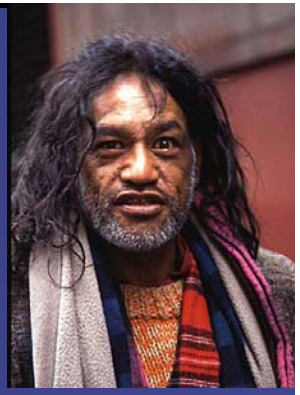


Dehumanization: Denying a Mind to Others



Prejudices	**MPFC activation**		
Pride	***.47***		
Envy	***.57***		
Pity	***.52***		
Disgust	.34		

Dehumanization: Denying a Mind to Others



Prejudices	MPFC activation	Attributed mind	Likely interaction
Pride	***.47***	***.78***	.27
Envy	***.57***	***.66***	.14
Pity	***.52***	***.35***	-.24
Disgust	.34	.26	***-.43***

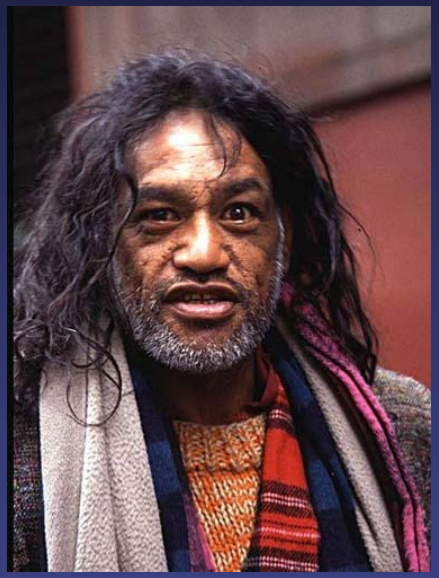
Disgusting groups also less articulate, intelligent, less typically human

(Harris & Fiske, 2006 & under review)

Other Kinds of Dehumanization?

Dehumanization Theory (Haslam):

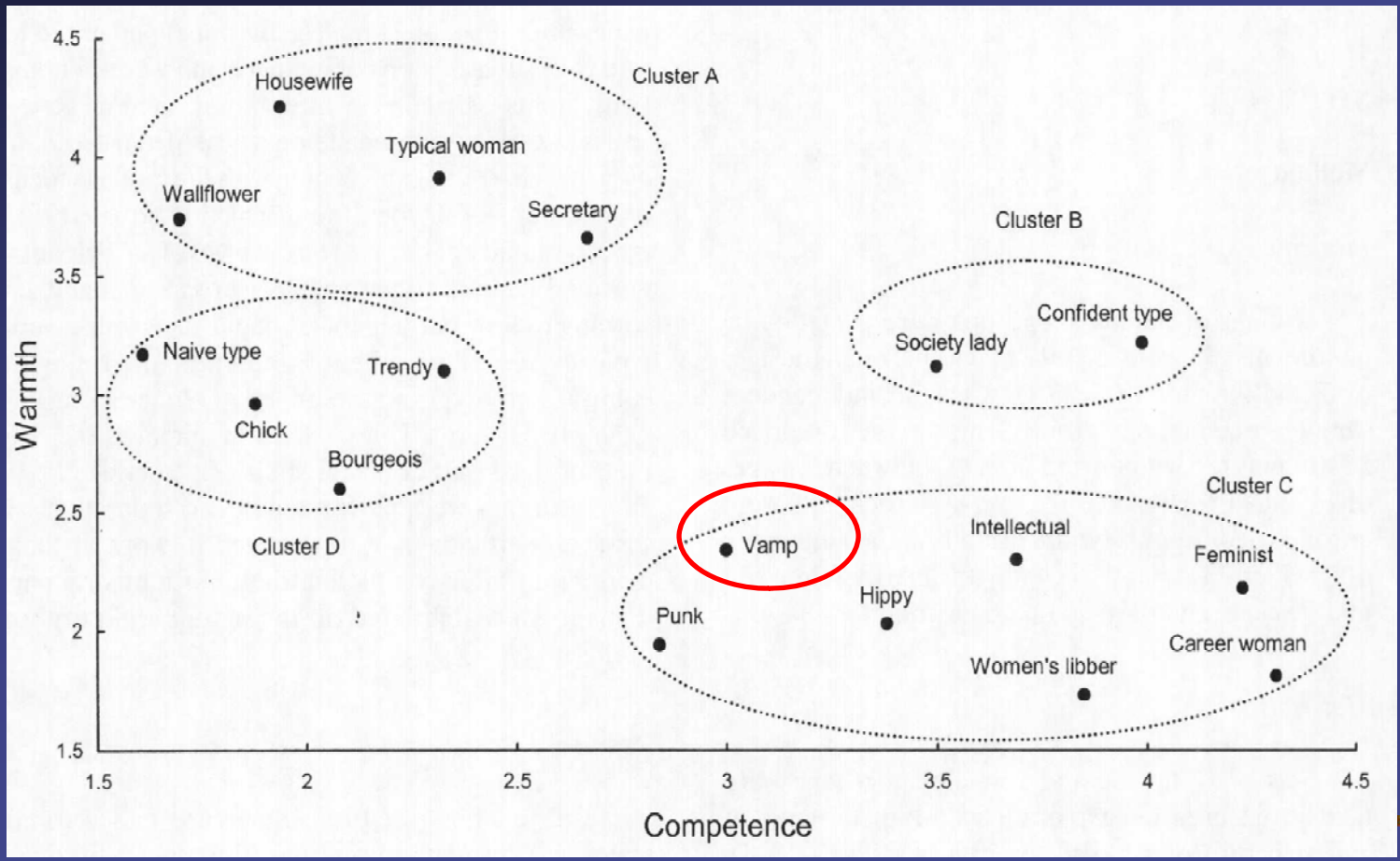
- Dehumanization as disgusting animals (e.g., vermin such as rodents, insects)
- Dehumanization as objects (e.g., tools, machines, robots)



Stereotype Content Model

	Low Competence	High Competence
High Warmth	older, disabled, retarded Pity	ingroup, allies, reference groups Pride
Low Warmth	poor, welfare, homeless Disgust *(Vermin)*	Jews, Asians, rich, feminists, vamps Envy *(Objects)*

Female Subtypes (Eckes, 2002)



Hypotheses
(Cikara, Eberhardt, & Fiske, under review)

For heterosexual men, sexualized women have instrumental value, so they will:

- Recognize bodies of sexualized women
  - Not faces
- Deactivate social cognition network
  - Correlated with hostile sexism

Participants & Design (Cikara et al.)

- 21 heterosexual male students

Independent variables:

- 2 (bikini/clothed) X 2 (female/male target)

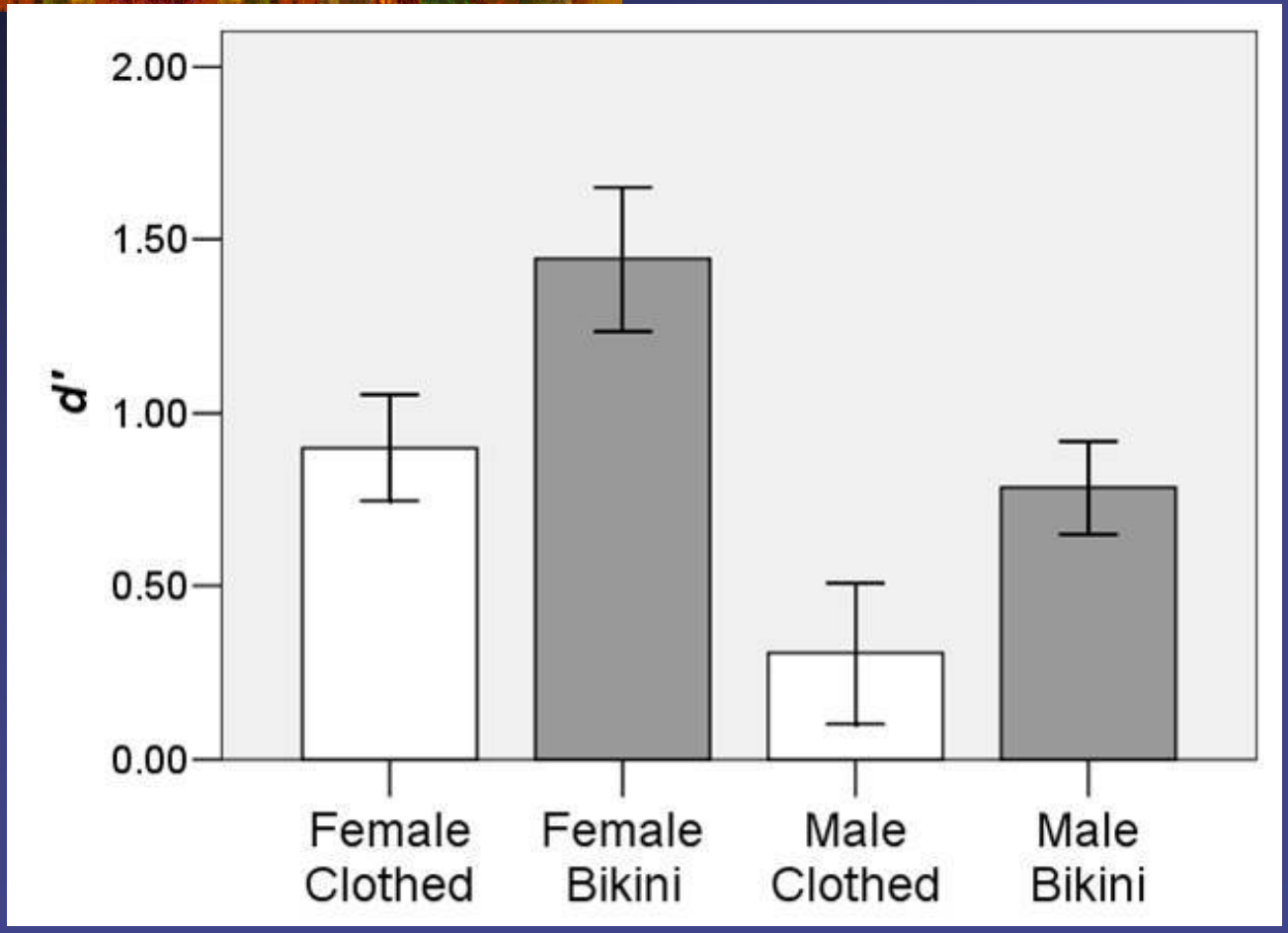
Dependent variables:

- BOLD response
- Surprise face & body recognition
- Hostile Sexism (Glick & Fiske, 1996)

Sample Stimuli

20 each, 10 foils

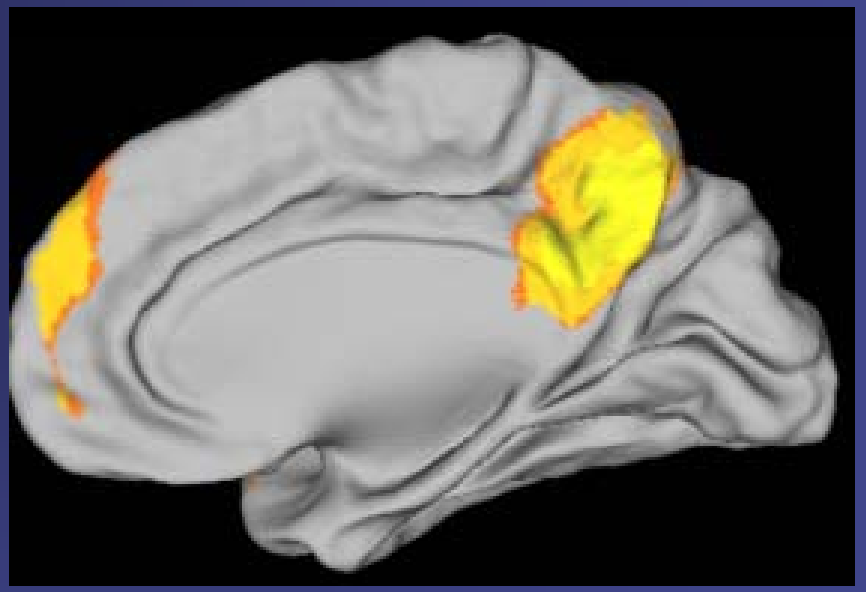
Body Recognition



$F_{gender}(1,20) = 17.78$, $p < .001$, $\eta_p^2 = .47$; $F_{clothing}(1,20) = 11.33$, $p < .005$, $\eta_p^2 = .36$

Hostile Sexism & Whole Brain:

*De*activation of Social Cognition Network

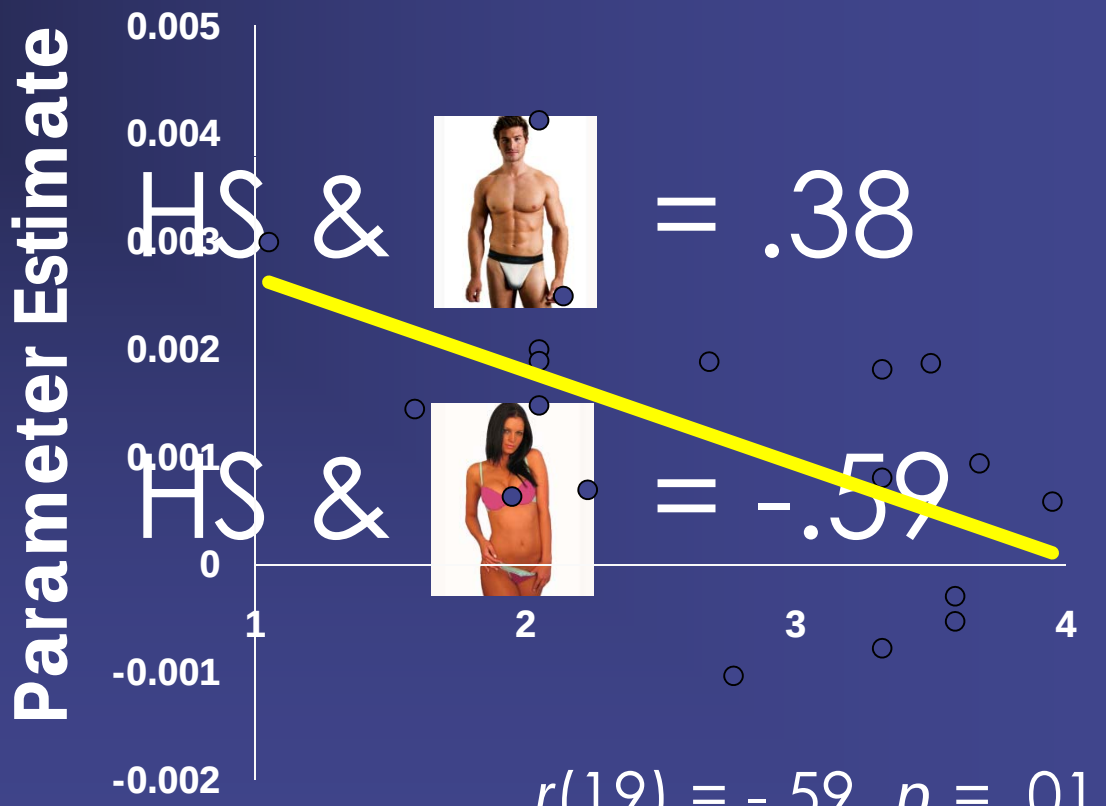


Mitchell, 2008

William's test $t(19) = 2.9$, $p < .005$, one-tailed

HS Correlation within mPFC

mPFC
BA 10
33 voxels



$r(19) = -.59$, $p = .01$

First v. Third Person Verb IAT

First Person Verbs

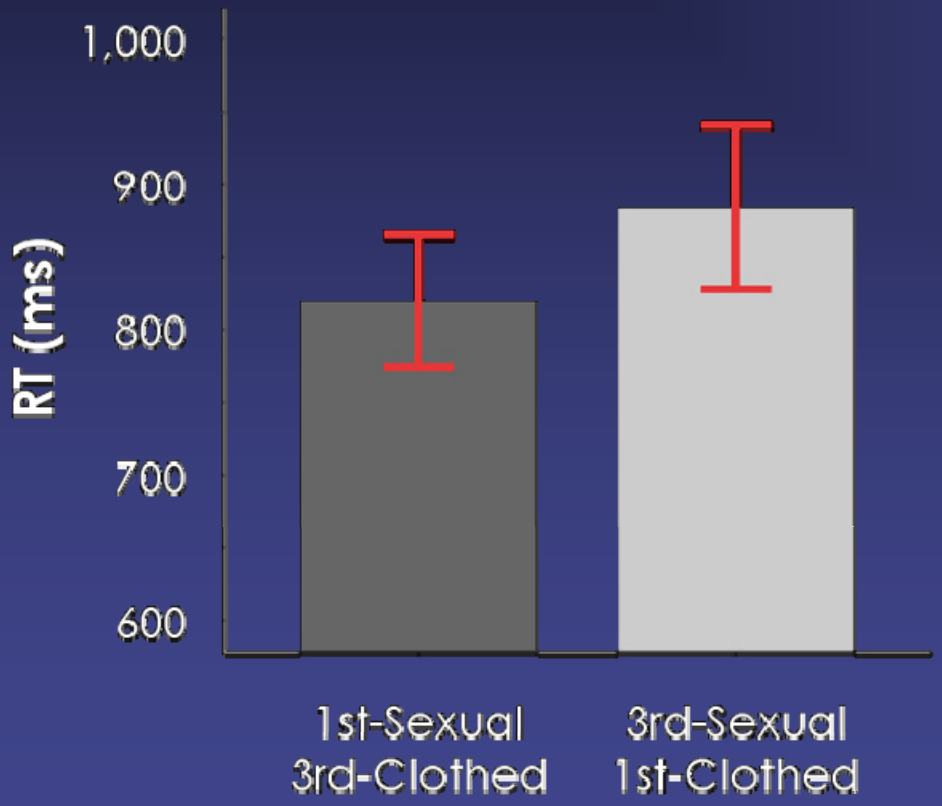
- use
- push
- pull
- squeeze
- turn
- fold
- grasp

Third Person Verbs

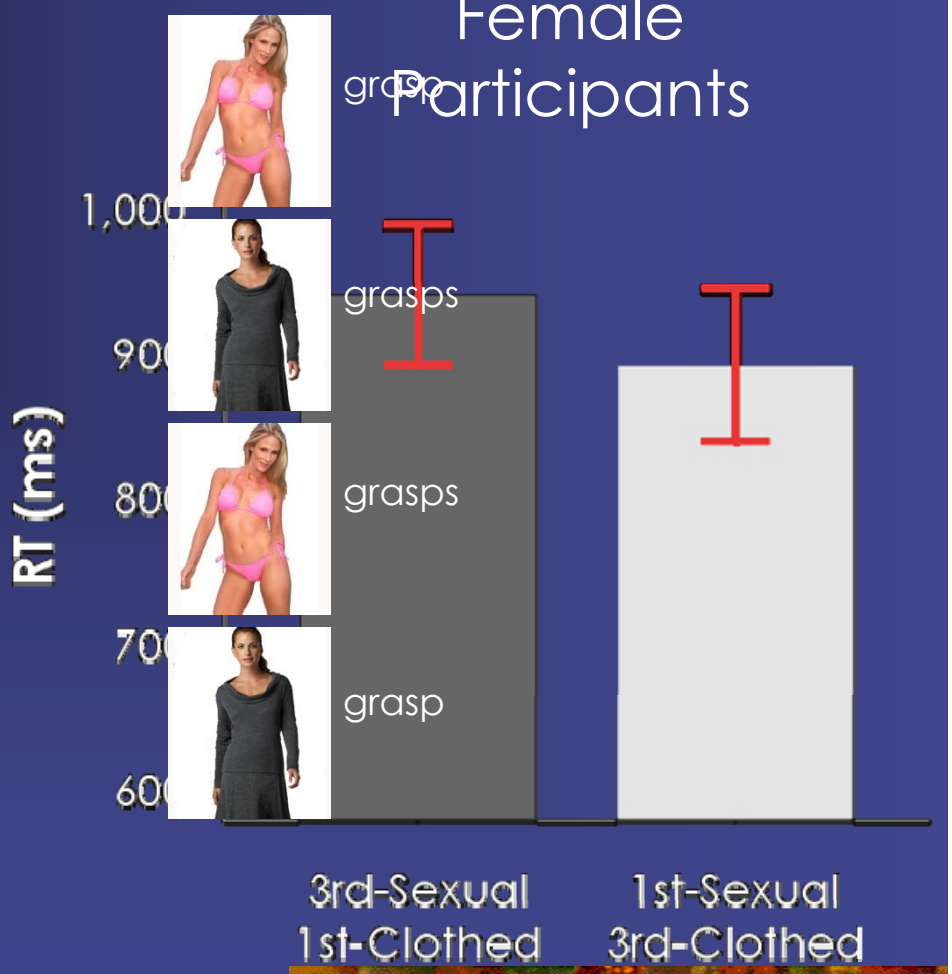
- uses
- pushes
- pulls
- squeezes
- turns
- folds
- grasps

IAT Results

Male Participants



Female Participants

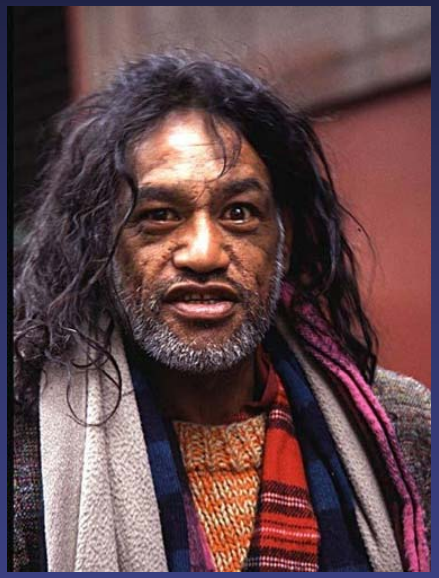


Sexualized Female Bodies

(Cikara et al., under review)

- Remembered best
- Associated with first-person actions
- Sexism *de*-activates mPFC
  - Social cognition network

- Possible neural signatures for unique prejudices



Prejudices

- Come in distinct *types*
- From ideas of society & stereotypes in *mind*
- Universal across *culture*
- Happen for *individuals*
- In distinct regions of *brain*
  - *But depends on social goals*
- Predict distinct patterns of *discrimination*

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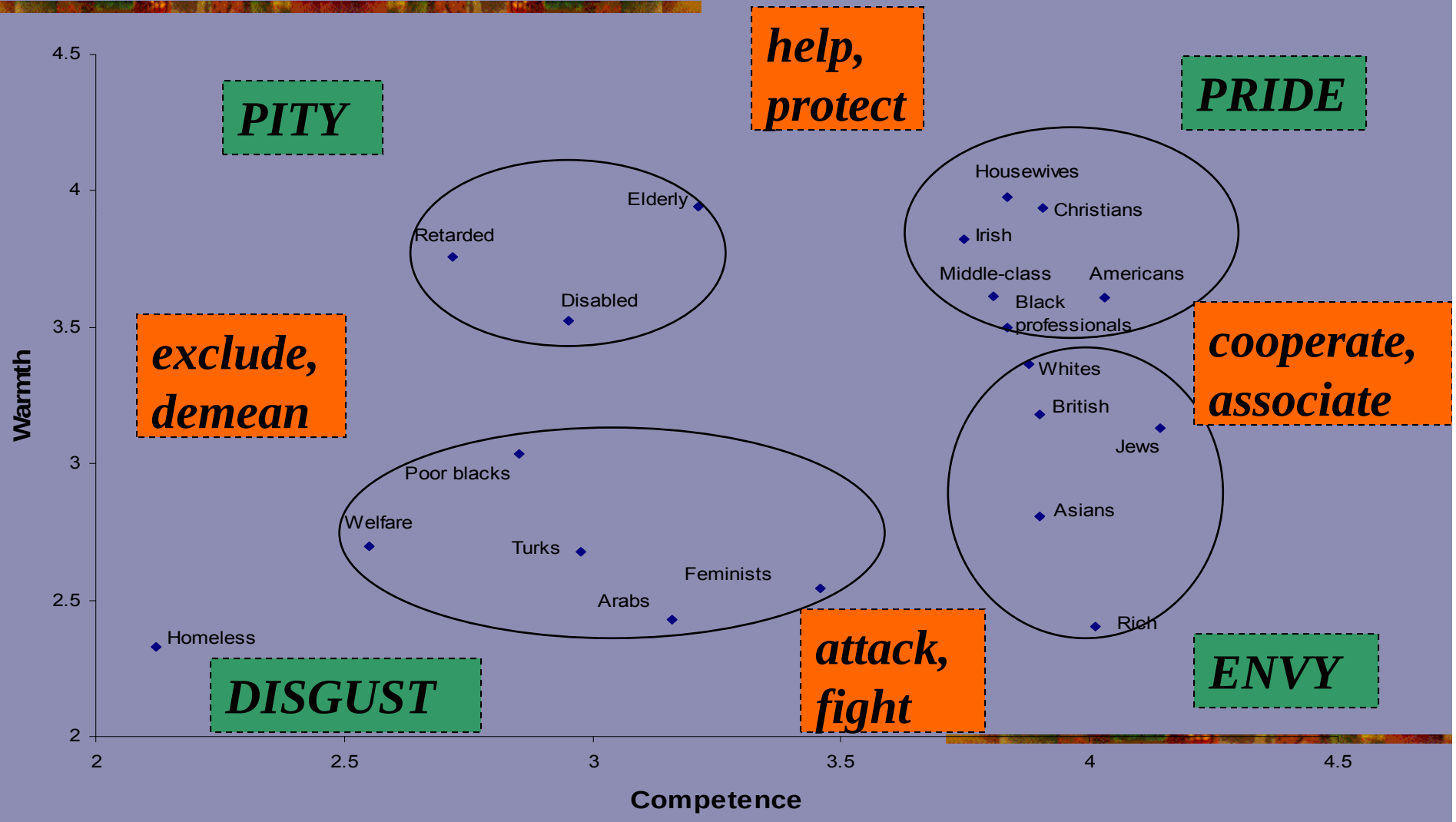
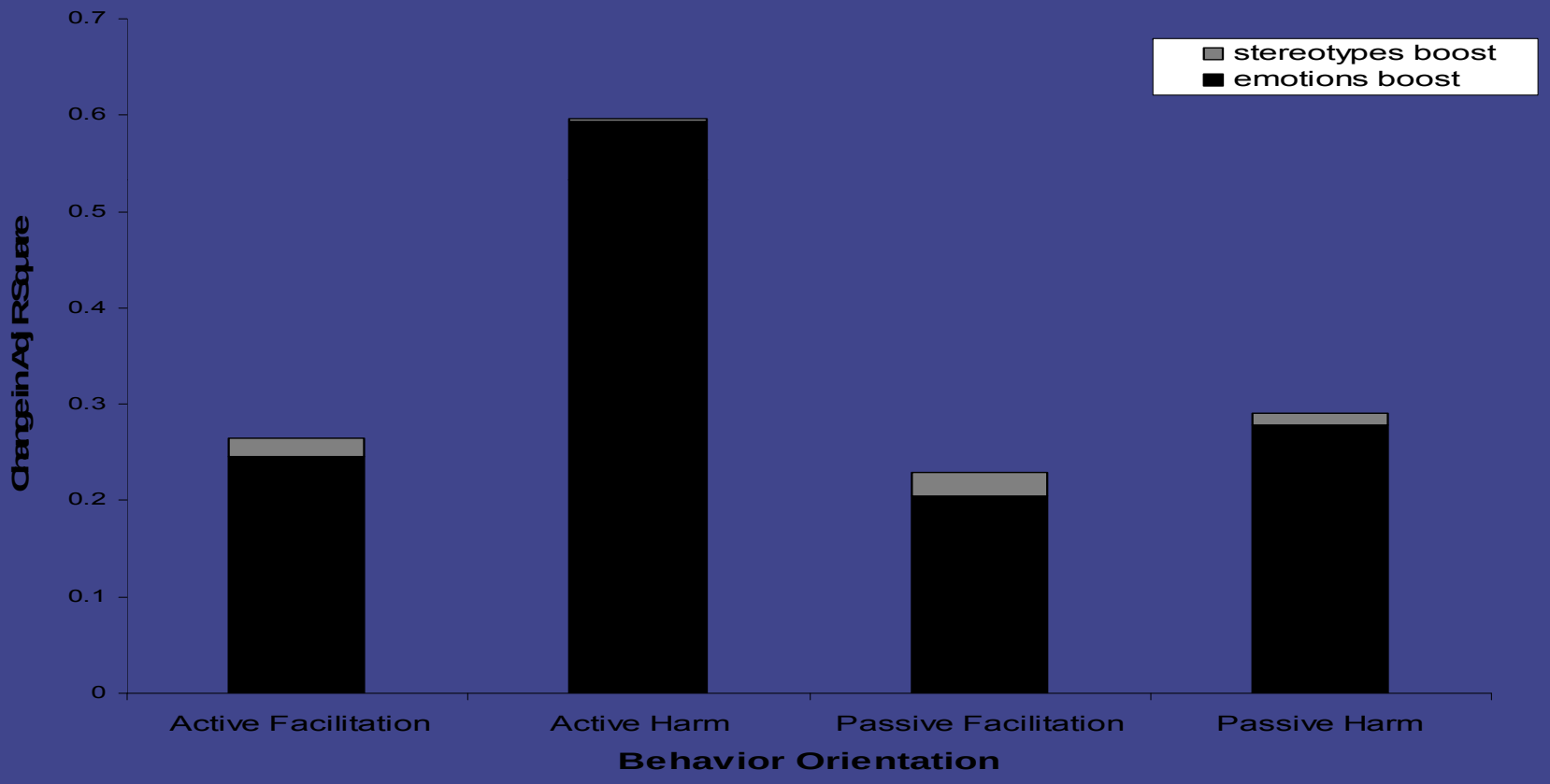
SCM: US Representative Sample

(Cuddy et al., *JPSP*, 2007)

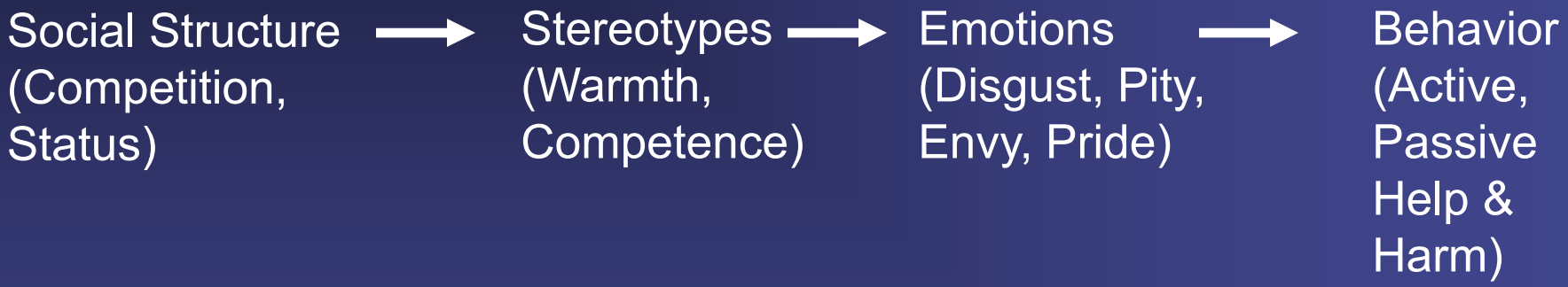


Predicting Discrimination: US Survey

(Cuddy et al., *JPSP*, 2007)



Overall Causal Model



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Implications

- Not all biases are equivalent
  - Most stereotypes are ambivalent
  - Most prejudices create mixed emotions
  - Most discrimination includes both help & harm
- People don't know this
  - Automatic = unconscious
  - Ambiguous = hard to detect
  - Ambivalent = mixed
- Monitor overall patterns

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- Peter Glick, Lawrence University
- Jennifer Eberhardt, Stanford University
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- Costa Rica: V. Smith-Castro & R. Perez
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- Germany: R. Ziegler
- Israel: N. Rouhana
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- South Africa: A. Akande
- Spain: R. Rodriguez Bailon, E. Morales, & M. Moya
- Wales: G. Maio

Thank you

RSF Project:
Envy Up & Scorn Down

- Envy & scorn divide us
- What?
- Who?
- Where?
- Why?
  - (comparison informs, identifies, & protects)
- When?
- How to harness for good