"My Best Friend is a Smurf!" Assessing Racism through Children's Cartoons

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Modern Racism

- Referred to as "symbolic racism"
- Much more subtle than "old fashioned racism" (Sniderman & Tetlock, 1986).
- We have an implicit norm to be "multi-cultural"



What's the problem?

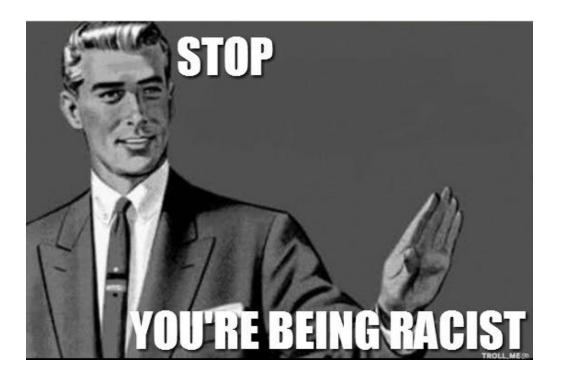
- We don't know how racist people are.
- Modern racism is not direct, making it difficult to assess.
 - People want to avoid seeming racist.
 - Lower scores on explicit racism scales may indicate racial bias
- Implicit measures indicate a higher bias towards once race (Arkes & Tetlock, 2004).
 - These measures are still debatable on reliability/validity

Stereotype Threat

- Originally discovered in studies involving women and mathematics (Steele & Aronson, 1995).
- Idea that once you are reminded of the stereotype, you will act like it.
- > White people do not like the stereotype that "whites are racist".

This Study's Purpose

- Activate stereotype threat in Caucasian individuals
- Help create a better understanding of how we can assess modern racism
- ► Hypothesis:
 - White people will behave differently as a means of not seeming racist



Research Questions

Will the answers on the Smurf Identity Scale differ between the conditions?

Activating Stereotype Threat

https://www.youtube.com/watch?v=jEh7gxi9yws



Conditions

No Stereotype Threat

…creating a new identification survey that will help in examining the ability of adolescents to identify with the Smurfs, relate in their social development, and any possible resulting experiences... Although, it may seem silly to you, please answer each of the questions on the Smurf identification survey as honestly and seriously as possible.

Stereotype Threat

 creating a new prejudice, or racism, survey that will help in examining the ability of adolescents to identify with another race, such as the Smurfs, and any possible resulting experiences...
Although, it may seem silly to you, please answer each of the questions on the Smurf prejudice survey as honestly and seriously as possible.

"The Smurfs Identity Scale"



- "I have a lot in common with the Smurfs"
- "I believe in the vision and/or mission of the Smurfs"
- "I think Smurf qualities are a lot like my own qualities"
- "I can easily identify with the Smurfs."

Predicted Analysis/Results

- An independent samples T-test will be conducted to analyze the differences between the two groups
- It is predicted that there will be a difference among the Smurf Identity Scale in the stereotype-threat condition than the non-stereotype threat condition.
- ▶ The direction is undetermined.

Limitations and Future Research

- People just might not care about Smurfs
 - This makes them difficult to identify with at all
- The Smurf study does allow for us to critique previous racism measures
 - This can add for the development of a better measure of racism, allowing us to fully understand the concept of "modern Racism"