

Implicit and explicit prejudice

Dovidio, J. F., Kawakami, K., & Gaertner, S. (2002). Implicit and explicit prejudice and interracial interaction. *Journal of Personality and Social Psychology*, 82(1), 62-68.

Implicit and explicit prejudice

Table 1

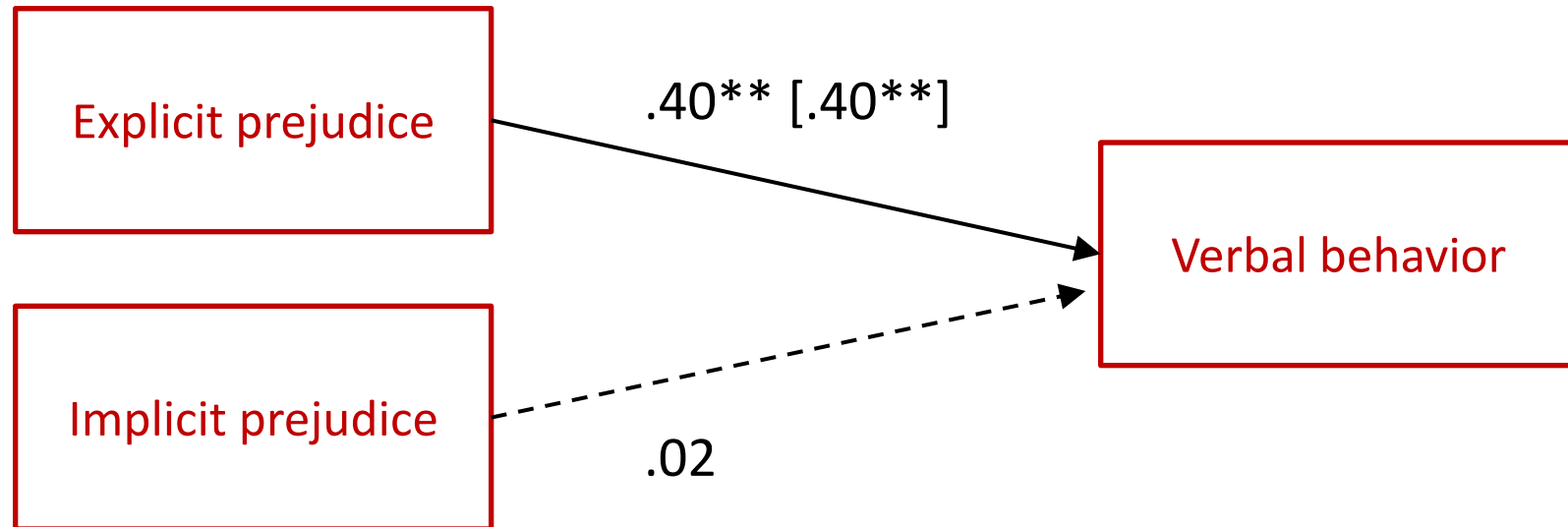
Correlations Among Explicit and Implicit Prejudice, Verbal and Nonverbal Behavior, and Bias in Self- and Others' Perceptions of Participant's Friendliness

Variable	2	3	4	5	6	Observer perceptions
1. Explicit prejudice	.09	.40*	.02	.33*	.14	.12
2. Implicit prejudice	/	.04	.41*	.05	.40*	.43*
3. Verbal behavior		/	.08	.36*	.17	.15
4. Nonverbal behavior			/	.07	.34*	.32*
5. Self-perceptions				/	.11	.12
6. Confederate perceptions					/	.52*

* $p < .05$.

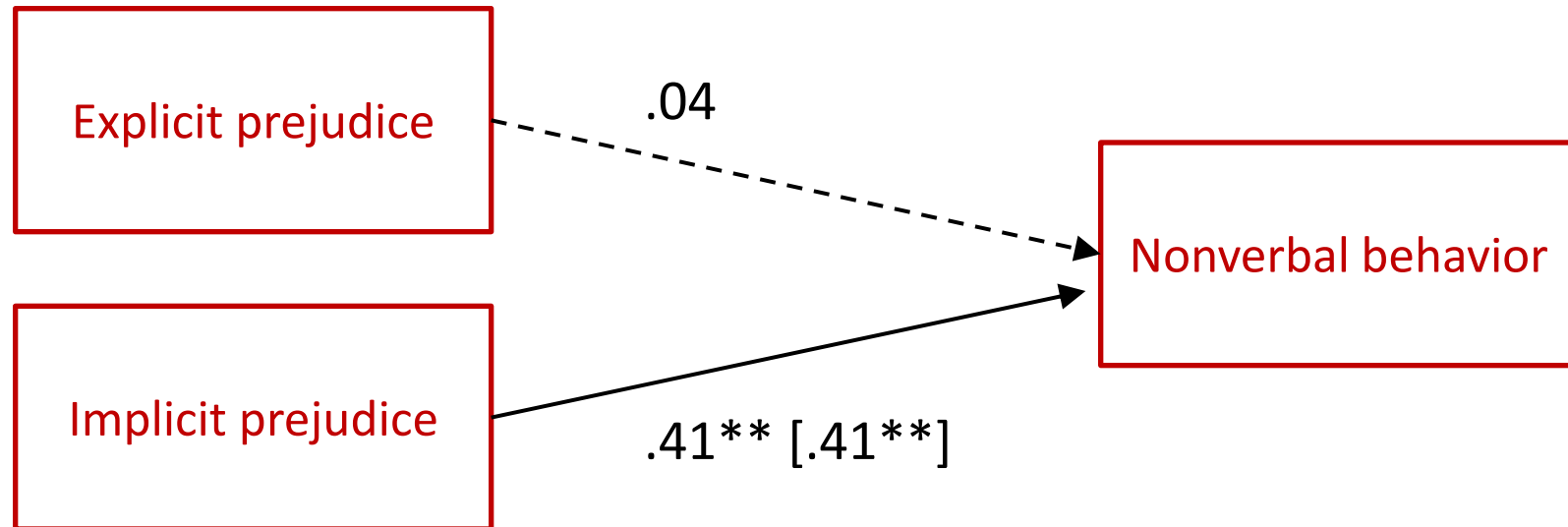
Implicit and explicit prejudice

- Does explicit prejudice primarily predict verbal friendliness?



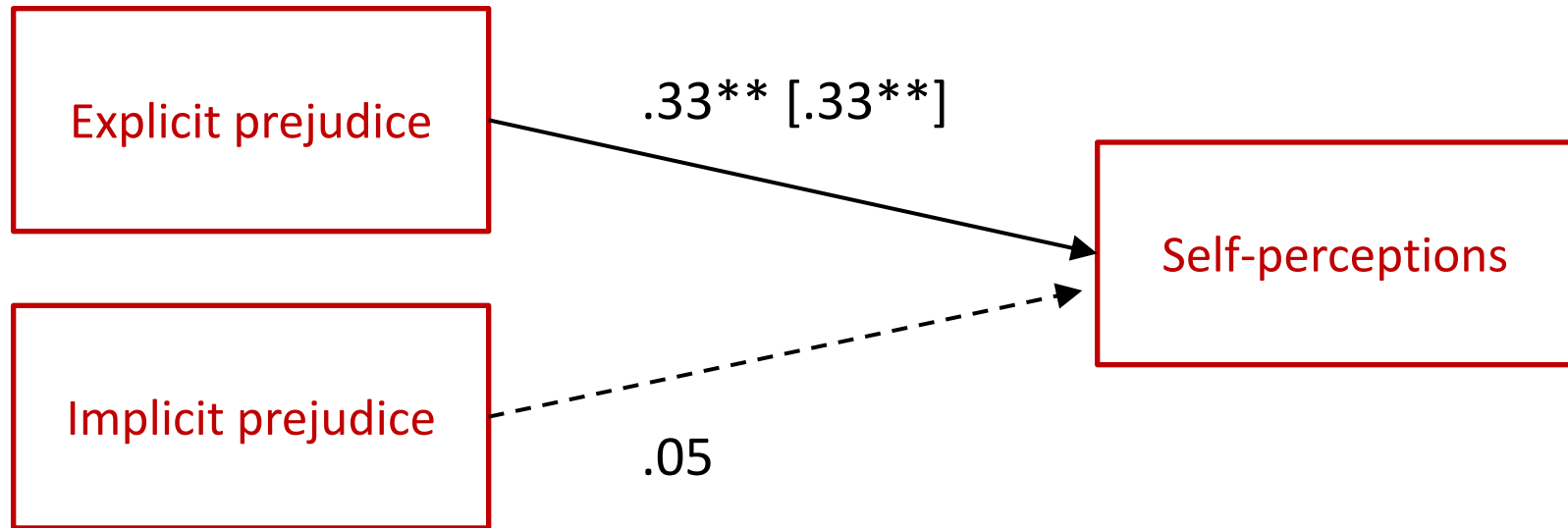
Implicit and explicit prejudice

- Does explicit prejudice primarily predict nonverbal friendliness?



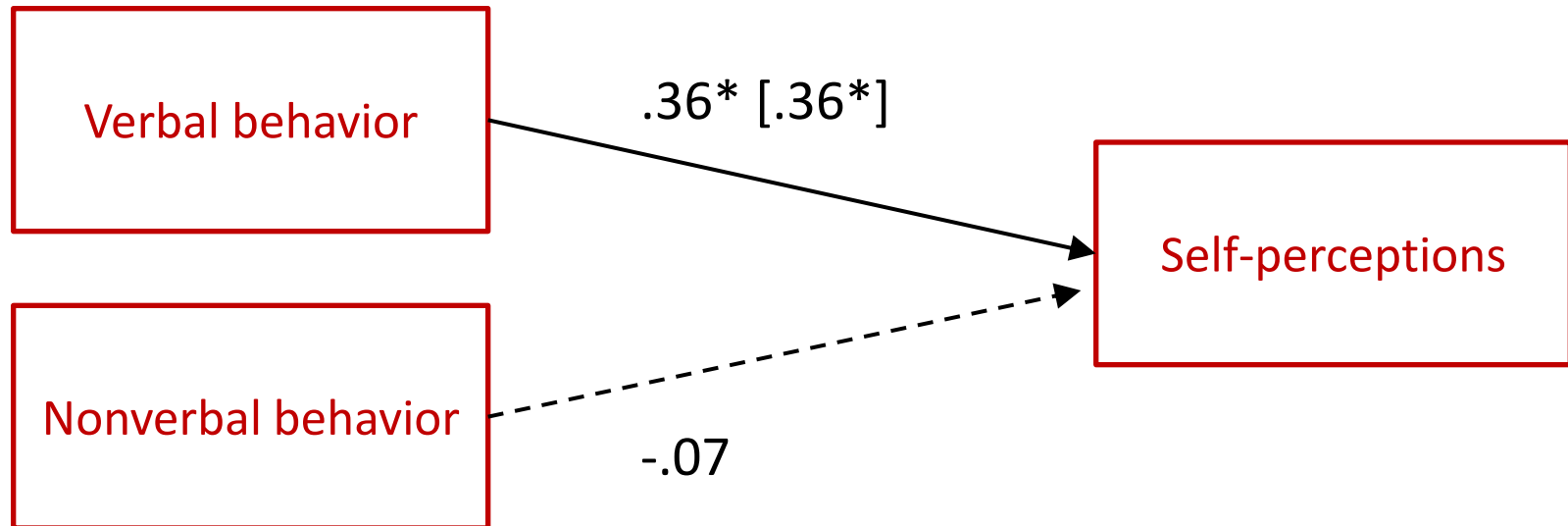
Implicit and explicit prejudice

- Do Whites' self-perceptions of their friendliness relate primarily to explicit attitudes and verbal behavior?



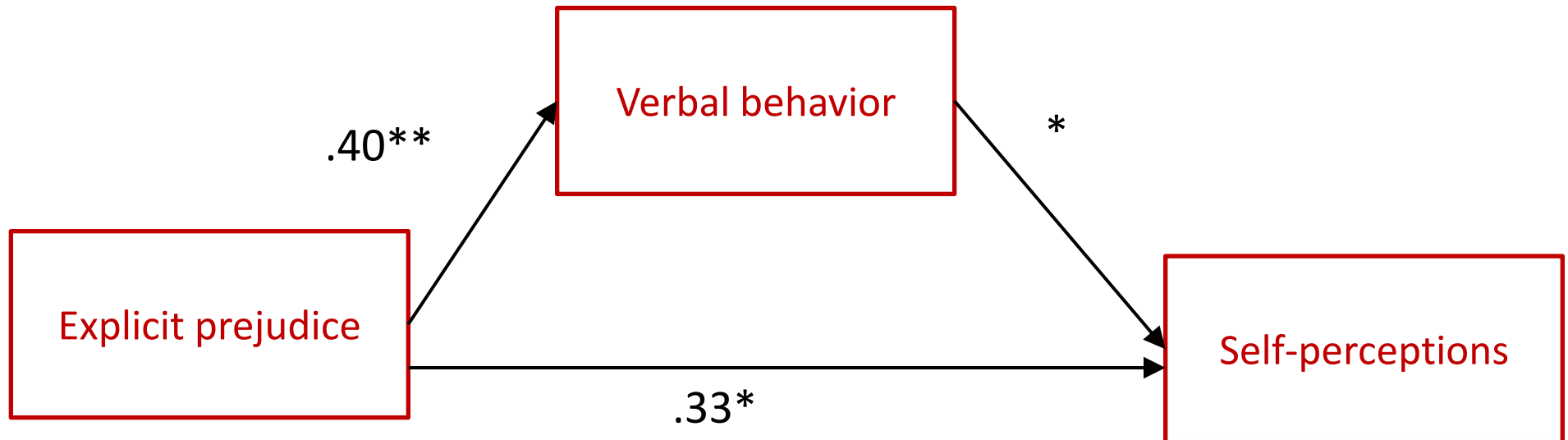
Implicit and explicit prejudice

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Implicit and explicit prejudice

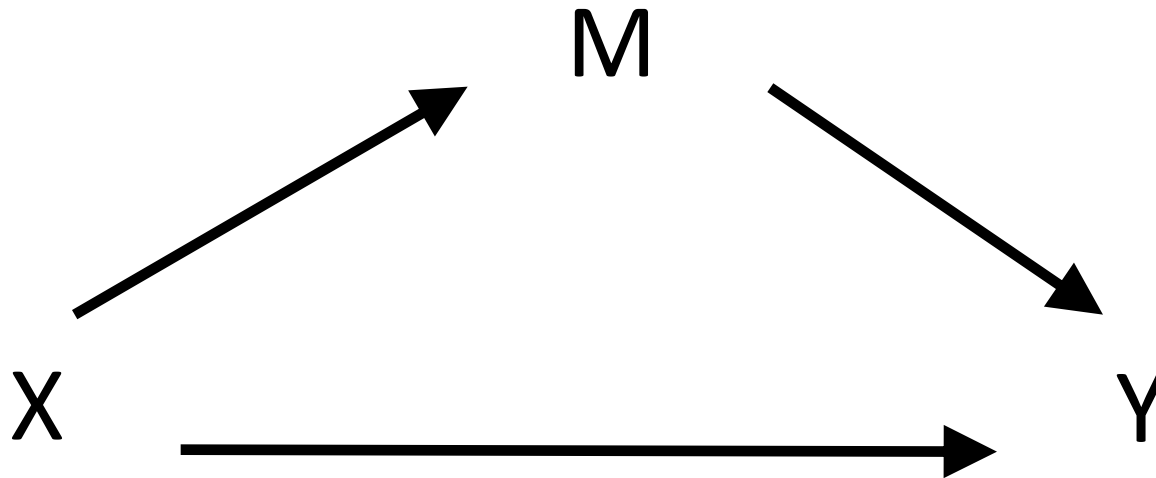
- Is it a mediation effect?



Sobel test: $z = 1.41$, ns

Implicit and explicit prejudice

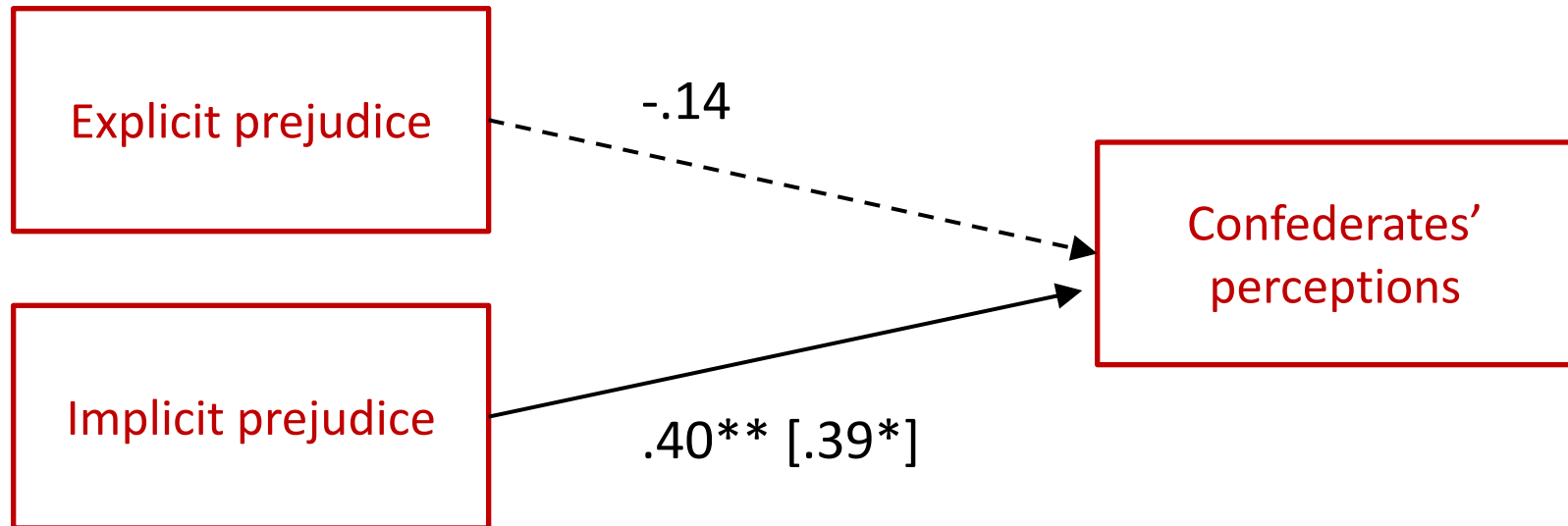
Mediation effect



- Three steps (Baron & Kenny, 1986): 1. significant relationship between x and y; 2. significant relationship between x and m; 3. significant relationship between m and y when controlling for x .
- Important!! When adding m as a predictor, the relationship between x and y must be significantly reduced → Sobel test

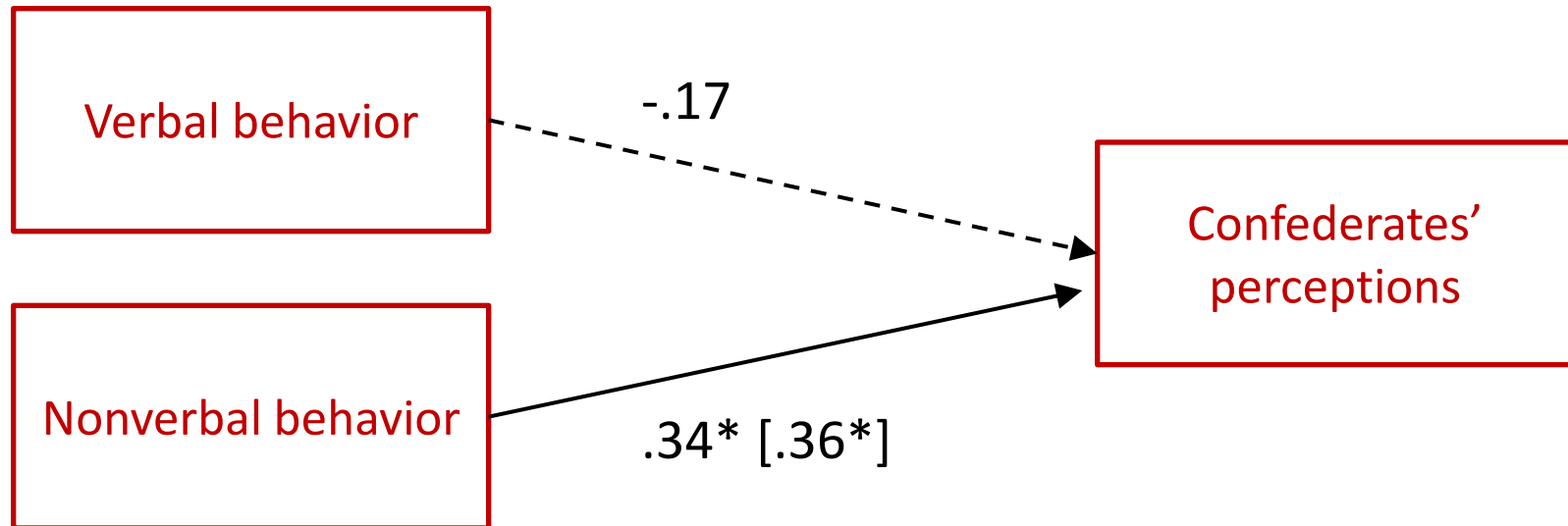
Implicit and explicit prejudice

- Do confederates' perceptions of bias relate primarily to implicit attitudes and nonverbal behavior?



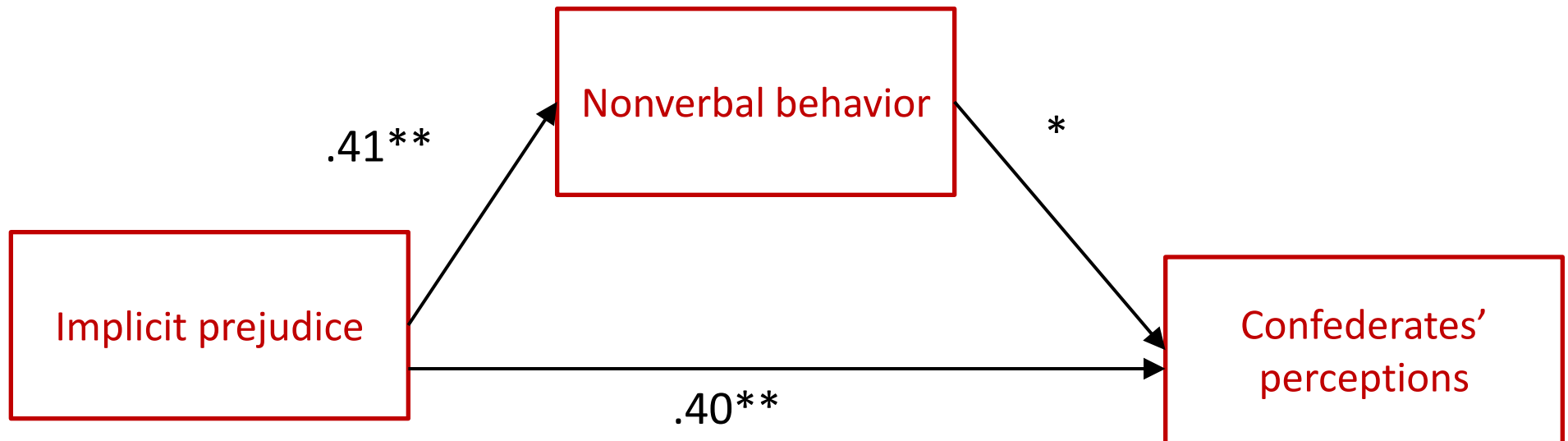
Implicit and explicit prejudice

- Do confederates' perceptions of bias relate primarily to implicit attitudes and nonverbal behavior?



Implicit and explicit prejudice

- Is it a mediation effect?



Sobel test: $z = 1.20$, ns