

## \* Social Distance Scale

- way to measure prejudice based on how willing one is willing to interact with members of a given category

## - Emory Bogardus

## \* \* Theory of Prejudice

### \* scapegoat Theory

- putting blame on the group to be hated
- people who are frustrated scapegoat

### \* Authoritarian Personality Theory

- prejudice is a personality trait
- people who are prejudiced want to be competitive
- concluded that people with little education or people who grew up angry & anxious are prone to this

### \* Culture Theory

- found in each person because prejudice is in every culture
- similar people have similar attitudes

### \* Conflict Theory

- macro level
- prejudice exists so that people can oppress others

### \* Discrimination

- unequal treatment of various categories of people

- action, the actual act of prejudice

- can be positive or negative