Objective

Cultural Bias  Ethnocentrism

What do you remember from yesterday?

Ethnocentrism

Cultural Relativism
Listen to what "The Idiot Abroad" says.

What does he say that is Ethnocentric?

- Chinese - sweet/sour
- won't try Roach in Restaurant
- fetus
Ethnocentrism takes many forms

Demonstrate your understanding of the terms by exemplifying them with personal experiences.

Enduring Understanding

*Ethnocentrism takes many forms and limits our ability to understand culture.*
There are many attitudes and behaviors that limit our ability to study culture accurately. Many of these attitudes and behaviors are very obvious and easy to witness like racial slurs or open discrimination. Other actions and attitudes are more hidden or less obvious even to the people who hold these attitudes and accomplish these tasks. Regardless if they are intentional or not, these actions and attitudes are a part of cultural knowledge and are learned through enculturation.

It is our job for the next two weeks to investigate the ideas of ethnocentrism and how it can affect our study of culture.
Disclaimer

We will all assume that the examples that we give in class today are not our personal beliefs, but examples that we have seen, or heard in the process of our enculturation.
Prejudice

A set of rigid and unfavorable attitudes toward a particular group or groups which is formed in disregard of facts. The unsupported judgement usually accompanied by disapproval.
Prejudice

Sexual Orientation
Asians — smart

Ethnocentric?

you are prejudging
based on what you think
in right (your standards)
Stereotyping

A stereotype is a **preconceived** or **oversimplified** generalization involving **negative beliefs** about a particular group. Negative stereotypes are frequently at the base of prejudice. The danger of stereotyping is that it no longer considers people as **individuals**, but rather **categorizes them as members of a group** who all think and behave in the same way. We learn our stereotypes from what we hear other people say, what we experience, and what we see in the media.
Stereotyping

- Naperville - Rich
- Indians - curry
- T = Jesus Freaks
- Race = Familiarity
- Clique

Experiences
Media
Truth

Ethnocentric?

We make our generalizations based on our standards.
Discrimination

Discrimination is the differential treatment based on unfair categorization. It is the denial of justice prompted by prejudice. When we act on our prejudices we engage in discrimination. Discrimination often involves keeping people out of activities or places because of the group to which they belong.
Discrimination

Race, Ethnicity, Looks, Language, Religion, Age, Gender, Job

Ethnocentric?
Scapegoating

Scapegoating refers to the deliberate policy of blaming an individual or a group when the fault actually lies elsewhere. It means blaming another group or individual for things they did not really do. Those that we scapegoat become objects of our aggression in work and deed. Prejudicial attitudes and discriminatory acts lead to scapegoating. Members of the disliked groups are denied employment, housing, political rights, and social privileges. Scapegoating can lead to verbal and physical violence, including death.
Scapegoating = Prejudice
- Arabs/Muslims — 9/11
- Heavily People
- Homeless

Ethnocentric?
Racism couples the false assumption that race determines psychological and cultural traits with the belief that one race is superior to another. Based on their belief in the inferiority of certain groups, racists justify discriminating against, segregating, and/or scapegoating these groups.

Racists in the name of protecting their race from contamination, justify the domination and sometimes the destruction of those races that they consider inferior.
Racism

Ethnocentric?
Forms of Ethnocentrism

Belief
- Prejudice: unfavorable beliefs/attitudes toward a group or groups.

Behaviors
- Stereotyping: Generalizing. Assuming every all people from a certain group (race, ethnic group, gender etc.) behave the same way.
- Discrimination: Differential Treatment. Treating someone differently based on prejudice.
- Scapegoating: Blaming. Incorrectly blaming members of a certain group.

Belief
- Racism: The belief that one race is better than another and that race determines physical or cultural traits.
Germans felt that they were superior to the Jews.

The US did not like Irish immigrants because they were drunk and lazy.

No Jews or dogs allowed

Freshman are always clogging up the hallways.

Hockey Players = Box of Rocks

Realtors only show houses in some neighborhoods to white people

Mr. Holmberg grades boys harder than girls because girls aren't as smart.

Mr. Holmberg knew there would be trouble when he found out that she was a Walsh.
American slavery was based on skin color.

Mr. Hossinfleffer hated teaching freshman because they were immature.

Teenagers cause most of the traffic accidents.

Costas was only allowed to date Greek girls because no other ethnicity is as good as the Greeks.

The Republicans are responsible for our economic mess.

Hispanic migrant workers are paid far less than their white counterparts.

Mohammad was "randomly" searched by O'hare's security prior to boarding his plane.
Group Challenge

For each of the 5 terms, select a personal story that exemplifies the characteristics of that term.

Pick the best example to demonstrate that you know what the term means.

Be sure to explain how your example fits the definition that we have discussed.