

Student Snapshot

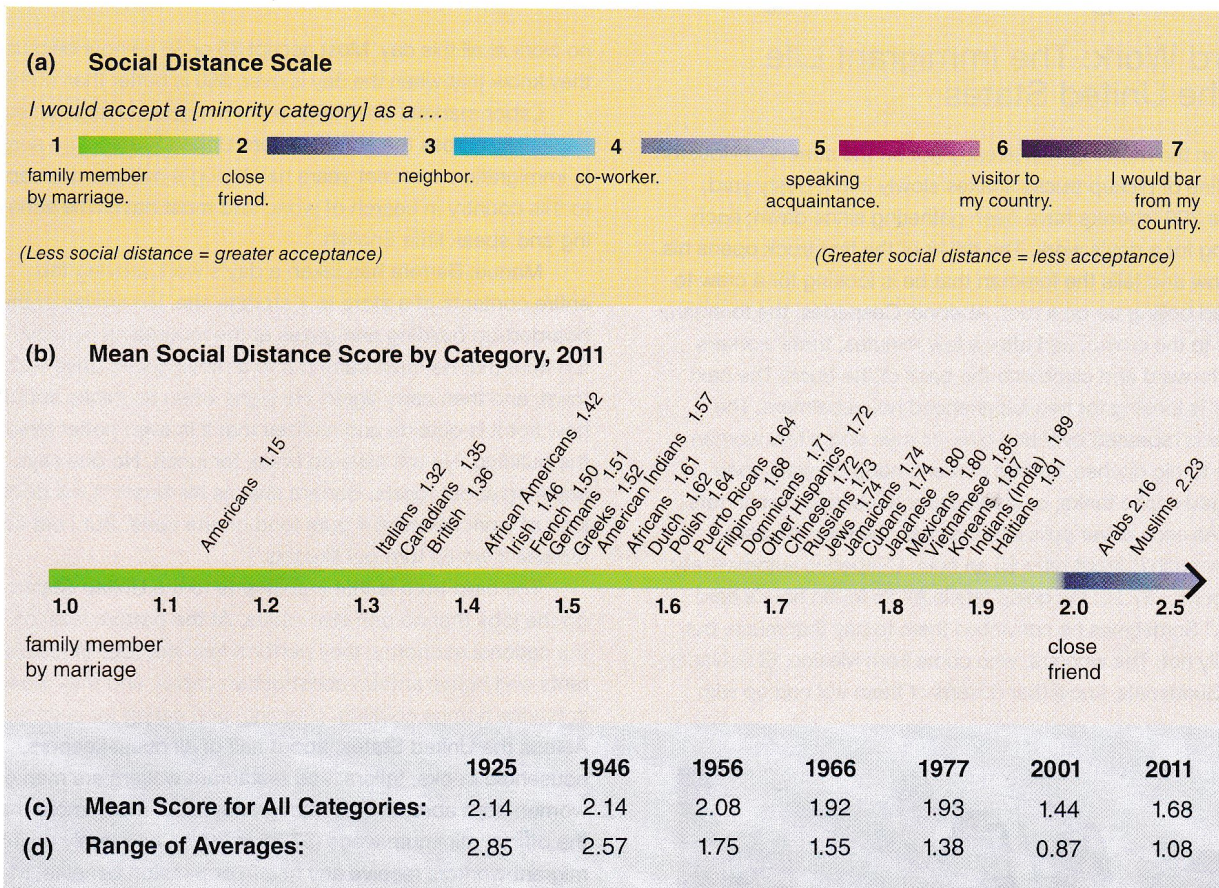


Figure 14–2 Bogardus Social Distance Research

The social distance scale is a good way to measure prejudice. Part (a) illustrates the complete social distance scale, from least social distance at the far left to greatest social distance at the far right. Part (b) shows the mean (average) social distance score received by each category of people in 2011. Part (c) presents the overall mean score in specific years (the average of the scores received by all racial and ethnic categories). Between 1925, when the study was first carried out, and 2001, the average social distance response dropped from 2.14 to 1.44, showing increasing tolerance of diversity. When this research was repeated in 2011, the average response showed a modest increase to 1.68, suggesting a slight decline in tolerance. Part (d) shows the range of averages, the difference between the highest and lowest scores in given years (in 2011, for instance, it was 1.08, the difference between the high score of 2.23 for Muslims and the low score of 1.15 for Americans). This figure also became smaller in studies carried out after 1925, with a small increase between 2001 and 2011. In short, compared to students in past generations, today's students tend to see fewer differences between various categories of people.

SOURCE: Parrillo and Donoghue (2013).

about their abilities, steering them toward certain jobs and limiting their access to better opportunities (Kaufman, 2002).

Minorities, too, stereotype whites and other minorities (T. W. Smith, 1996; Cummings & Lambert, 1997). Surveys show, for example, that African Americans are more likely than whites to express the belief that Asians engage in unfair business practices and Asians are more likely than whites to criticize Hispanics for having too many children (Perlmutter, 2002).

Measuring Prejudice: The Social Distance Scale

One measure of prejudice is *social distance*, how close people are willing to interact with members of some category. In the 1920s, Emory Bogardus developed the *social distance scale* shown in Figure 14–2. Bogardus (1925) asked students at U.S. colleges and universities to take this scale and indicate how closely they were willing to interact with people in thirty racial and eth-