

# Stereotype, prejudice, and discrimination

Sociology



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Stereotype, Prejudice, and Discrimination Contribution of Racial Steering and Institutionalized Racism Racial steering is when real estate agents direct prospective homeowners towards or away from certain neighborhoods based on their race (Phillips, 2010). According to Phillips and Coretta, institutionalized racism is any system of inequality based on race. In the housing industry, for example, the Black Americans may be directed in areas where the housing is very expensive or rather the living conditions are pathetic. These neighborhoods have run-down houses, poor lighting, and streets littered with garbage and neighborhoods with high rates of crime. In this case, the Black Americans do not get an equal opportunity in the housing industry. Racial steering denies the Black Americans quality basic amenities in their neighborhoods.

#### Everyday stereotyping

A stereotype is a belief about a certain group of individuals that people apply to any person who is thought to be from that group. Stereotyping is prejudicial. One of the most common stereotypes is that the Black Americans are uneducated, unintelligent, rowdy and prone to criminal behavior. The main reason for being prone to crime is living in the offence-prone neighborhoods. It is initiated by the housing agents who intentionally direct the African Americans into those kinds of communities (Phillips, 2010). Most of them do not enjoy proper facilities either health or education which means they are denied the same opportunities for success.

#### How to eliminate stereotype

One of the major ways to reduce discrimination, stereotype and prejudice are cooperative learning that structures positive interdependence in schools. It is beneficial for both the students and the teachers (Phillips, 2010).

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Students using cooperative learning can capitalize on one another's skills and resources. The role of teachers using this method changes from giving instructions to facilitating learning. Another thing that can be done is encouraging multiple contacts with the out-group so that individuals can learn that their beliefs are wrong. Most importantly, is putting in place social norms that promote equality. In essence, encourage more contact with the majority with the out-group.

#### Reference

Phillips, C. (2010). Institutional Racism and Ethnic Inequalities: An Expanded Multilevel Framework. *J. Soc. Pol.*, 40(01), 173-192. <http://dx.doi.org/10.1017/s0047279410000565>