

## *Effects of Exposure to Alcohol-Related Cues on Prejudice, Stereotyping and Discrimination*

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This research will investigate the extent to which the mere presence of alcohol-related stimuli in the environment affects the expression of bias and discrimination against racial minorities. Previous research has shown that drinking alcohol increases the expression of bias, but the possibility that merely seeing alcohol-related cues (such as advertisements for alcohol) could affect racial bias has wide-ranging implications for public health and policy.

Three major goals of this work are to determine: (1) whether brief exposure to alcohol-related cues affects attitudes, stereotypes, and discrimination towards Blacks; (2) the underlying mechanisms of these effects, that is, how brief exposure to alcohol-related cues affects racial biases (for example, by increasing automatic activation of racial attitudes; by decreasing inhibition of race-based responses; by activation of general negative evaluations); and (3) factors moderating these effects, such as motivation to control prejudice, explicit racial attitudes and the strength of pre-existing alcohol-related expectancies.

In a series of five experiments, participants will be primed with alcohol-related cues or neutral cues, and their affective, cognitive and behavioral responses related to racial biases will be measured. The most important implication of this research is that consumption, or even purported consumption of alcohol might not be necessary for alcohol to increase expression of racial biases. This work would suggest that people could be more likely to act upon their prejudices simply for having entered a bar, watched an alcohol advertisement, or passed a billboard on the freeway. Such findings will have important implications for social engineering campaigns designed to limit the likelihood of alcohol-related harm, going beyond considerations of limiting consumption. Identifying the mechanism by which these effects occur will help design intervention techniques for reduction of bias.