

Discrimination – prejudice attitude can lead to beg behavior directed against people because of their group membership.

Prejudice- negative feelings about a group and it's members.

Stereotypes- prejudice attitude are based on stereotypic beliefs that link groups with people certain traits / characteristics.

Aversive racism- individuals that do not tend to act in outwardly prejudice way.

Blatant Bias- are conscious beliefs, feelings, and behavior that people are perfectly willing to admit to.