

Research Paper

Induced Emotional Empathy and Contextual Factors Like Presence of Others Reduce the Negative Stereo Types Towards Persons with Disabilities Through Stronger Prosociality

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ABSTRACT

In this paper we focus on how contextual factors like physical presence of other perceivers, and then developed induced emotional empathy towards a person with disabilities, may reduce the automatic negative stereotypes and then response towards that person. We demonstrated in study 1 that negative attitude based on negative stereotypes assessed on ATDP-test questionnaires on five points Linkert-scale are significantly less negative when participant were tested with a group of perceivers and then tested alone separately by applying 3 (positive, indifferent & negative attitude levels) X 2 (physical presence condition and alone) factorial design of ANNOVA test. In second study, we demonstrate, by applying regression analysis, in presence of other perceivers, whether in small group, participants showed more induced emotional empathy through stronger prosociality towards a high distress target like a person with disabilities in comparison of that of other stigmatized persons such as racial biased or gender biased people. Also, in third study we demonstrated that participants showed no or less conformity of negative stereotypes against differently abled person in presence of others. Thus, results show that automatic affective response in form of induced emotional empathy in perceiver and contextual factors like the presence of other perceivers automatically activate stronger prosocial norms and egalitarian goals towards physically challenged persons in comparison of other stigmatized persons like racial or gender biased people. This leads to less negative attitudes & behaviour towards a person with disabilities. This study sheds a new light on stronger prosociality in observer towards differently abled person and, in this context, it opens an area of research regarding interrelations between prosociality and induced empathic concern in presence of contextual factors.

Keywords: Contextual Factors, High Distress Target, Induced Emotional Empathy, Stronger Prosociality

Likewise racial discrimination, there has been a long lasting effect on change in social norm. prosocial attitude towards person with disabilities. Negative stereotypes against disabled people are explicitly unacceptable in modern society.

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Despite these cultural and favourable social changes, persons with disability are the subject of considerable discrimination especially when it comes to employment. Many companies do not expressively include persons with disabilities in their work place diversity policies (Ball, Monaco & Schmeling, 2005) and employers continue to express reluctance to hire these persons (Bayle, 2002). Implicit attitude toward these persons are generally negative. But here in this paper, we focus that, in the one way, if contextual factors like presence of other perceivers are facilitated, the negative stereotype of observer against a person with disability are reduced; And, in second way, induced emotional empathy towards distress of a person with disability also moderate the negative stereotypes and attitude against that person. Both factors leads to stronger prosociality in that perceiver and, hence, results in less discriminatory behaviour against a person with disabilities in comparison of other stigmatized persons like racial biased persons.

If we see the findings of recent researches, we found that unconsciously triggered negative responses are not as inevitable as they were considered until many years ago (Dasgupta and GreenWald, 2001; Lowery, Hardin and Sinclair 2001; Maddux, Barden, Brewer and Petty, 2005; Sinclair, Lowery, Hardin and Colangelo, 2005).

Actually, the observer's characteristics and specific situations in which perceiver's attitude are assessed all affect the valence of unconscious and automatic responses towards stigmatized people (Lowery et al., 2001). It indicated that automatic activation of negative stereotype may undergo positive changes.

In this paper, we are intended to focus on how the contextual factors like presence of others trigger the prosocial norm and egalitarian goals and also through induced emotional empathy motivating prosocial norms and thus, through developed stronger prosociality, reducing prejudiced attitudes and responses towards a person with disability.

As Badenhausen and Macrae (1998); Plant and Divine (1998) demonstrated that in presence of others, perceiver feel a stronger pressure toward being fair and, as a consequence, they may be more likely to inhibit prejudiced responses. This fact indicate that effect of public setting contexts are mainly driven by a conscious and strategic desire to appear as non-prejudiced perceiver.

After a series of research, Lowery in 2001 and Sinclair in 2005 demonstrated that individuals modify their spontaneous responses in order to go along with the perceived expectations of other physically present person. The underlying theory is that individuals spontaneously tune their attitudes according to the attitudes expressed by physically present and desirable others.

Reviewing the literature regarding how egalitarian goals and prosocial norms are socially shared, findings indicate that having their socially nature, prosocial norms and egalitarian goals are specifically relevant in regulating behaviours when the perceiver is in social context rather than alone, and, besides conscious regulatory attempts, after repeated experiences, individuals may learn to associate specific situation i.e. public setting with normatively appropriate responses so that to automatize particular response pattern (Aatrs and Dijksterhuis, 2003; Chartrand and Bargh, 1996; Mischel and Shoda, 1995).

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Thus, automatic negative responses or attitudes should become less negative in presence of others as compared to alone. On basis of these studies L.Castelli and Silvia Tomlleri, in 2007, demonstrated that contextual factors like the presence of other individuals would automatically, apart from conscious and strategic desire (BrodénLousen and Macrae, 1998), activate egalitarian goals towards blacks.

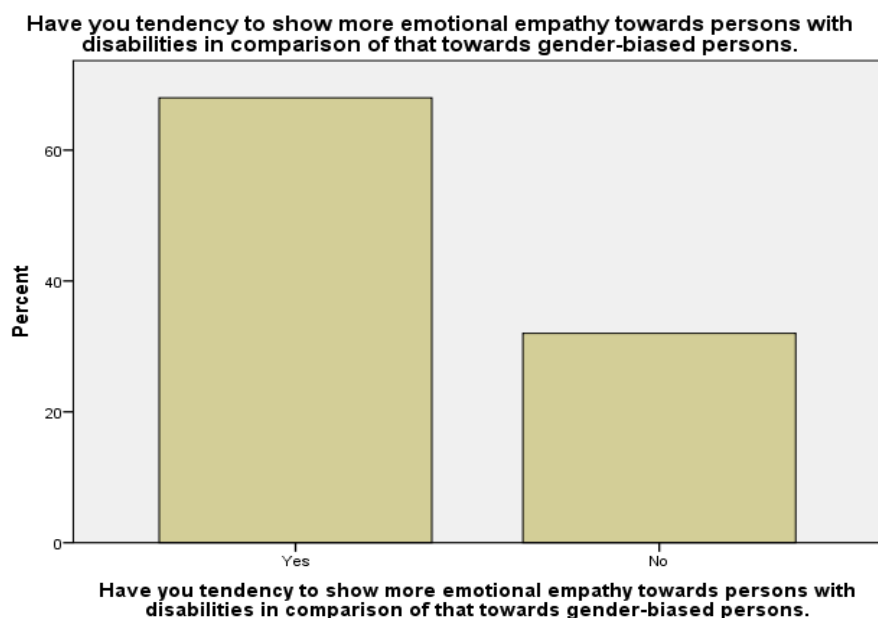
These findings are deducted, when racial bias is perceived in public setting particularly. But here, our target are persons with disabilities, where social relations and interactions with these persons are different from that of racial or gender-biased person. It has been seen that, in sphere of social interactions, physically challenged persons are high distress target. Actually, encountering a person with disabilities in presence of contextual factors leads a different valence of response towards these persons in comparison of other stigmatized persons.

Although explicit attitude and beliefs about person with disability do not reflect uniform antipathy, implicit attitude towards these persons are generally negative. But overtly, negative attitudes towards person with disabilities are unacceptable in our society, because these persons are strongly normatively protected groups (CrandallEshleman and O'Brien,2002; Dambrun and Guimond, 2004) in comparison of racial biased people.

Likewise as L. Castelli& S. Tomelleri in 2007 demonstrated that egalitarian goals are activated in perceiver when contextual factor like presence of other individuals are facilitated and thus spontaneous negative responses are ameliorated automatically as it became less-prejudiced towards racial biased persons. Here in this research, where target is the person with disabilities, we predict that perceiver's prosocial attitude and empathic group norms both are activated in presence of other perceivers and consequently less-prejudiced attitude towards that target. As Bodenhausen and Macrae, 1998; Fiske and Neuberg,1990 already produced models of stereotyping which assume that the context, in which intergroup judgements are provided, influences the valence of such judgements depending on the specific context in which different motivations, self-images and normative rules may become salient. These studies established the theory that normative rules (e.g. egalitarian goals) become salient when perceiver encounter the target in the presence of other individuals.

In light of these studies, this paper intended that, at first, prosocial goals are sufficiently activated in perceiver towards a person with disabilities in presence of other individuals. Secondly, induced emotional empathy towards a person with disability also triggered prosocial attitude in presence of other perceivers. Thirdly, in presence of other perceivers, the developed empathic group norms leads to motivate stronger emotional empathy and then stronger prosociality towards that target.

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Nothing to say that these prosocial attitudes are automatic, not consciously or strategically modulated, as in a thorough series of studies, it has been also demonstrated that besides conscious regulatory attempts, after repeated experiences, individual may learn to associate specific situations (e.g. public setting) with normatively appropriate responses so that to automatize particular response patterns (Aarts and Dijksterhuis, 2003; Chartrand and Bargh, 1996; Mishel and Shoda, 1995). This also implies that the goal of being fair towards out group members does not need to be intentionally established, but it may be also spontaneously arise from contextual cues by means of associative process (Kunda and Spencer, 2003).

We have compared 100 students, taken for descriptive study, on questionnaire regarding emotional empathy induced towards differently abled persons with that towards other stigmatized persons.

From the table-1, we can observe that about 68.0% of the respondents expressed that they have tendency to show more emotional empathy towards persons with disabilities in comparison of that towards gender biased persons. A bar chart in figure-1 also shows taller bar corresponding to the same.

Have you tendency to show more emotional empathy towards persons with disabilities in comparison of that towards gender-biased persons.

Table 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-------|-----------|---------|---------------|--------------------|
| Valid | Yes | 68 | 68.0 | 68.0 | 68.0 |
| | No | 32 | 32.0 | 32.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Secondly, when we rated those participants on questionnaire regarding change in decision based on negative stereotypes against a person with disabilities where emotional empathy is induced towards that person with disabilities. We can observe that, from the table-2, about 72.0% of the respondents expressed that a normal person encouraged to change the decision

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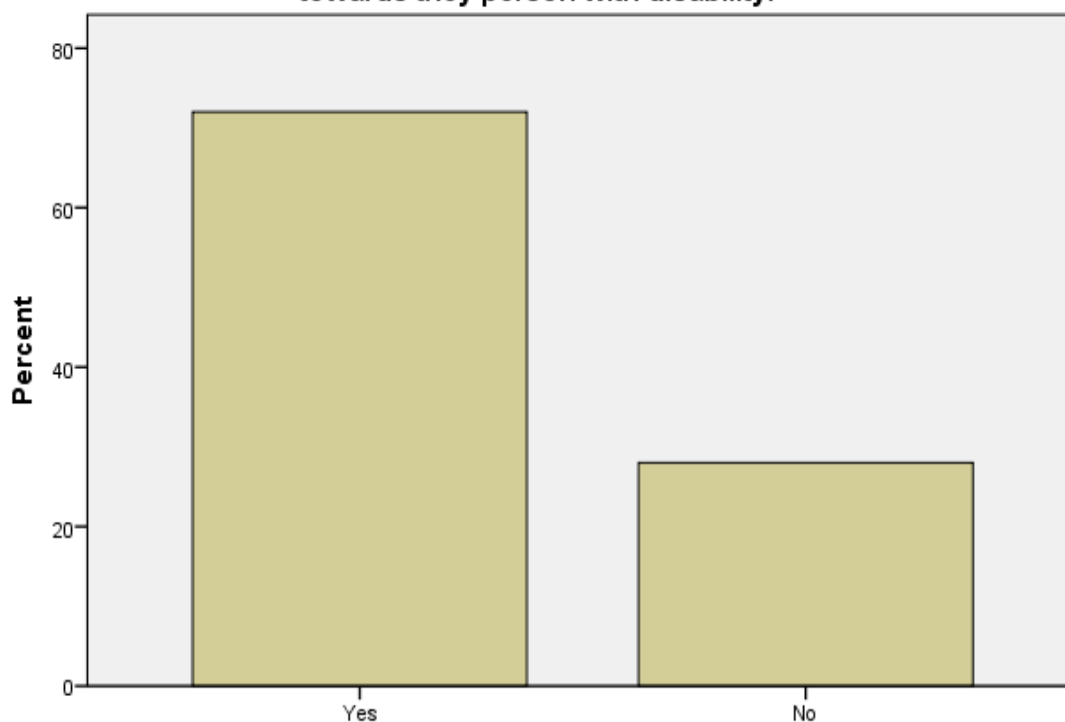
based on negative stereotype against a persons with disability when emotional empathy is induced towards the person with disability. Table-2 also shows taller bar corresponding to the same.

Are a normal person encouraged to change the decision based on negative stereotype against a person with disability when emotional empathy is induced towards person with disability.

Table 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|--------------|------------------|----------------|----------------------|---------------------------|
| Valid | Yes | 72 | 72.0 | 72.0 | 72.0 |
| | No | 28 | 28.0 | 28.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Are a normal person encouraged to change the decision based on negative stereotype against a person with disability when emotional empathy is induced towards they person with disability.



Are a normal person encouraged to change the decision based on negative stereotype against a person with disability when emotional empathy is induced towards they person with disability.

Without analyzing these descriptive statistics with hypothesis testing we can't find the clear picture of this study. Hence, these descriptive statistics were required to be tested in certain experiments. Hence, in study 1, we tested whether the perceiver become less prejudiced or showing less stereotypic attitudes towards a person with disability in presence of other individuals in comparison of being alone.

Here the second most important factor is induced emotional empathy in perceivers when he encounters distress of a person with disability. Bodenhausen and Macrae (1998) L.Castelli and Silvia Tomlleri (2007) demonstrated that the perceiver's spontaneous attitude changes toward racial biased person in presence of other individual. But when a perceiver encounters such a person with disabilities, unlike wise black or other racial biased persons, an emotional

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empathy is induced towards the distress of that person with disability. This emotional empathy has two types of modalities; One is other oriented emotional response elicited by perceived Welfare of a person in need as empathic concern defined in “The Empathy-altruism hypothesis” (Batson, C. D., Lishner, D. A., & Stocks, E. L., 2015). Second one is intrinsic valuing of the other’s welfare that evokes empathic concern (Rokeach, 1973). Here, we hypothesize that in presence of other individuals, more empathic concern felt by individual towards physically challenged person in comparison of empathy concern induced towards racial based person. Thus, this reduced his prejudiced attitude towards these persons in social setting.

In study 2, we have tested whether the emotional empathy of a perceiver induced towards person with disability as a high distress target in presence of other individuals (eliciting a boost to prosociality towards that person) are significantly more than that of perceiver encountering other stigmatized person such as racial-prejudiced or gender-prejudiced persons in same condition. In this context, we can’t emphatically predict the effectiveness of positive change in negative stereotypes against person with disabilities without testing the conformity of reduction in negative stereotypes or attitudes towards that target. Hence, we require the study 3. In this study, we have tested whether person having negative stereotypes against person with disabilities are less prone to conformity of these stereotypes in presence of others in comparison of negative stereotypes of a person against other stigmatized persons.

With reference to study 1 where we examined the amelioration in prejudiced attitudes towards person with disabilities in presence of other individuals, and study 2 & 3 where we have explored comparatively more induced emotional empathy towards these persons and less or no conformity of negative stereotypes against such person, we are now in a position to cross-examine the comparative effect of pro-social norms-conformity and tendency of negative stereotypes on behavior of an individual against person with disabilities in presence of others. Here we are in need of knowing whether tendency of conformity of pro-social norms of an individual towards person with disabilities is more or less than tendency of negative stereotypes against such persons. This study 4 also endorsed the paradigm of net positive change in stereotypes against person with disabilities in presence of others comparatively. In other words, more tendency of positive stereotypic attitudes towards such persons in comparison of that of individual encountering other stigmatized people like racial or gender biased persons. In this study, we tested whether prosocial norms towards person with disabilities have more tendency of its conformity than tendency of negative stereotypes against such person in presence of others.

Study 1

In this study, our first goal is to test whether the perceiver become less prejudiced or showing less stereotypic attitude towards a person with disabilities in presence of other individuals in comparison of being alone.

Here, we tested, in two setting of participants- one is in a small group and second is in alone, attitudes of participants toward a person with disabilities on the basis of ATDP-Scale at 7-point Linkert-Scale (H.E.Yuker and J.H. Young, 1970). All participants are normal bodied person except one which is a person with disability.

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Method

Participants

60 students are selected randomly from an Inter College (of different classes) in Lucknow and those students are participants as a voluntary basis with consent of principal and manager of the school. In these students, there are 35 males and 25 females between 16 to 18 years.

Procedure

In an experiment-hall, two experimental conditions are created, in 15 groups, each of three students, attitudes of all three persons in each group are tested. In this procedure three forms containing 20, 30 and 30 statements respectively with which a participant might agree or disagree. These statements were used to form a Linkert type scale on which respondents are asked to indicate his reaction in terms of a response ranging from +3 to indicate "I agree very much" to -3 to indicate "I disagree very much".

In one experimental condition, we have tested attitudes of all persons of each group separately and then scoring them. In other words, each group is selected and three persons are tested simultaneously. Likewise in other experimental condition, we have tested rest 15 persons in alone condition separately on same scale. After scoring attitudes of all participants these scores are categorized in three factors. A1-- participants of positive attitude; factor A2--participants of indifferent attitudes; factor A3-- of negative attitudes for both experimental condition --one is participant being in group and second one is participant being in alone condition.

Here, we applied 3X2 factor ANNOVA model design as 3(positive attitudes score, indifferent and negative attitude score) X 2(Condition: physical presence as in small group of three participant versus alone) analysis of variance with all factors between participants.

RESULTS

ATDP-are organized to a 3(positive attitude, indifferent and negative attitude) X2(condition physical presence X alone) analysis of variance. Results are arranged in a tabulated form as follows:

Results of analysis of two way

ANNOVA

| Source | df | SS | MS | F | Significance |
|----------------------|----|-----------|-----------|-------|--------------|
| Factor A(Attitudes) | 2 | 250226.17 | 125113.08 | 51.77 | .01 |
| Factor B(Conditions) | 1 | 17721.04 | 17721.04 | 7.33 | .01 |
| Interaction | 2 | 16478.15 | 8239.07 | 3.41 | .05 |
| Error | 54 | 130490.36 | 2416.48 | | |
| Total | 59 | 414915.72 | 7032.47 | | |

It has been seen from above table,

For factor A1 (attitude level toward a person with disability), $F(2, 54) = 51.77$ but $F_{.01}$ at $df(2, 54) = 5.61$

Hence, it is found that there is significant difference in means of attitude level of participants in two condition one- in group and other when tested in alone.

And for factor B (two conditions in group and in alone),

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$F(1, 54) = 7.33$ but $F(.01)$ at $df(1, 54) = 7.12$

It shows that there is significant difference in participant's positive attitudes tested in two conditions

And $F(\text{interaction}) = 3.41$ while $F(2, 54) = 3.17$ at 5% level of significant then it shows that there is also significant variation in mean attitude due to interaction between attitude levels and condition of participants.

Results intended to prove that a students who performed their attitude level in small groups showed significantly more positive attitude towards a person with disability. (M group=169.56 and SD=68.64). Conversely, participants in alone condition showed significantly less positive (or more negative) attitudes towards a person with disability (M alone=129.87. SD=48.73) there is also a significant interactive effect between two factors at 0.05 level.

All these values clearly indicate that if an individual, in presence of other individuals, encounter a person with disability, he perceives less negative stereotypic attitude in comparison of the condition in which he alone encounter that person with disability.

Discussion

Results opines that automatic affective response towards a person with disability were less stereotypic or negative in presence of other perceivers in comparison of being alone. Here we should see what actual reasons is behind this process.

As Moskowitz and Ignarric(2009) found, in a set of experiment examining chronic egalitarian goals, faces and names of stereotypic group presented as target inhibition of stereotypes as well as to the heightened accessibility of egalitarian goals. They also focusing on elements of goal representation i.e. mental representation of desired state at time of encountering stereotypic target, create a tension state in mind of perceiver as a motivational force attached to the discrepancy between desired and current state of perceiver.

This finding is more in in line with the condition in this research where perceiver witness a person with disability in presence of other perceiver, as desired state of prosocial norms is higher than perceiver's current state of prosociality. At this situation, prosocial norms towards that target are triggered enough to translate a negative stereotype response in less-prejudiced response. Reason behind this is that perceiver encounter a high distress target i.e. a person with disability in comparison of low distress target like racial biased persons etc.

This activated mental representation of prosocial norms ameliorating negative responses also depends on the level of accessibility. The level of this accessibility is triggered by the situations and relevant quest within the situations (Higgins, 1996) as the situation in this research is the presence of other perceiver showing affective response towards a person with disability. Results in Study 1 shows the interaction between attitudes of group of perceiver and attitude of a person in alone condition ($F_{AXB} = 3.41$ significant at 5% level).

Study 1 provided a light on one side of amelioration in negative stereotypic response as the other part of response towards person with disability, in particular, comprises the factor i.e. induced emotional empathy towards that person due to group-empathy norm condition in presence of other perceiver which also trigger the prosocial norms resulting in significant reduction in prejudiced response towards that person. It requires Study 2 as follows:

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Study 2

Actually, this study is intended to explore whether any boost in prosocial behaviour of perceiver, in presence of other individuals, towards a person with disability in comparison of that of other stigmatized persons i.e. racial biased or gender biased people.

We know, generally, the empathic emotion is induced towards people if they are in need. We know that stigmatized people are often at state of distress or in need of help.

But, in this paper, we are intended to prove, in case of a person with disability as a high distress target, whether induced emotional empathy towards that person in presence of other individuals are strong enough to boost prosocial goals in perceiver in comparison of that of other stigmatized persons e.g. racial biased or gender biased people.

Hence, In Second Study, we have tested whether emotional empathy of a perceiver induced towards a person with disability in presence of other perceivers, have significantly increased in comparison of that of emotional empathy towards other stigmatized persons e.g. gender prejudiced people.

Method:

Participants

In this study 100 students (including boys and girls both) are selected randomly from that college on voluntary basis with consent of principal and one person with disabilities.

Procedure and Result

We have tested 100 persons on empathy concern scale and analyze it on basis of regression analysis applied by using SPSS.

Beta coefficient (Standardized Coefficient) and corresponding p values are found.

| | unstandardized coefficient | Standardized Coefficient | T | Sig | |
|--|-----------------------------------|---------------------------------|----------|------------|------|
| | B | STD ERROR | BETA | | |
| 1.constant | 14.695 | 3.562 | | 4.125 | .000 |
| 2.Are you physically challenged person or normal person | .988 | 1.837 | 0.055 | .538 | .592 |
| 3.What's your gender | -.500 | 1.714 | -.030 | -.291 | .771 |

**Dependent variable: Empathic concern scale.*

We see, in above table, the beta coefficient corresponding to the empathic concern with physically challenged person was 0.055 and beta coefficient regarding gender was - 0.03 and their corresponding p value was more than 0.5. Hence, we can conclude that emotional empathy of a person (perceiver) induced towards persons with disabilities in a context i.e. in presence of others are not significantly more than that of person encountering other stigmatized people such as racial-prejudiced or gender-prejudiced person. Hence, we reject the alternative hypothesis and accept the null hypothesis. But in this regression analysis, we have seen that beta coefficient corresponding to the empathic concern with person with disabilities is .055 which is more than beta coefficient (0.030) corresponding to the empathic concern with gender biased persons. It shows the stronger effect of empathic concern with physically challenged person comparatively with other stigmatized persons.

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Discussion

every human being has an experience of witnessing prosocial behaviour of others in society and then learned this behaviour as prosocial norms (Shang and Crason, 2009; Zaki et al., 2011). In other words, observing others empathize with a social target might cause individuals to empathize with that target. We know, although, the research findings that empathy emerge automatically without people's conscious control. Empathy-altruism model (Batson, 2011; Batson et al., 1991) suggest that empathy is instead motivated. One motive that could drive people to approach empathy is its social desirability. This social desirability is triggered when presence of other perceivers are there & encountering the same person with disability as a high distress target.

Hence, results in this research are in line with the findings that presence of other perceivers witnessing a person with disability influence a powerful emotional empathic state in individual which motivate and boost up prosocial behaviour or prosocial responses based on changed prosocial attitudes towards that person. All these findings endorsed a novel prediction that if social norm motivate empathy and empathy prompts prosociality, this effect might also occur across individuals such that one person's empathy may prompts another's prosociality. If so, merely observing others engaging empathically with a target maybe sufficient to stimulate prosocial behaviour toward that target. Hence it is clear from this theoretical model that viewing other's prosocial behaviour might motivate an individual to feel empathy and observing other's empathy could inspire individuals to behave prosocially even without observing any prosocial acts at all. (Batson, Duncan, Ackerman, Buckley and Birch, 1981; Batson 2011; Cialdini 1991).

In Study2, we have seen that emotional empathy of a perceiver induced towards a person with disability in particular (target) are significantly more than that of person encountering other stigmatized people such as racial or gender biased person. Here in this context, emotional empathy state of individual is powerful and enough to drive prosocial conformity and this results in reducing negative attitudes and stereotypes against a person with disability. Our results, in a Study2, opines that perceiver already witness comparatively a high distress target i.e. a person with disability.

As in a recent study, many psychologists examined in an experiment that participant reported feeling more empathy towards target if that target is in a high distress condition. (Eric C, Nook, Desmond C. Ong, Sylria A; Morelli, JasanP.Mitchell, and Z. Zaki, 2016).

Actually, this condition induces stronger emotional empathy in perceiver. In presence of other individual perceiver's emotional empathy was triggered in a powerful strength resulting in prosocial conformity.

However, in this experiment, analysis opines that this stronger effect is not significant, we require another experiment i.e. study 3, in which we have to know whether person having negative stereotypes against person with disabilities are less or no prone to conformity of these stereotypes in comparison of negative stereotypes of a person against other stigmatized persons. It is as follows—

Study 3

In above two studies we have come to know comparatively lesser stereotypic attitudes and significant emotional empathy towards person with disabilities in presence of other

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perceivers. But prime factor of this experiment is also to explore whether negative stereotypes against a person with disabilities are less or not prone to conformity in presence of others. Actually, we are in need to know, in this context, the effect of induced emotional empathy and positive change in attitudes of individual both on activation of negative stereotypes against person with disabilities in presence of other individuals. Hence, we have tested whether person having negative stereotypes against person with disabilities, in presence of others, are less or no conformity of these negative stereotypes in comparison of negative stereotype of a person against a persons. Here we took null hypothesis as an individual have no conformity of negative stereotypes towards person with disabilities in presence of others.

We demonstrated whether person having negative stereotypes against persons with disabilities are less prone to conformity of these stereotypes in comparison of negative stereotypes of a person against other stigmatized persons.

Method:

Participants

In this study 100 students (including boys and girls both) are selected randomly from that college on voluntary basis with consent of principal and one person with disabilities and another person as gender biased person.

Procedure and Result

We have tested 100 persons on interpersonal reactivity index and analyze it on basis of regression analysis applied by using SPSS.

Beta coefficient (Standardized Coefficient) and corresponding p values are found.

In order to test hypothesis 3 as null hypothesis is that there is no conformity of negative stereotypes comparatively towards differently abled person, a regression analysis was applied by using SPSS.

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|---|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 11.845 | 1.875 | | 6.315 | .000 |
| | Do you feel like you experience negative stereotypes (All normal persons are able & strong, all disabled persons are weak etc.) | .733 | 1.371 | .054 | .534 | .594 |

Dependent Variable: Interpersonal reactivity Index

The beta coefficient corresponding to the index with negative stereotypes was 0.054 and their corresponding p value was 0.594 > 0.05. Since the p value was more than 0.05, we can conclude that, person having negative stereotypes against persons with disabilities are no or less prone to conformity of these stereotypes in comparison of negative stereotypes of a person against other stigmatized persons. Hence, we can reject the alternate hypothesis and accept the null hypothesis showing that there is no or very less conformity of negative stereotypes against person with disabilities in presence of others.

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Discussion

As we have known that a standardized beta coefficient compares the strength of the effect of independent variable (negative stereotypes towards gender biased person) to the dependent variable i.e. negative stereotypes against differently abled person. Here we have seen that St. Beta coefficient is 0.054, this means that an every increase of one standard deviation in negative stereotypes towards gender biased person, a negative stereotype towards differently abled person rises only by 0.054 standard deviation. It shows that an individual become less prejudiced towards differently abled person in presence of others. This study indicated that participant's less or no conformity of negative stereotypes (stigmatization) might explain the person's conformity to prosocial attitudes towards differently abled person, i.e. the development of stronger prosociality in individual in this context. Hence nothing to say that if a perceiver encounter a person with disabilities in presence of others, emotional empathy induced in perceiver by witnessing a high distress target and developed group-empathy norms condition both trigger the normative rules and prosocial norms in perceiver; and this leads to stronger prosociality in perceiver which is nothing but a development of prosocial attitudes strong enough to match with no conformity of negative stereotypes against such persons.

In a series of experiments we have found that pro-social norms are activated when we encounter a person with disabilities in presence of others. But to what extent pro social norms are activated and we must know the relative conformity of activation of prosocial norms of individual towards person with disabilities and that towards other stigmatized person. This fact engender a paradigm in which we have to test whether pro-social norms towards person with disabilities have more tendency of its conformity than pro-social norms towards other stigmatized person in presence of others. Here we have experimented 4th study

Study 4

We have to test whether pro-social norms towards persons with disabilities have more tendency of its conformity than tendency of negative stereotypes against these people in presence of others.

Method:

Participants

In this study 100 students (including boys and girls both) are selected randomly from that college on voluntary basis with consent of principal and one person with disabilities and an another person as gender biased person.

Procedure and Result:

We have tested 100 persons on interpersonal reactivity index and chi-square test an then analyze it on basis of regression analysis applied by using SPSS.

In order to test hypothesis 4, a regression analysis was applied by using SPSS.

Test Statistics

| Are negative stereotypes stronger for persons with disabilities | |
|---|---------------------------|
| Chi-Square | 17.640 ^a 1.000 |
| Df | 1 000 |

Are negative stereotypes stronger for persons with disabilities

Asymp. Sig.

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

The chi square value corresponding to the negative stereotypes was 17.64 and its corresponding p value was $0.000 < 0.05$. Since the p value was less than 0.05, we can conclude that pro-social norms towards persons with disabilities have more tendency of its conformity than tendency of negative stereotypes against these people. Hence, we can accept alternate hypothesis and reject null hypothesis.

Discussion

Studies of veteran psychologist reveals that the social influence in presence of contextual factors can motivate people to behave prosocially (Freg & Meier, 2004; Shang & roson, 2008; Silverman, Robertson, Middlebrook & Drabman, 1984, Bradsley & Sausgruber, 2005, Bicchiery & Xiao, 2009; Fowler & Christakis, 2010; Peysakhovich & Rand, 2013; Cialdini, Reno & Kallgren, 1990; Golstein, Cialdini & Griskevicius, 2008). These studies demonstrate the power of prosocial conformity by showing that group norms inspire people to be helpful. But, on broad account, prosocial conformity arises when people adopt the deeper goals a motive of those around them (Arts, Gollwitzer & Hassin, 2004). A broad account would further predict that observations of prosociality could motivate individuals to perform empathic and kind behaviors even in novel context (Erik. Nook, D.C. Ong, Sylvia A. Morelli, J. P. Mitchell & J. Zaki, 2016). Here in this research, contextual factors spontaneously make the prosocial norms salient. We have already known the major findings regarding prosocial conformity that prosocial norms generalize across behavior & empathy. Hence salient features of prosocial norms in presence of other individuals along with induced emotional empathy towards a differently able person as a high distress target condition to stronger prosociality which results in prosocial conformity. On the other hand, examining the conformity of negative stereotype activation in context of present research, recent research established the findings that automatic stereotype activation can be short-circuited by a variety of motivational factors (Blair, 2002; Kuna & Spencer, 2003). If people are motivated by a chronic goal to be egalitarian display less gender stereotype activation than people not so motivated (Moskowitz, Gollwitzer, Wasel & Schall, 1999). Actually, individual is internally motivated to control prejudice reaction (evine, Plant, Amio & Harman- Janes & Vanice, 2002). In present research, when perceiver, in presence of other individuals, encounter a person with disabilities his prosocial norms become salient and with enhance emotional empathy towards that high distress target, he is spontaneously motivated towards prosocial goals comparatively which results in prosocial conformity leaving no rooms for negative stereotype activation towards that target. Hence, he has more tendency of prosocial conformity than that of negative stereotype in present context.

Tuning with prosocial group norms as empathic conformity

In an experiment, it is found that people tune their prosocial attitude or behaviour to fit group norms over time, supporting the role of a reward learning mechanism for social influence (Klucharevetal., 2009). In presence of other individuals and in a condition of high distress target, as in this research, pro social attitudes emerge simply by observing empathic norms. Here, observing empathy norms of perceiver stimulated pro-social behaviour of other individuals, then in turn, other individuals also showed empathy concern with target. It

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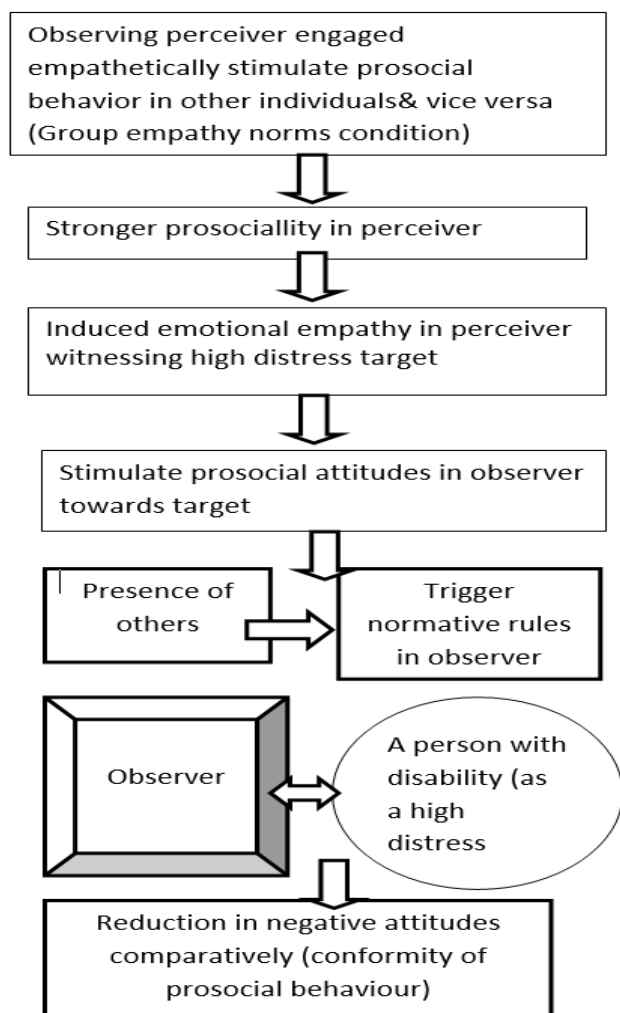
works spirally thus developing empathic group norms. This condition motivates stronger emotional empathy and then stronger prosociality in perceiver towards that target. It takes that the form of prosocial group-norm condition. Actually here, perceiver along with other individuals tune their feeling of empathy to match that prosocial group norms.

This prosocial group-norms also defined as “emotional showing” as Scheler (1926) or Stein (1922) have long emphasized that it is not only form of emotional contagion and form of "feeling-with" or "sympathy" but also form of “feeling together” or form of “emotional sharing” in term of collective emotion.

Development of prosocial group in which how emotional empathy and prosociality of perceiver and other individuals motivate each others are shown as follows:

Fig. 1 Flow chart of Spontaneous activation of Stronger Prosociality, when an individual encounter a differently able person in presence of others.

We see from figure 1 that emotional empathy and prosociality of perceiver and other individuals witnessing the same target i.e. a person with disability are spirally related to each other in the same context; and thus, group empathy-norms are developed.



GENERAL DISCUSSION

Results from both studies illuminated two aspects regarding effect of contextual factors i.e. presence of other individuals, if target is in high distress condition i.e. a person with disabilities. It is found that the perceiver became less-prejudiced or showing less stereotypic attitudes towards a person with disability in presence of other individuals in comparison of perceiver being alone (Study 1). In another situation, it is found that emotional empathy of a perceiver induced towards a person with disability (high distress target) in presence of other individuals have increased significantly in comparison of that of same perceiver towards other stigmatized person such as racial biased people (Study 2). On the other hand, we have found non-conformity of negative stereotype in present context (study 3), an exploring the strength of prosociality in perceiver, we have found in other experiment the supremacy of tendency of prosocial norm's conformity over tendency or activation of negative stereotype towards differently able person (study 4). stronger prosociality is developed enough to get perceiver less-prejudiced towards these persons.

It has been seen that the context is same in all four studies i.e. a perceiver encounters a high distress target (a person with disability) in presence of other individuals. Here two important factors moderate prosociality in perceiver. One is the presence of other individuals automatically triggered the less-prejudiced attitudes towards a person with disability. Recent studies suggest that people can moderate the activation of implicit negative stereotypes as well as control their later application given the right strategies and conditions (Blair and Banaji, 1996; Gollwitzer and Schaal, 1998). Regarding the effect of contextual factors studies illuminated that a perceiver automatically activated egalitarian goals towards racial-biased person (target) in presence of other individuals in comparison of alone condition. (LuigaiCastelli and Silvia Tomelleri , 2007).

Exploring the other reasons, we found that if high distress target is witnessed in presence of other individuals i.e. a person with disability is perceived in public setting, this leads to perceiver's prosocial or egalitarian goals become more chronic. It is so because, in public setting, prosocial norms become salient. In set of experiment, it is already found that chronic egalitarian goals of a perceiver always leads to the inhibition of stereotypes (Moskowitz and Ignarric, 2009). In addition, chronic prosocial norms likewise egalitarian goals lead to the preconscious control of stereotype activation in perceiver (G. B. Moskowitz, Gollwitzer & Schaal, 1999). Actually, for chronic, the prosocial norms or goals may be habitualised and lead to stereotype control at preconscious level that is preventive rather than a corrective nature. Since an individual often witness persons with disabilities in public setting, in presence of others individuals, hence prosocial goals become more accessible through their frequent and committed pursuit (Bargh, 1990). Thus, if this situation occur, prosocial goals become salient and more dominant than stereotypes automatically.

Reviewing many studies regarding effect of contextual factors like presence of other individuals and stereotype attitude toward social target we have shown in this research if perceiver encounter a high distress target i.e. a person with disability in comparison of other stigmatized person like racial biased or gender biased people in presence of other individuals, it activated stronger prosociality in perceiver toward that target and then it turn less prejudiced attitudes and non-stereotypic behaviour toward that target.

Actually, in this context it might provide perceiver with a "double dose" of prosociality-effect -- one is through triggered prosocial behaviour in presence of other individuals

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witnessing the same target. Other is, since target is a person with disability which comparatively high distress target, stronger prosociality is induced through influence of induced emotional empathy towards target and development of group empathic norm condition in presence of other individuals as established classic findings concerning relation between empathy and prosocial behaviour (Batson and Ahmad, 2001; Batson and Moran, 1999; Davis et al., 1999; Schroeder, Dovidio, Sibicky, Matthews and Allen, 1998; Toi and Batson, 1982) by demonstrating that prosocial behaviour can emerge simply by observing empathic norms. Important implication of this study is that *a condition of contextual factors like presence of others and a high distress target like a person with disability triggered the prosocial attitudes or norms cognitively in a perceiver in one way; and also induced affectively more emotional empathy in that perceiver in other way. One thing is clear from this study that both these cognitive and affective factors does not work separately but these are spirally interrelated as showed in fig. 1 and then by giving a boost to each other leads to stronger prosociality of that perceiver in comparison of other stigmatized persons taken as target. In above context this study results in comparatively less discriminatory behaviour towards these people.*

No doubt this research have, somehow, limitations on account of social desirability effect, particularly in Study 1. It is possible that participants behaved in generous or high empathy conditions.

But in all, our research sheds new light on stronger prosociality of a perceiver in a context that if presence of other individuals encountering a person with disability reinsured. It actually opens a new vista for combating discriminatory behaviour toward physically challenged persons and also new areas of research regarding the relation between prosociality and empathic concern, in context of physically challenged people, both acting judiciously to improve negative stereotypic attitude and behaviour toward these persons. This study also opines the questions that how we can come to know what contextual factors leads to moderate the behaviour of an individual towards a person with disabilities and to what extent.

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Conflict of Interest

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