



Same Faces, Different Labels:

Generating the Cross-Race Effect in Face Memory with Social Category Information

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Cross-race effect in face memory

Superior recognition of own-race faces versus other-race faces (Malpass & Kravitz, 1969)

Can we see a cross-race effect for the exact same faces with different labels?

Account 1: Differential perceptual expertise with faces of different races:

→ predicts NO

Account 2: Cognitive disregard for out-groups:

→ predicts YES

General method

STUDY: 40 ambiguous-race faces

- 50% African American features
- 50% Hispanic features
- computer generated

TEST: Old/New recognition

- 40 studied faces
- 40 new faces



(MacLin & Malpass, 2001)

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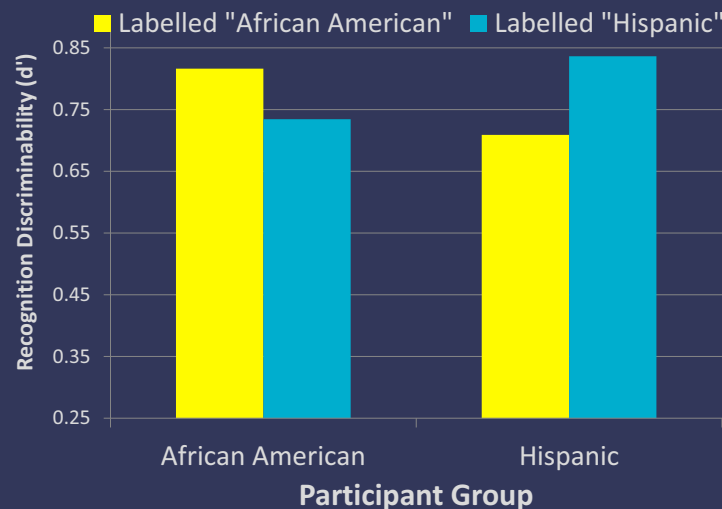
Exp. 1: Labels at Study

STUDY: 2 blocks of 20 faces

- **"You will now be studying a list of African American (*Hispanic*) faces."**
- Faces paired with name stereotypically associated with social category label

TEST: All faces tested in one block

- no social category information



Cross-race effect IS PRESENT for the exact same faces when labels are presented at study.

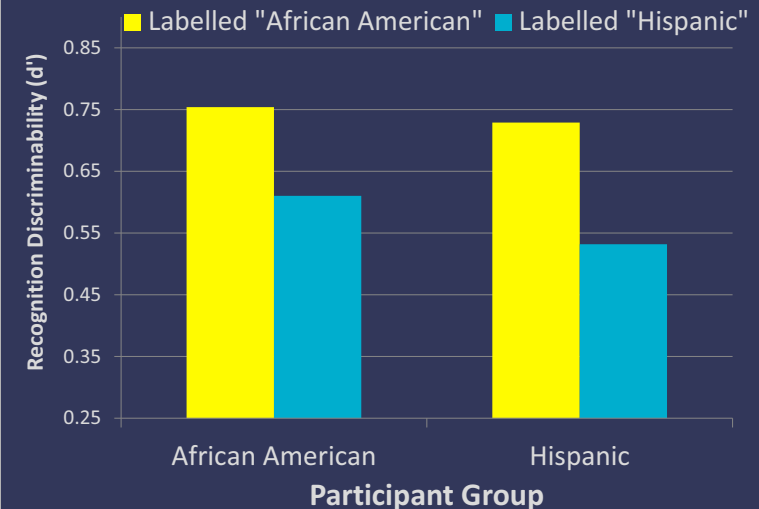
Exp. 2: Labels at Test

STUDY: 1 block of 40 faces

- no social category information

TEST: 2 blocks of 40 faces (20 old and 20 new)

- **"You will now be tested on the African American (*Hispanic*) faces."**
- Faces paired with name stereotypically associated with social category label



Cross-race effect IS ABSENT when labels are presented at test.

YES: We get a cross-race effect by manipulating only labels.

BUT: Only when those labels are present during study

→ Cognitive disregard during encoding contributes to the cross-race effect.