The Culture of Racism

Exposing and Fighting Racism on Cultural Terrain

Distinguished Diversity Scholar Award Conference
Discrimination and Social Identity Panel

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Why does race matter for health?
BLACK ≠ DISEASE

James S. Jackson, PhD
WHITE
The struggle against racial oppression and exploitation is most powerfully resisted (and maintained) on cultural terrain.

Cogburn, under review; Ngũgĩ, 1986
Understanding racial (social) inequality requires that we understand racism.

Cogburn, Griffin & Jackson, 2013; Lewis, Cogburn & Williams, 2015
Conceptual: Characterizing Racism
- Cultural Racism
- Internalized Racism

Empirical: Measuring Racism
- Virtual reality + Racism
- Media-based racism and acute stress responses
- Chronic stress, cardiovascular and mental health
Conceptual: Characterizing Racism
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Cultural Racism

Cogburn, under review
Cultural processes that position Whiteness as superior

Cogburn, under review
Cultural Racism

Synthesis of analogous but fragmented concepts across psychology, sociology, communications/media, public health and law

Cogburn, under review
Cultural Racism

Framing cultural threats to health.

Cogburn, under review
Cultural Racism

• Historical lens
• Racial ideology
• Language, symbols, imagery
• Social norms + practices
• Social/public commentary
• Stereotype threat + stigma
• Media representation + bias

Cogburn, under review
WAR ON BLACK HAIR: WEARING BRAIDS GETS BLACK GIRLS BANNED FROM PROM AT MALDEN CHARTER SCHOOL IN MASSACHUSETTS

BY JANICE WILLIAMS ON 5/12/17 AT 11:00 AM
Moving Out

When the European settlers arrived, they needed land to live on. The First Nations peoples agreed to move to different areas to make room for the new settlements.

A. Answer the questions with the help of the map.

European Settlements on First Nations Land

Carter, 2012; Delpit, 1995
Media Representation + Bias

BLACK VOICES 08/14/2014 08:35 am ET | Updated Aug 14, 2014

When The Media Treats White Suspects And Killers Better Than Black Victims

By Nick Wing

Cleveland abductions: Do white victims get more attention?

By Tara McKelvey
BBC News Magazine

9 May 2013 | Magazine
Paul Ryan Blames Poverty On Lazy ‘Inner City’ Men

BY IGOR VOLSKY POSTED ON MARCH 12, 2014 AT 10:07 AM
2014: Trayvon Martin Halloween costume.
First, if blacks are poor or in prison, it’s all their fault. “Blacks don’t get it,” Bruce tweeted. “Choosing to be cool vs. getting good grades is a bad choice. We all start from o.”
Racial Ideology

Bonilla-Silva (2014): Racial ideologies become interpretive tools used to explain and justify racial inequality and are often expressed through cultural processes.

Feagin (2013): curation of Whiteness and otherness through racial ideologies used to guide meaning making, action, attitudes and behaviors.

Cogburn, under review: These ideologies become cultural tools that support the production of structural inequality and contribute to the creation of socially toxic environments.

Bonilla-Silva, 2014; Cogburn, under review; Feagin, 2013
Virtual Reality + Racism

Cogburn et al., in prep
Can an immersive virtual experience of racism improve understanding of the realities of racism?

Cogburn et al., in prep
Achieving racial justice requires that we understand racism. Not an understanding that emerges from intellectual exercise or even in the consumption or production of science – but rather a visceral understanding that connects to spirit and body as much as reason.
Virtual Reality + Racism

A multi-scene, life course experience through the lens of a Black male named *Michael Sterling*

Cogburn et al., in prep
Virtual Reality + Racism

- **Age 7**: School discrimination
- **Age 15**: Police violence
- **Age 30**: Work-place discrimination
- **Age 50**: In progress

Cogburn et al., in prep
Make sure it matters.
Reach forward + back.
FUBU.
Thank You!
(and thank you James).

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