Exploring Mechanisms of Personal Values’ Influence on Colorblind Racial Attitudes
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Introduction
- Values serve as standards or criteria by which individuals select and evaluate attitudes, interactions, and policies (Schwartz, 2012).
- As shown in Figure 1, values are empirically and conceptually divided along two higher-order independent axes (Schwartz, 1992) that reflect underlying motivations (Maio, 2017).
- Just world beliefs represent the extent to which an individual believes that “people get what they deserve.”
- Colorblindness corresponds to attitudes that ignore the presence and impact of racial differences, racial privilege, and institutional discrimination (Neville et al., 2000).
- We hypothesized dual mediation effects—that self-transcendence values would be associated with less colorblind racial attitudes by discouraging just world beliefs, while conservation would exacerbate colorblind racial attitudes by motivating just world beliefs.

Method
Participants
137 undergraduate students (75% = women; Mean Age = 19.9; Race: 68% = White, 12% = Black, 10% = Multiracial, 6% = Hispanic, 1% = Asian, 1% = Self-Identify) were recruited for psychology class credit.

Measures
Values: PVQ-RR (Schwartz et al., 2012)
Just World Beliefs: JWS (Lucas et al., 2011)
Colorblind Racial Attitudes: CoBRAS (Neville et al., 2000)

Results
As shown in Figure 2, analyses utilizing Hayes (2013) PROCESS procedures indicated that self-transcendent values predicted weaker just world beliefs, the latter of which predicted greater colorblind racial attitudes, with a significant indirect effect for self-transcendent values via just world beliefs, $\beta = -0.08$, 95% CI = [−0.17, −0.02]. Conservation values predicted stronger beliefs in a just world, the latter of which predicted greater colorblind racial attitudes; conservation values had statistically significant indirect effect via just world beliefs, $\beta = 0.06$, 95% CI = [0.002, 0.150].

Discussion
- The present research suggests that broader personal values influence victim-blaming beliefs that “people get what they deserve”, which in turn may encourage discounting of the discrimination and bias that persons of color experience.
- Self-transcendent values, motivated by desires to enhance others’ well-being, may buffer against colorblind attitudes.
- Conservation values, motivated by desires for social protection, may exacerbate colorblindness.
- Social justice efforts may benefit from considering the values and underlying motivations behind expressions of modern racism.

References

Figure 1. Schwartz Value Circumplex

Figure 2. Mediation Models.