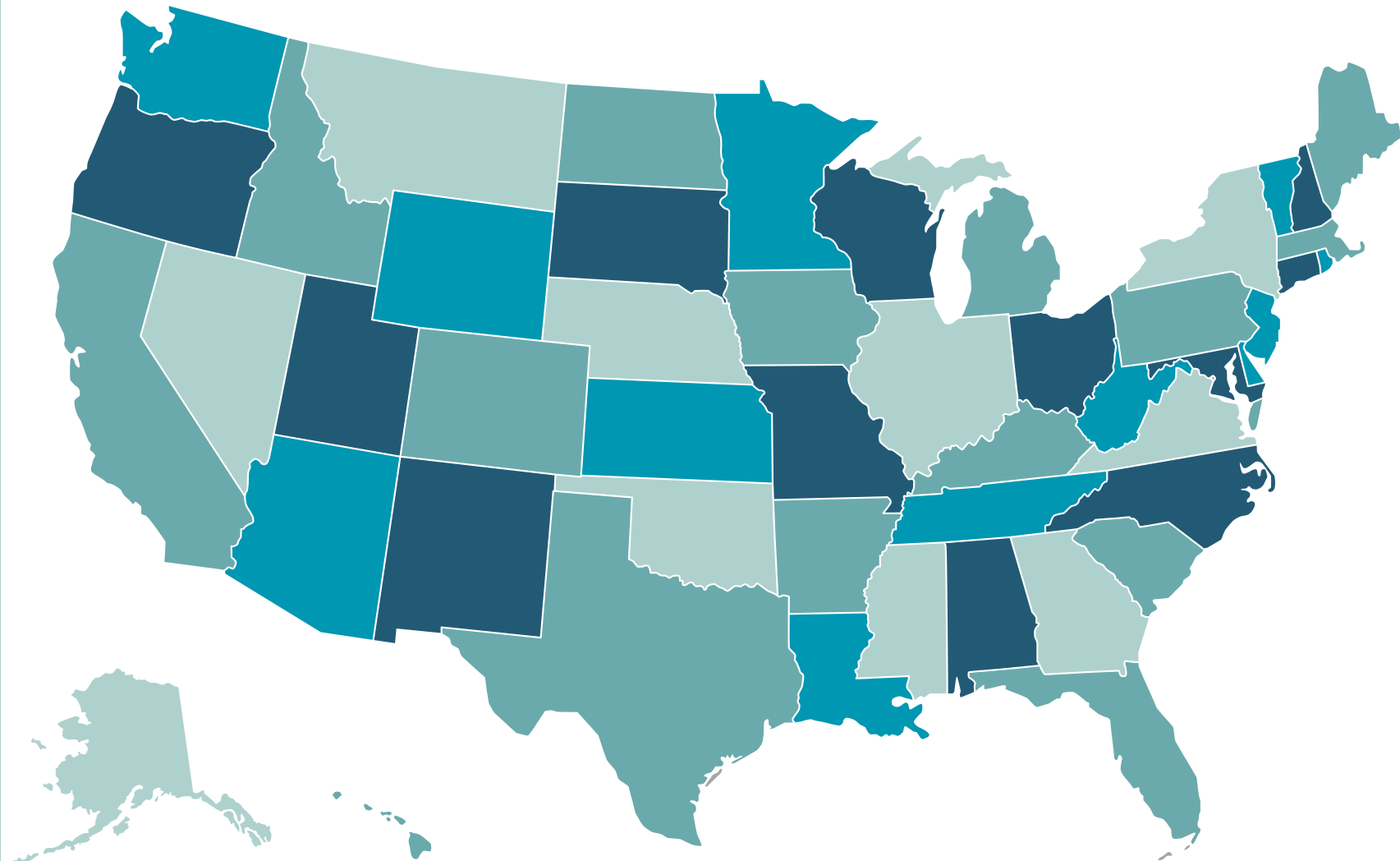


# RESEARCH PROJECT



## Perceptions of Race and Racial Discrimination Among Gen-Z in the United States

An Exploration of Young Generations'  
Views on Race

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# AGENDA

- Introduction & Background of the Research Paper
- Research Objective
- Methodology
- Data Summary
- Hypotheses & Interpretation
- Results & Discussion
- References

# Introduction & Background of the Research Paper

- The concept of race has deeply influenced societies, with xenophobia persisting into the 21st century
- Racial discrimination\* includes differential and disparate impact
- Studies highlight the prevalence of systemic ethnic discrimination emphasizing the need for continued efforts to address these issues

While numerous papers have looked into the effects of systemic ethnic discrimination in society, one overlooked field is:

- Informal discrimination especially amongst adolescents that normalizes offensive views, leading to internalized discrimination and making hatred more acceptable
- Is there an increased awareness of social justice among the younger generation, aiming to address societal inequalities

# Research Objective for Target Segment

Does Age Profile, Racial Identity and Exposure to more diversity within a person's social circle influence the person's ability to:

- Appreciate on whether Race is a social construct or a biological concept
- Acknowledge if Racial stereotypes do exist in today's society and do they get shaped through family perceptions
- Shape their views on whether enough Opportunities are being provided today to reduce the racial stereotypes

# Methodology

## Data Collection:

- Participants : USA based 38 Respondents

Questionnaire: 60-item survey on Racial appreciation

(<https://docs.google.com/forms/d/1kc1mVwZtP3gjj6pdwignGLEzrejkMKSCgfa7oZYIrE/edit?ts=66eec702>)

## Data Analysis:

- Steps
  1. Data Cleaning: Removed incomplete responses
  2. Descriptive Statistics: Calculated means, medians, and standard deviations
  3. Factor Analysis: Identified underlying factors
  4. Regression Analysis: Examined relationships between variables using t-Test & Anova

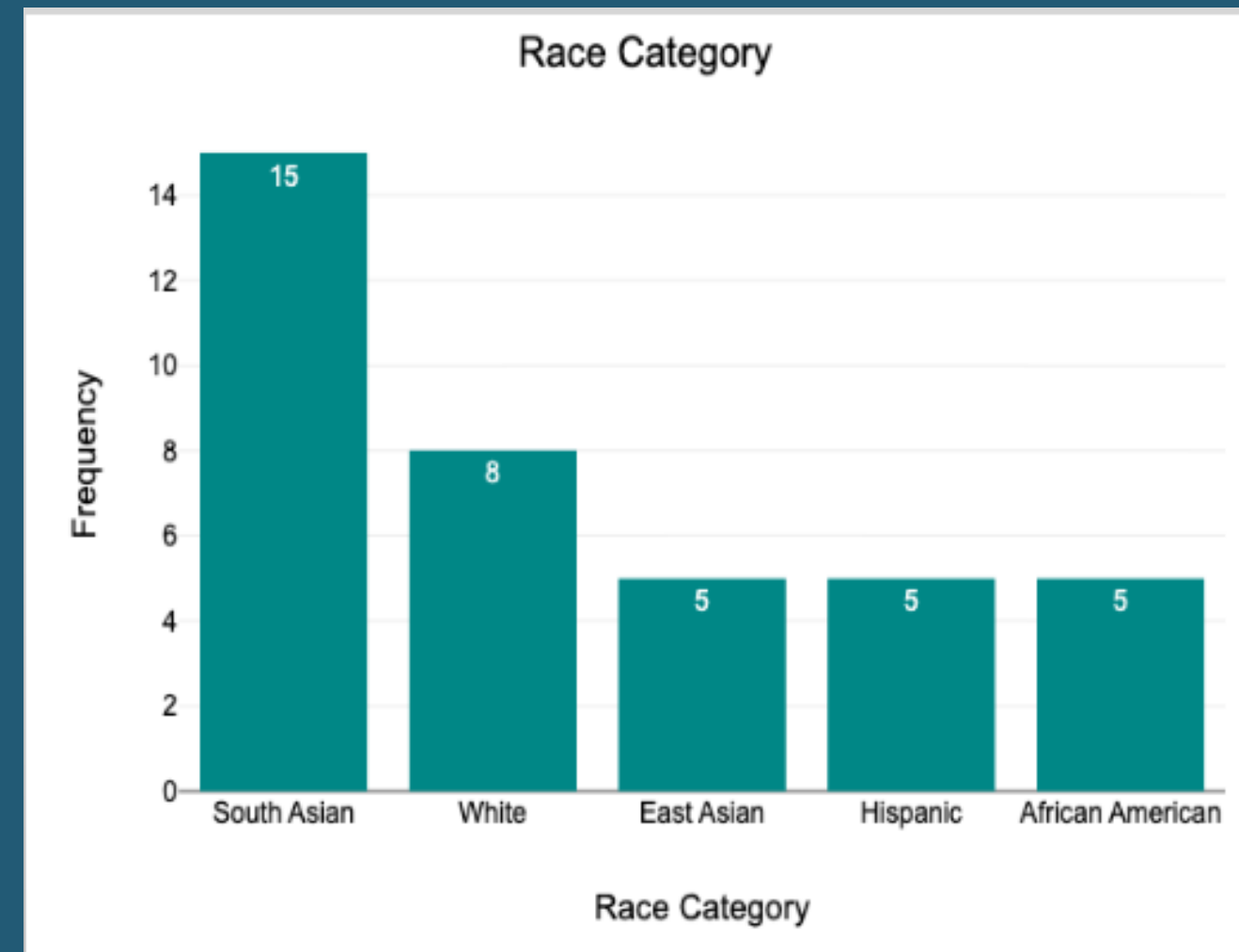
# Data Summary & Groups formed

## Age

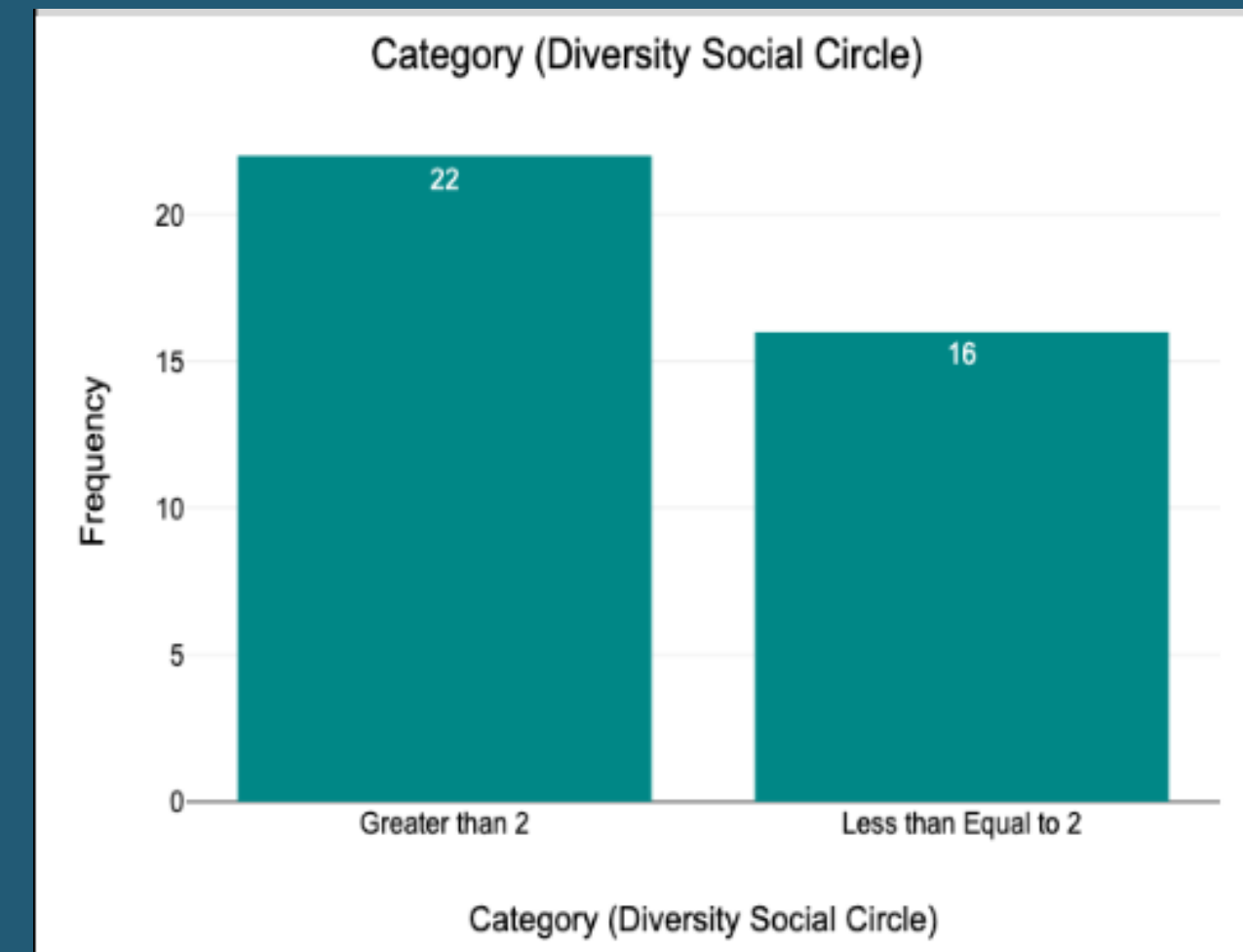
	Age
Mean	26.21
Std. Deviation	14.65
Minimum	15
Maximum	67

## Racial Group Profile

- South Asian
- East Asian
- White
- African American
- Hispanic

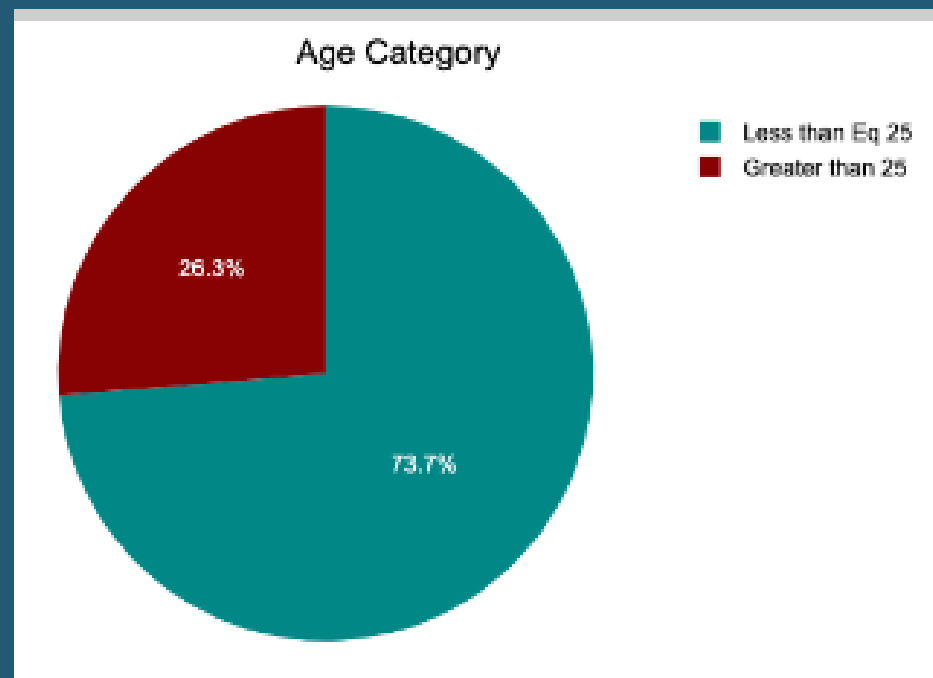


For Diversity of Social Circle, group split into 2 categories based on # of Racial profiles in the list of closest friends



## Age Profile

- Born b/w 1997 -2012
- Born before 1997





# Hypothesis

With the aim to determine if youth from diverse racial backgrounds and social circles, along with their family perceptions, are more aware of racial issues and less likely to stereotype compared to previous generations, the following 15 hypotheses were analyzed

	Age Profile	Racial Identity	Diversity of Social Circles
<b>Race is a Biological concept and not a social construct</b>	1	2	3
<b>Positive Opportunities need to be provided based on Race</b>	4	5	6
<b>Opportunities are already being provided based on Race creating unrest and to the detriment of the larger society</b>	7	8	9
<b>Racial Stereotypes in Society do exist and should be opposed</b>	10	11	12
<b>Family Perceptions are biased by Race</b>	13	14	15

# Hypothesis 1 - Age – Race is a Biological concept and not a social construct?

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Eq 25 Years Age group and Greater than 25 Age Years groups with respect to the dependent variable Biological Perception	There is a difference between the Less than Eq 25 Years Age Group and Greater than 25 Years groups with respect to the dependent variable Biological Perception



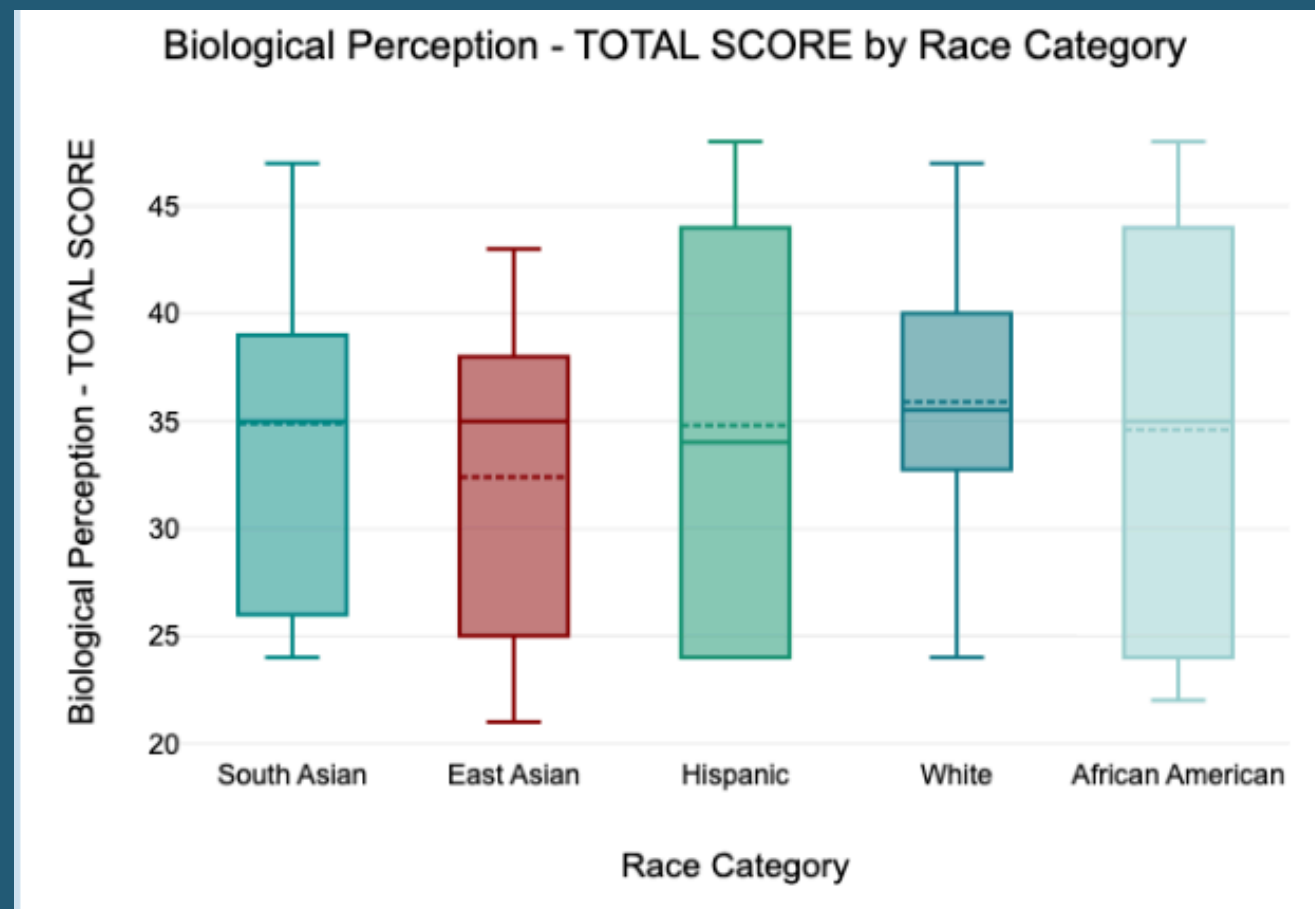
- The t-Test results showed that the Less than Eq 25 Age group had lower values for the dependent variable Biological Perception than the Greater than 25 Age group
- This shows that the Less than Eq 25 group in this sample has a statistically significant lower average compared to the Greater than 25 Age group
- Hence the null hypothesis is rejected

Interpretation: Younger generation (those born between 1997-2012) in the United States, popularly referred to as 'Gen-Z', views race less as a strictly biological concept as compared to the age profile older to them



# Hypothesis 2 - Racial Identity – Race is a Biological concept and not a social construct?

Null hypothesis	Alternative hypothesis
There is no difference between the 5 categories of the independent variable Race Category with respect to the dependent variable Biological Perception	There is a difference between the 5 categories of the independent variable Race Category with respect to the dependent variable Biological Perception

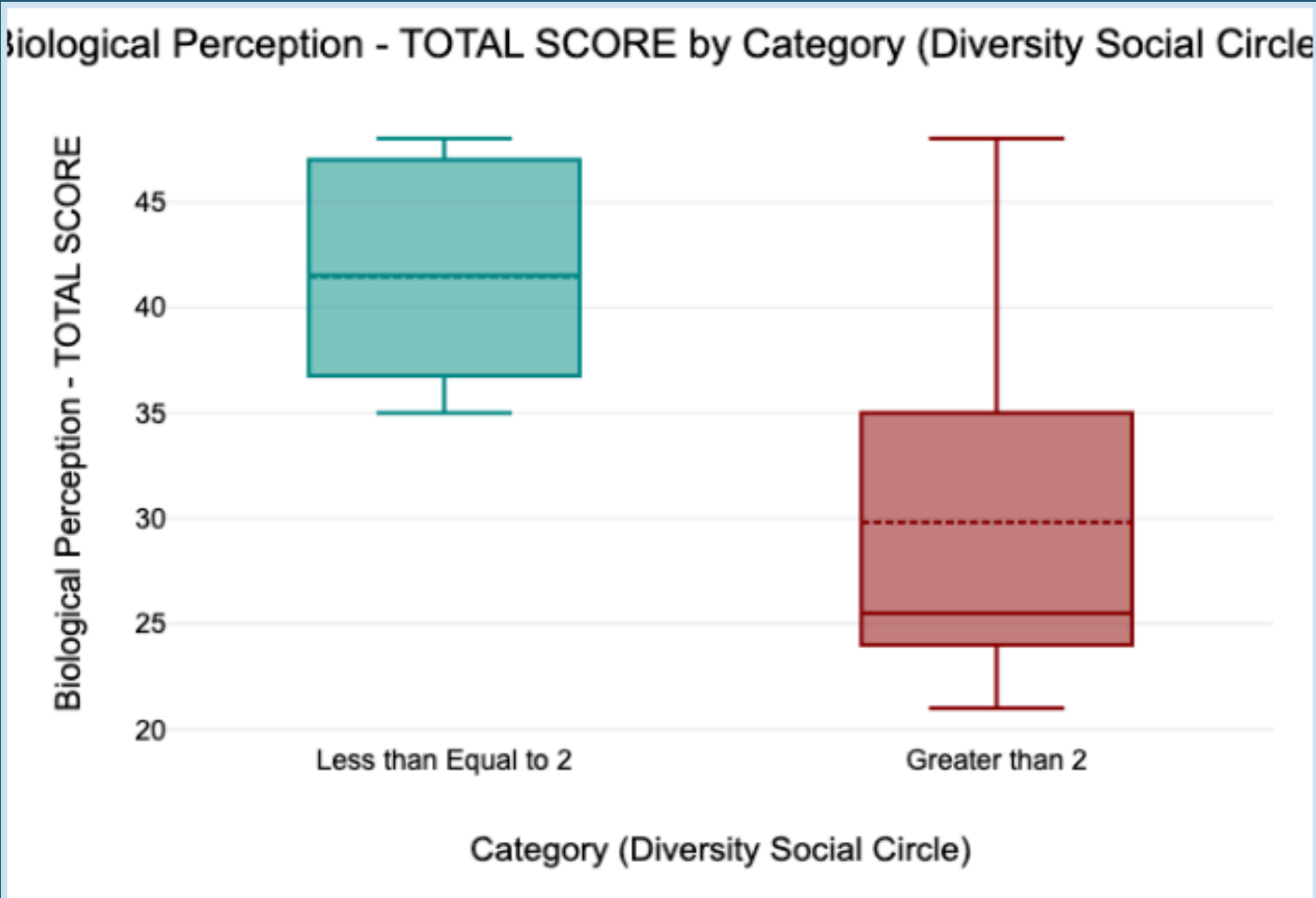


- Using a one-way ANOVA, which is used to compare the means of groups South Asian, East Asian, Hispanic, White and African American, the data shows that the p-value of .977 is greater than the common significance level of 0.05
- This indicates that there is no statistically significant difference between the different groups
- Therefore, the null hypothesis is not rejected

Interpretation Racial identity does not influence how Race is viewed as a strictly Biological concept and not a social construct

# Hypothesis 3 - Diversity in Social Circles – Race is a Biological concept and not a social construct

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Biological Perception	There is a difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Biological Perception

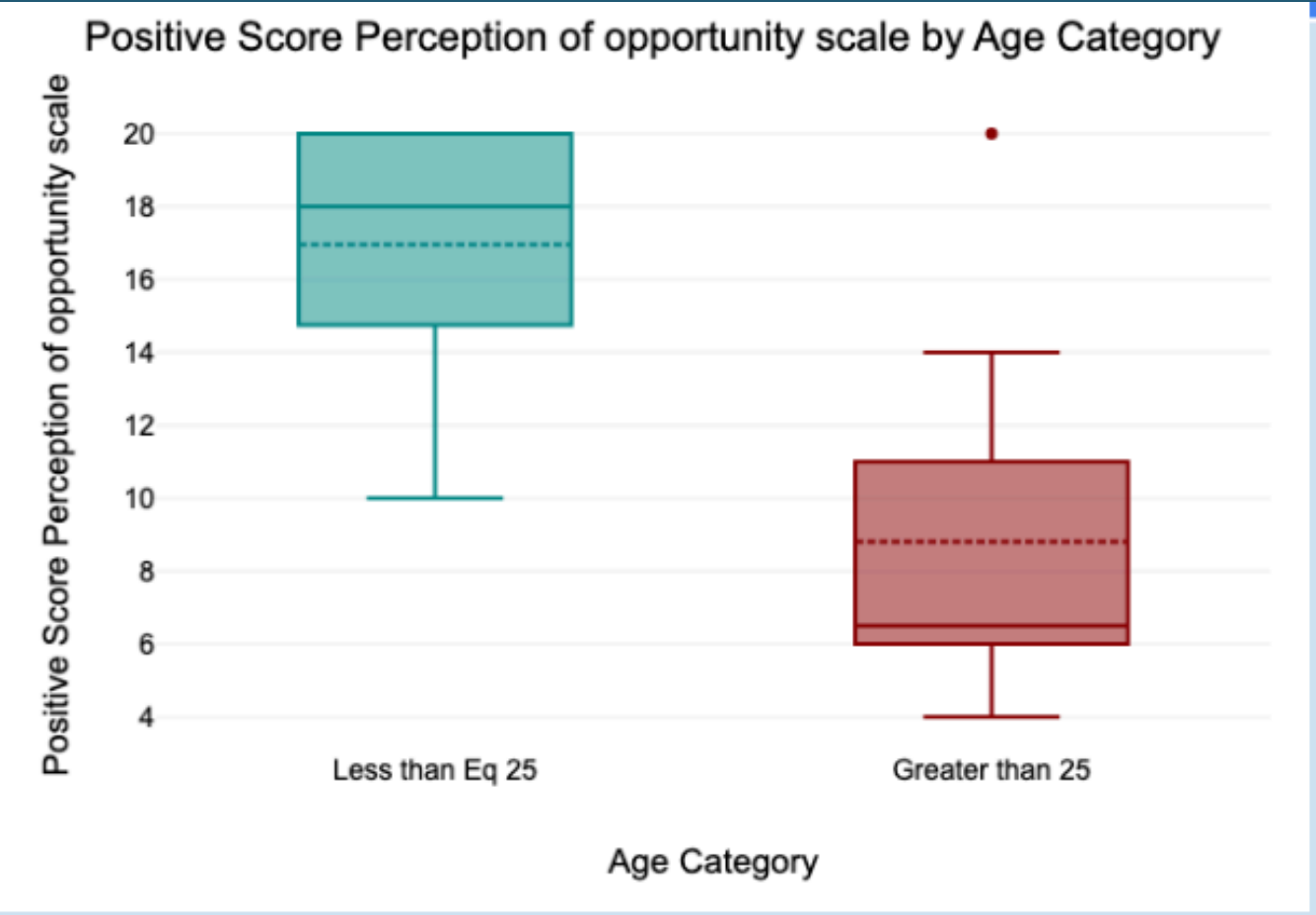


- A two tailed T-test showed that the difference between Less than Equal to 2 and Greater than 2 with respect to the dependent variable Biological Perception was statistically significant
- Thus, the null hypothesis was rejected

Interpretation Larger diversity in the social circle has an impact on Race being viewed as a strictly biological concept or not. The higher the diversity, the lower the perception that it is a biological concept and not a social construct

# Hypothesis 4 - Age – Positive Opportunities should be provided based on Race

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Eq 25 Years and Greater than 25 Years groups with respect to the dependent variable Positive Score Perception of opportunity scale	There is a difference between the Less than Eq 25 Years and Greater than 25 Years groups with respect to the dependent variable Positive Score Perception of opportunity scale



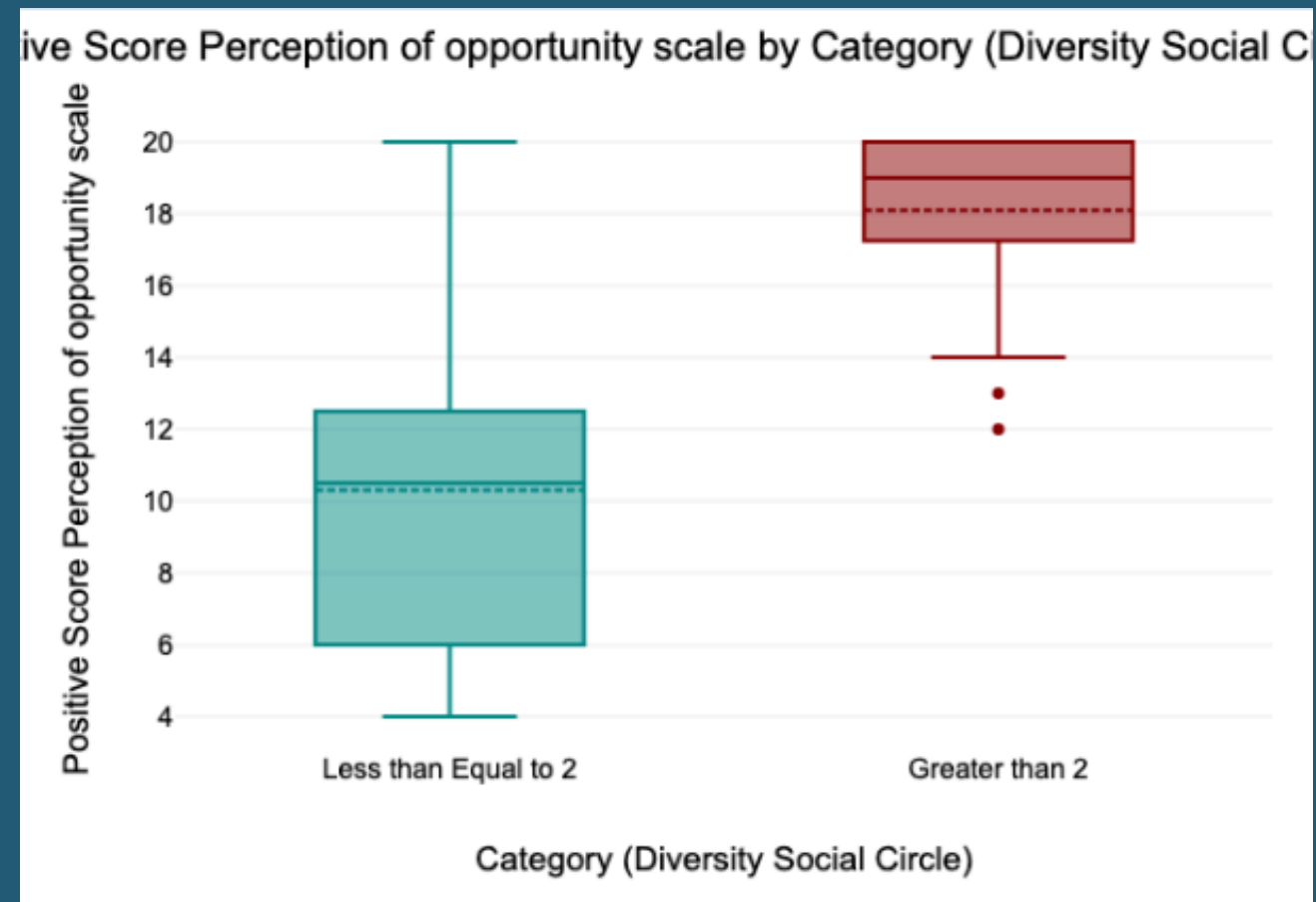
- A two tailed t-Test showed that the difference between Less than Eq 25 Years and Greater than 25 Years with respect to the dependent variable Positive Score Perception of opportunity scale was statistically significant
- Thus, the null hypothesis was rejected

Interpretation Younger generation (those born between 1997-2012) in the United States, popularly referred to as 'Gen-Z' believes that more opportunities should be provided based on Race.. This is in contrast to people of the older generation who do not believe in the same.



# Hypothesis 6 - Diversity of Social Circles – Positive Opportunities should be provided based on Race

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Positive Score Perception of opportunity scale	There is a difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Positive Score Perception of opportunity scale

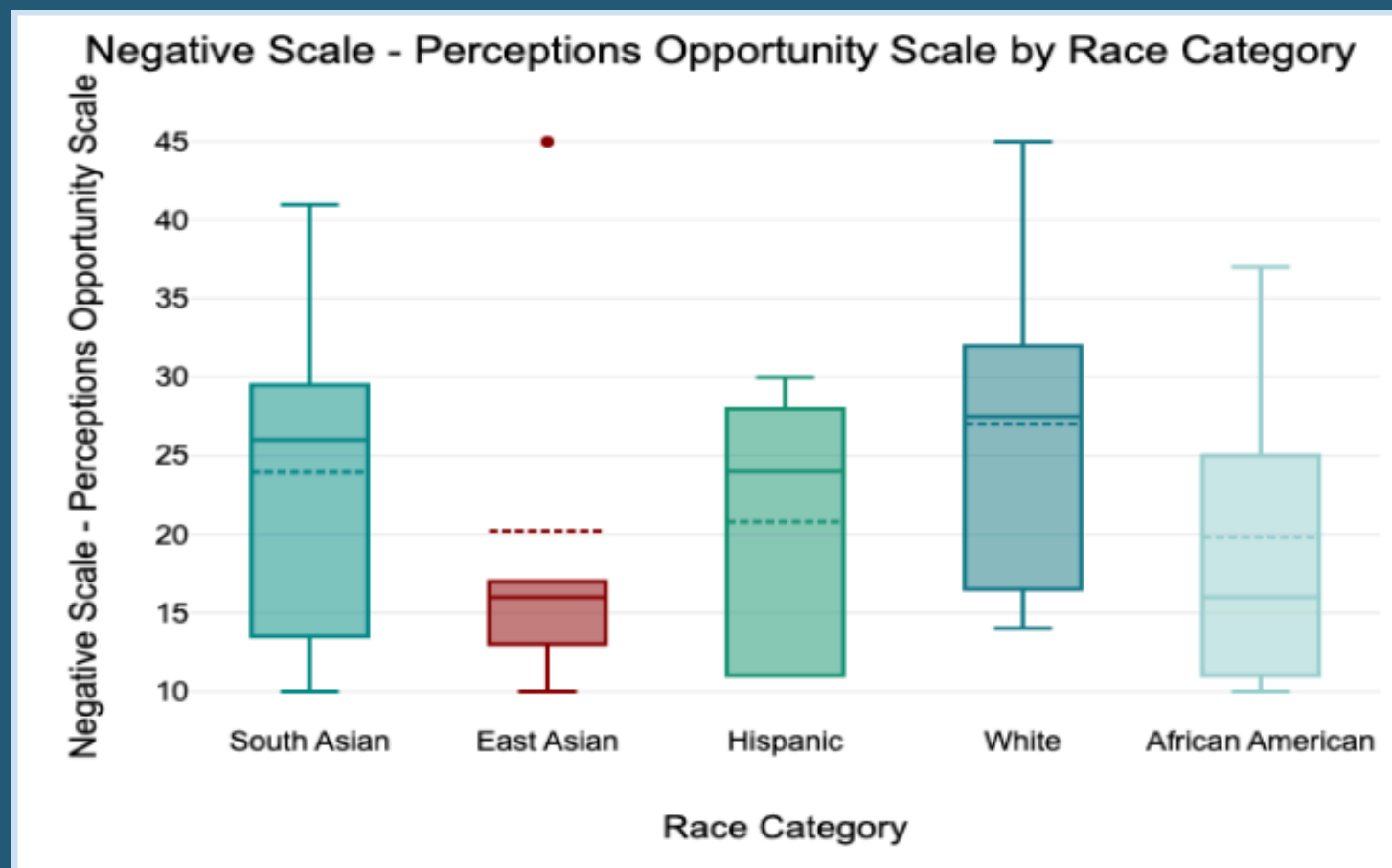


- Using a two tailed t-Test for independent samples, the results show a statistically significant difference between Less than Equal to 2 and Greater than 2 with respect to the dependent variable Positive Score Perception of opportunity scale
- Thus, the null hypothesis was rejected

Interpretation Individuals who have a larger social circle believe that more opportunities should be provided on the basis of Race and it will be to the benefit of the larger society. The individuals who have less diverse social circle don't believe as strongly in the same premise

# Hypothesis 8 - Racial Identity – Opportunities are already being provided based on Race creating unrest and to the detriment of the larger society

Null hypothesis	Alternative hypothesis
There is no difference between the 5 categories of the independent variable Race Category with respect to the dependent variable Negative Scale - Perceptions Opportunity Scale.	There is a difference between the 5 categories of the independent variable Race Category with respect to the dependent variable Negative Scale - Perceptions Opportunity Scale.

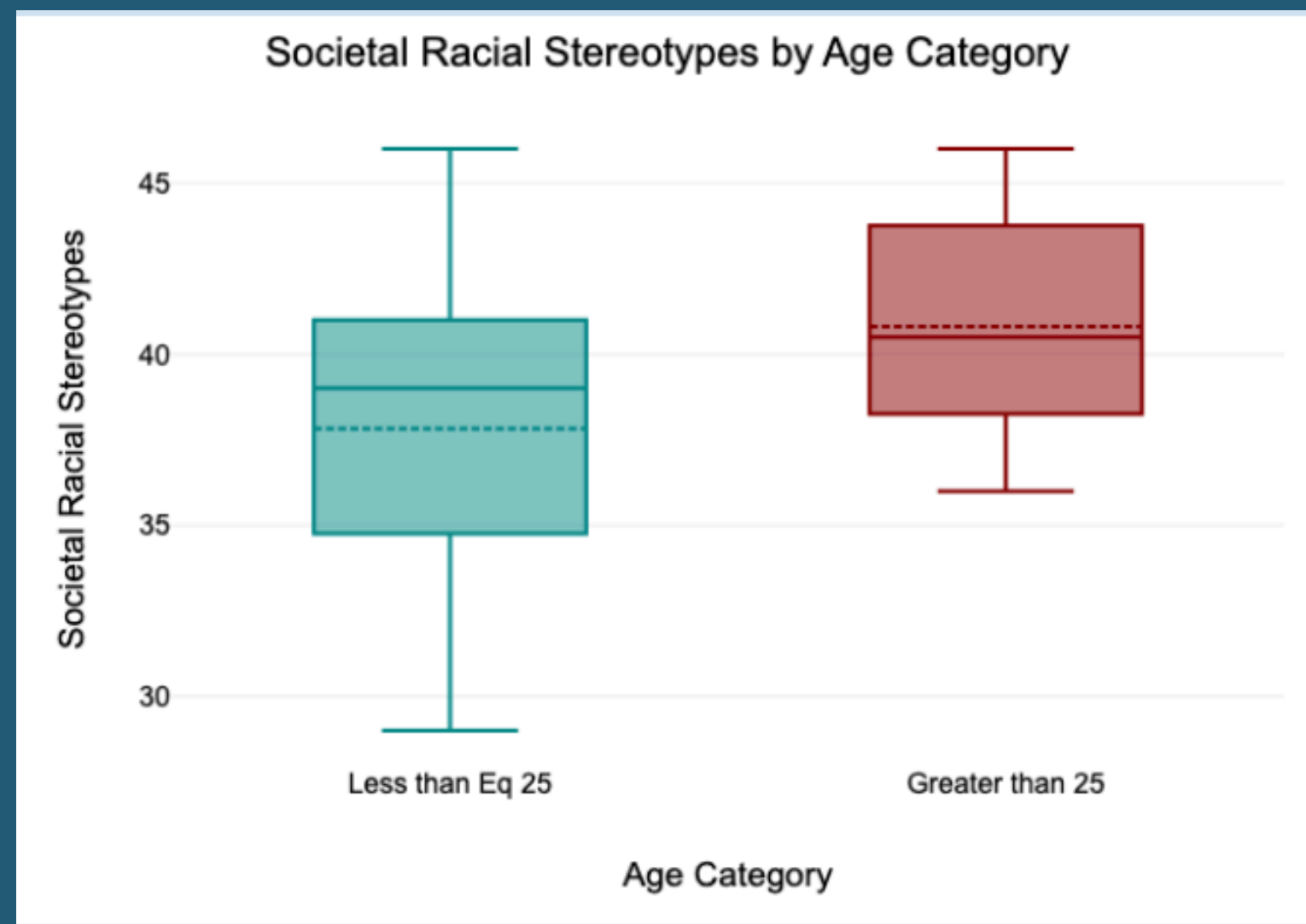


- Using a one-way ANOVA, which is used to compare the means of groups South Asian, East Asian, Hispanic, White and African American to see if there is a statistically significant difference between them. The data shows that no significantly greater difference exists between the racial groups
- Therefore, the null hypothesis is not rejected

Interpretation Results indicate that Racial identity does Not influence perceptions on whether adequate opportunities are being provided on the back of Race today

# Hypothesis 10 - Age – Racial Stereotypes in Society do exist and should be opposed

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Eq 25 and Greater than 25 groups with respect to the dependent variable Societal Racial Stereotypes	There is a difference between the Less than Eq 25 and Greater than 25 groups with respect to the dependent variable Societal Racial Stereotypes



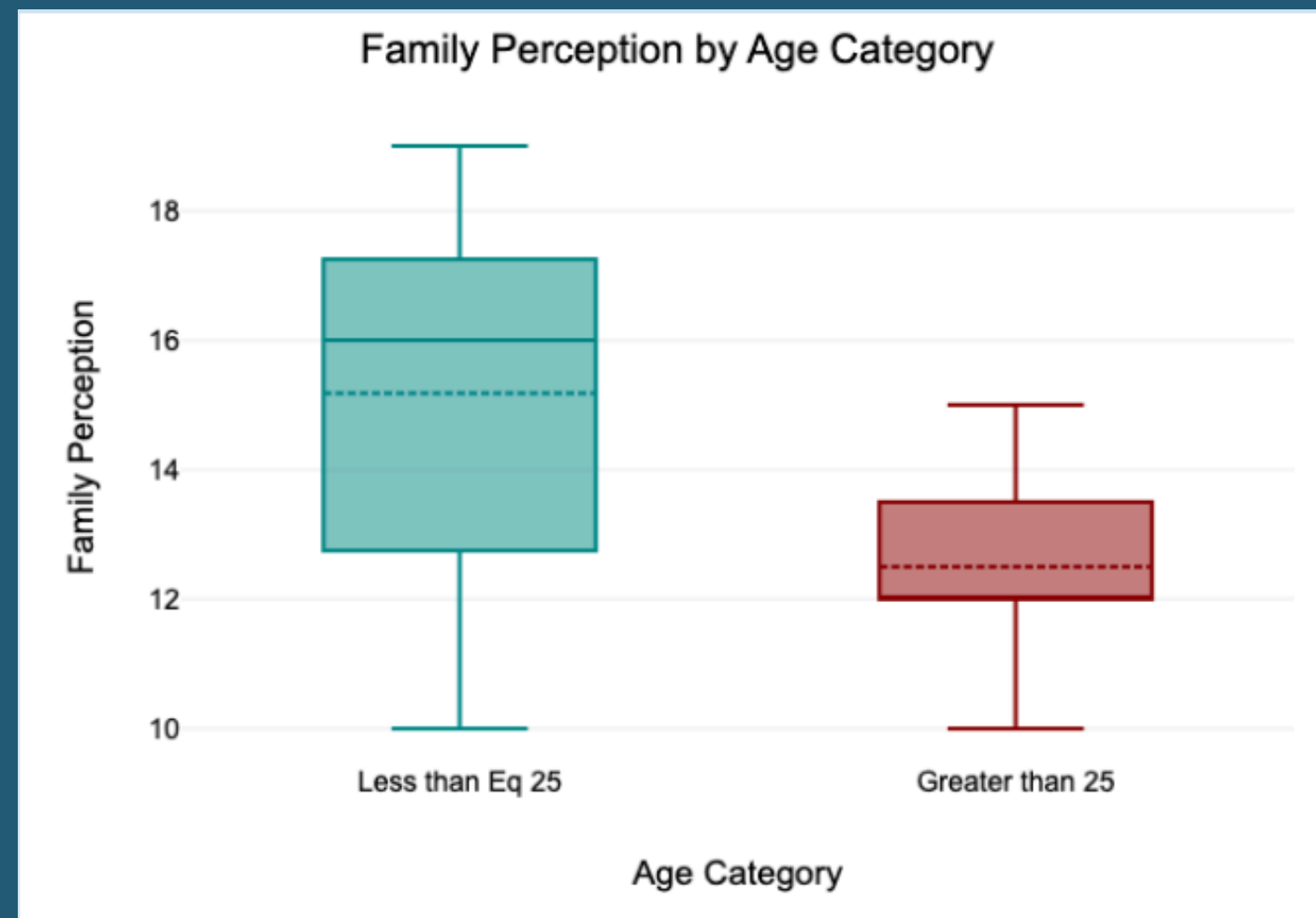
- A two tailed t-Test showed that the difference between Less than Eq 25 Years and Greater than 25 Years with respect to the dependent variable Societal Racial Stereotypes was not statistically significant
- Thus, the null hypothesis was not rejected

Interpretation The Results indicate that both the younger generation (those born between 1997-2012) and older generation believe that racial stereotypes are prevalent in the society and no marked changes are in play across age profiles



# Hypothesis 13 - Age – Family Perceptions are biased by race

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Eq 25 Years and Greater than 25 Years groups with respect to the dependent variable Societal Racial Stereotypes	There is a difference between the Less than Eq 25 Years and Greater than 25 Years groups with respect to the dependent variable Societal Racial Stereotypes

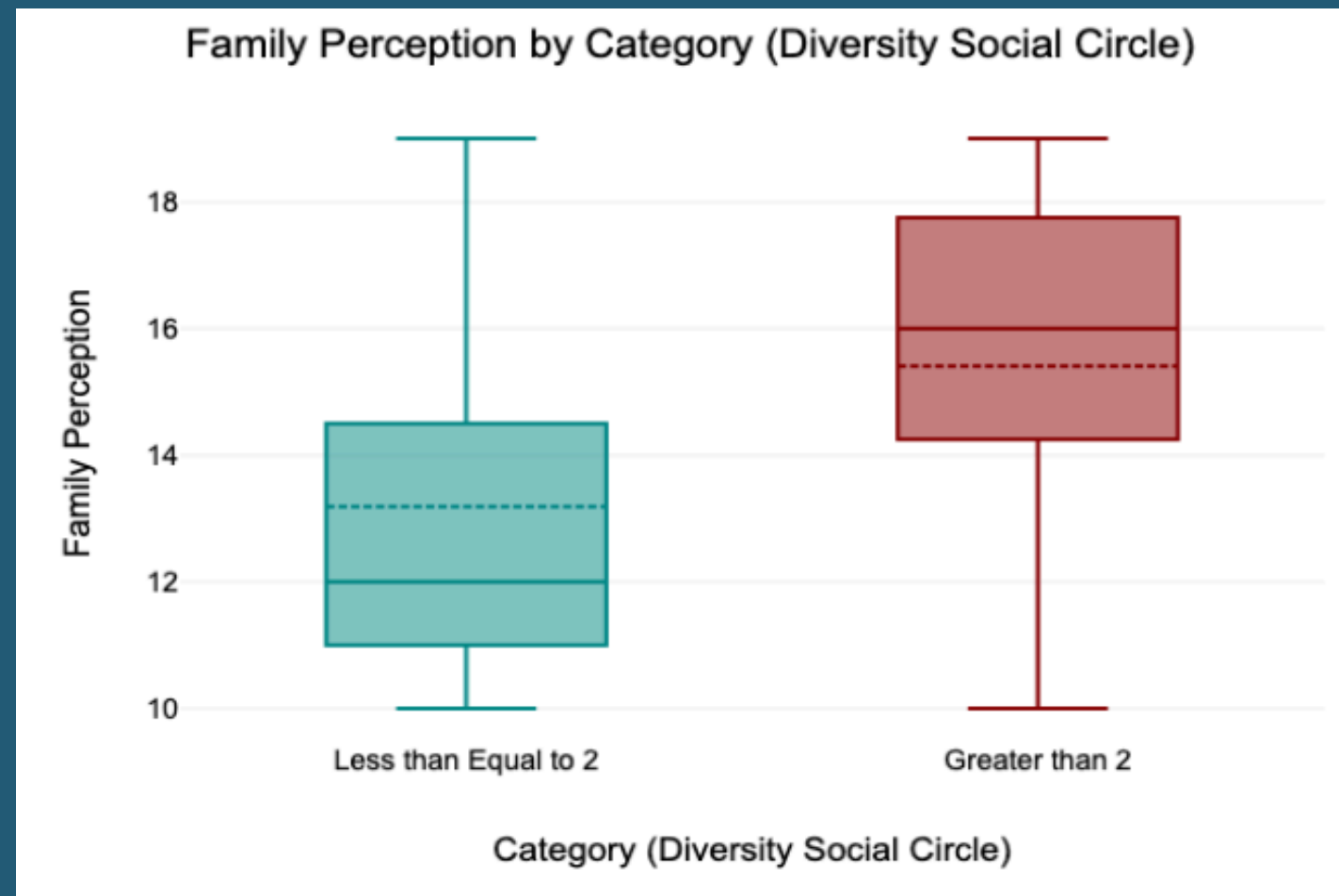


- Using a two tailed t-test for independent samples, the results show a statistically significant difference between Less than Equal to 2 and Greater than 2 with respect to the dependent variable Family Perception
- Thus, the null hypothesis was rejected

Interpretation The Results indicate that the younger generation (those born between 1997-2012) believe that their family perceptions are influenced because of Race. This stands in contrast to the earlier generation where the belief is that their family perception is not influenced by Race

# Hypothesis 15 - Diversity of Social Circles – Family Perceptions are biased by race

Null hypothesis	Alternative hypothesis
There is no difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Family Perception	There is a difference between the Less than Equal to 2 and Greater than 2 groups with respect to the dependent variable Family Perception



- Using a two tailed t-test for independent samples, the results show a statistically significant difference between Less than Equal to 2 and Greater than 2 with respect to the dependent variable Family Perception
- Thus, the null hypothesis was not rejected

Interpretation The Results indicate that the richness of social circles does have an influence on the perception carried by individuals that their families carries Racial stereotypes. The group with a higher number of social groups believes that Racial stereotypes are more prevalent in their families as compared to the ones who have lesser number of social circles

# Results & Discussion

## Results

- The findings suggest that a younger Age Profile (Gen Z) & greater diversity in the Social Circles reduces racial prejudice
- The study indicates that Racial identity is not a pronounced factor for shaping the individual's prejudice based on Race

## Future Research

- Based on the findings, further studies can be conducted to understand the correlation between Age & Diversity of Social Circles.
- Hypothesis – At what age profile does a greater diversity in the Social Circle not have the same marginal returns of reducing racial prejudice

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