

**CICLO
DE CONFERÊNCIAS 2012**
CENTRO INVESTIGAÇÃO
ISPA - INSTITUTO UNIVERSITÁRIO

THE SHORT AND LONG -TERM EFFECTS OF LEGAL VS. VALUE MESSAGES

Diversity mandates framed in a legalistic or punitive manner have been widely used in an effort to encourage equal opportunities for racial/ethnic minorities and women. A set of two studies expands on a series of preliminary results that suggest legalistic anti-discrimination messages tend to result in initial positive minority evaluations; however subsequent equally qualified minorities are perceived as less qualified and ultimately are less likely to be selected for admission or hire.

The current work expands on this previous research by comparing legally worded messages to value-oriented messages and utilizes both an undergraduate US population and a sample of experienced US human resource professionals. Both legal and value framed diversity messages appear to function similarly in encouraging decision-makers to be egalitarian in their evaluation and selection process initially. However, on subsequent decisions, legalistic messages are particularly damaging to minority women. Two potential explanations for the underlying mechanism are explored: stereotype suppression and moral credentialing.



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8 OUTUBRO 2012

12H30

AUDITÓRIO 1

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