

Psychological need drives prejudice in humans: Study

December 23, 2011

Yahoo India:

A deep psychological need drives prejudice, linked to a particular way of thinking, says a study.

People who want to make quick and firm decisions, shorn of ambiguity, also generalise about others, said Arne Roets and Alain Van Hiel from the Ghent University, Belgium.

‘Of course, everyone has to make decisions, but some people really hate uncertainty and therefore quickly rely on the most obvious information,’ said Roets, who led the study.

That is also why they favour authorities and social norms which make it easier to make decisions and stick to them, the journal *Current Directions in Psychological Science* reports.

Read the whole story: [Yahoo India](#)