

The rise of equal rights organisations that have 'led to bigotry'

By [Daily Mail Reporter](#)

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Like

Equal rights organisations can actually encourage bigotry, a study claims.

Groups which campaign on issues such as gender equality and gay rights have been found to worsen prejudice if they try to tell people how to think.

Presenting a more subtle argument was revealed as a more potent way of combating prejudice.



Equality: Gay Pride marchers head for Hyde Park in London but experts say their high-profile campaign may encourage bigotry

Canadian researchers gave students two brochures aimed at tackling on-campus prejudice. One took a forceful approach while the other encouraged independent thought.

Results published in journal *Psychological Science* revealed that those who had been harangued demonstrated significantly more prejudice than those offered a less controlling approach.

Study author Dr Lisa Legault, from the University of Toronto Scarborough, suggested that equal rights campaigners may even encourage hostility towards the minorities they are seeking to protect.

She said: 'People need to feel that they are freely choosing to be non-prejudiced, rather than having it forced upon them.'

'We need to focus on the reasons why diversity and equality are beneficial.'

Discussing how the findings could be used to inform future anti-prejudice campaigns, Dr Legault added: 'Controlling prejudice reduction practices are tempting because they are quick and easy to implement. They tell people how they should think and behave and stress the negative consequences of failing to think and behave in desirable ways.

'But people need to feel that they are freely choosing to be nonprejudiced, rather than having it forced upon them.

'We need to focus less on the requirement to reduce prejudices and start focusing more on the reasons why diversity and equality are important and beneficial to both majority and minority group members.'

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If there was a WHITE Police officers association all hell would break loose. There is a Black one, of course. If there was a Heterosexual Association, the Gay lobby would be up in arms claiming 'homophobia'. If we had 'Music of White Origin' awards we'd have the PC brigade demonstrating outside. I'm sure you get the point.....

- Rascal, Slough, 09/7/2011 14:05

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I think it's called backlash or the law of unintended consequences.

- Shirereeve, Abroad, 09/7/2011 12:05

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Well well - people don't like being told what to think - who would have thought it. This is a riveting and utterly astonishing revelation. Not hard to see why she's a Dr. Obviously a very acute mind - no flies on her.

- nick, sydney australia, 09/7/2011 11:39

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Believe it or not, prejudice and discrimination aren't always a bad thing. As a child my mother always used to say to me "Discriminate in choosing your friends." She explained that the friends you make can shape the person you become therefore you shouldn't mix with bullies, drug takers, criminals or people who follow idiotic and dangerous faiths. My mother isn't PC. She is just wise, unlike the scum that rule us.

- English, UK, 09/7/2011 10:46

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Problem is equality isn't good enough, many seem to want positive discrimination.

- Aunty Gray Train, Wilts, UK, 09/7/2011 10:40

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Of course they have. Their often ludicrous outpourings just irritate people Gollywogs, 'equality' legislation that discriminates in favour of 'minorities', thousands of non jobs in equality and diversity, and now planking. And of course, since they now change the definition of 'bigotry' to mean anyone who doesn't agree, surprise surprise, everyone else is a bigot

- ClothKap, England, 09/7/2011 10:30

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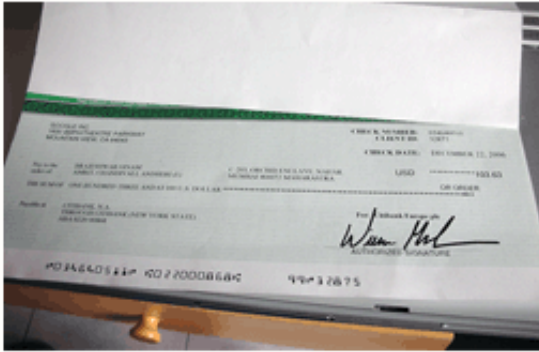
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