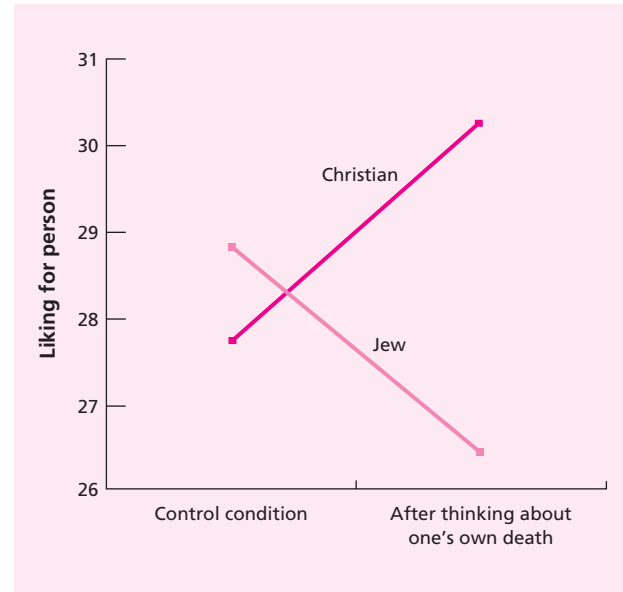


Prejudice

365

**FIGURE 10.7****Mortality Salience and Prejudice**

After contemplating their own death, Christian participants expressed greater liking for a Christian and less liking for a Jew. These findings suggest that prejudice may manage the existential terror produced by an awareness of one's own death.

Source: Greenberg et al. (1990).