

**TABLE 10.6** Motivation to Respond without Prejudice Scales**INTERNAL MOTIVATION TO AVOID PREJUDICE**

1. I attempt to act in nonprejudiced ways toward Black people because it is personally important to me.
2. I am personally motivated by my beliefs to be nonprejudiced toward Black people.
3. Because of my personal values, I believe that using stereotypes about Black people is wrong.
4. Being nonprejudiced toward Black people is important to my self-concept.

**EXTERNAL MOTIVATION TO AVOID PREJUDICE**

5. I try to hide any negative thoughts about Black people in order to avoid negative reactions from others.
6. If I acted prejudiced toward Black people, I would be concerned that others would be angry with me.
7. I attempt to appear nonprejudiced toward Black people in order to avoid disapproval from others.
8. I try to act nonprejudiced toward Black people because of pressure from others.