

### INGROUP



### OUTGROUP



### FOCUS OF THE RESEARCH

DISCRIMINATION OF THE GOTH SUBCULTURE (INGROUP) BY THE DOMINANT SOCIAL NORM (OUTGROUP) BASED SOLELY ON CLOTHING STYLE CHOICES IN THE WORKPLACE

### METHOD, RESULTS & DISCUSSION

INTERVIEWS & QUESTIONNAIRES / USING THEORIES OF SOCIAL IDENTITY, SELF-CATEGORIZATION, SELF-DETERMINATION, CONFORMITY, WE FOUND THAT

- ✂ INGROUP ACTIVELY SEEKS TO DIFFERENTIATE ITSELF FROM THE OUTGROUP (100%), EVEN IN CASES OF DISCRIMINATION (cp. CAMPBELL & DEACON, 2006)
- ✂ IN NONE-SUBCULTURE WORKPLACES (BANKS / POST OFFICES / COURTROOMS... VS TATTOO PARLORS / ART GALLERIES...) MANAGERS MAKE NEGATIVE REMARKS ABOUT CLOTHING STYLE CHOICES (90%)
- ✂ PROFESSIONAL COMPETENCE IS ASSESSED BASED ON CLOTHING STYLE CHOICES AS PERCEIVED BY INGROUP IN NONE-SUBCULTURE WORKPLACES (80%)
- ✂ NEGATIVE REMARKS AND AESTHETIC-BASED PROFESSIONAL ASSESSMENT ARE CORRELATED IN NEO-TAYLORIAN ORGANIZATIONS WITH HIGH DEGREE OF HIERARCHICAL CONTROL ( $r=0.84$ ,  $p<0.01$ ) (UHALDE, 2004)
- ✂ OUTGROUP PREJUDICES ABOUT THE SUBCULTURE ARE SHAPED BY TWO MAJOR FACTORS  
SOURCE OF INFORMATION ABOUT THE SUBCULTURE (MEDIA, FRIENDS & ACQUAINTANCES, FAMILY)  
QUALITY OF INTERPERSONAL CONTACT WITH THE SUBCULTURE (e.g. CORDIAL, CONFLICTUAL...)
- ✂ SOURCE OF INFORMATION DETERMINES THE POSITIVE/NEGATIVE VALENCE OF INFORMATION AND SHAPES THE PERCEIVED SOCIAL LEVEL INDEPENDENTLY OF THE CLOTHING STYLE CHOICES
- ✂ QUALITY OF INTERPERSONAL CONTACT IS CORRELATED WITH POSITIVE/NEGATIVE PERCEPTION OF CLOTHING STYLE CHOICES ( $r=0.7$ ,  $p<0.01$ )
- ✂ BOTH FACTORS SHAPE THE OUTGROUP PERCEPTION OF THE INGROUP PROFESSIONAL COMPETENCIES

### CONCLUSIONS

A MODEL FOR AESTHETICS-BASED WORKPLACE DISCRIMINATION OF A SUBCULTURE (INGROUP) BY THE DOMINANT SOCIAL NORM (OUTGROUP) BASED SOLELY ON CLOTHING STYLE CHOICES

- ✂ AESTHETICS-BASED DISCRIMINATION MAY BEGIN WITH LIMITED KNOWLEDGE OF THE SUBCULTURE
- ✂ LIMITED KNOWLEDGE IS A MAJOR CONTRIBUTING FACTOR OF OUTGROUP PERCEPTION OF OPPOSED VALUES AND LOW SOCIAL LEVEL OF THE INGROUP
- ✂ NEGATIVE CONTACT REINFORCES DISCRIMINATION AND CONTRIBUTES TO NEGATIVE PERCEPTION OF CLOTHING STYLE CHOICES
- ✂ AESTHETICS-BASED DISCRIMINATION IS DUE TO THE OUTGROUP UNDERSTANDING OF CLOTHING STYLE CHOICES AS A LABEL OF UNDESIRABLE SUBCULTURE RATHER THAN ABOUT CLOTHING ITSELF

