

Prejudice

Prejudice is an attitude, opinion or judgement held by an individual or a group, which is not based on prior knowledge, thought or reason. It may be positive (i.e. halo effect) or negative, but the word, in common usage mainly refers to its negative connotations.

Unlike 'stigma', which is a DNA coded reflex, prejudice is a shared dynamic that helps cohesion within a group setting. Experience, and education can change prejudiced views.