

Danny Osborne's Early Career Award Recipient address in the afternoon of Saturday

11th April

Title: Placating the masses: Examining the system-justifying processes that undermine collective action

Abstract: System Justification Theory explains the paucity of collective action in terms of people's motivation to believe that society is just. I pursue this thesis in the current talk by examining the placating effects of system-justifying beliefs on people's intentions to redress inequality. In Study 1, I show that endorsing system-justifying beliefs reduces the effects of inequality on people's mental health, yet simultaneously undermines their protest intentions. Study 2 builds on these findings by showing that the dampening effect of system-justifying beliefs on the relationship between inequality and protest intentions is mediated by people's tendency to *maintain* their identification with those responsible for their group's deprived status. Study 3 concludes by demonstrating that political efficacy directly increases people's protest intentions, yet indirectly *undermines* these same intentions by fostering beliefs about the fairness of the system. Together, these studies highlight the precarious effects system-justifying beliefs have on people's intentions to redress inequality.