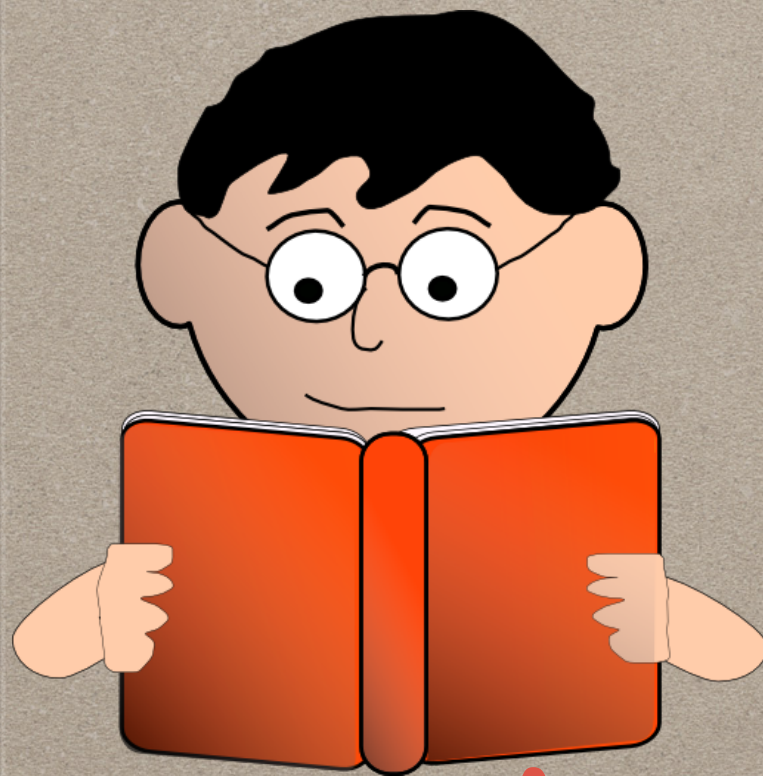


# STEREOTYPES

**Main Source:**

**Psychology and You by McMahon and Romano**



**nerd**



**frail**



**clever**



# Stereotype

## Definition:

A fixed set of beliefs about a group that is generalised to all or most group members – may or may not be accurate

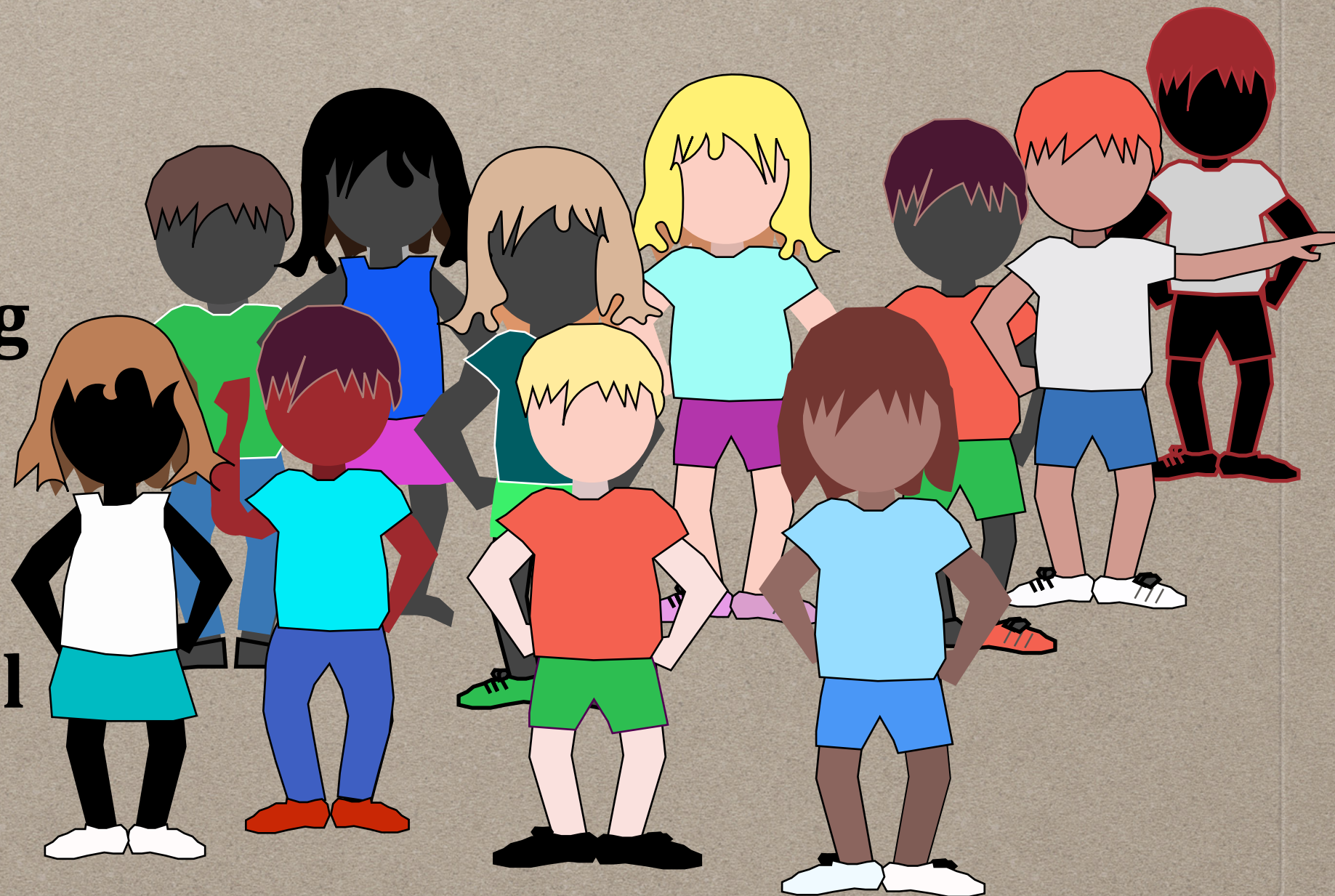


prepared



# A Positive Aspect of Stereotyping

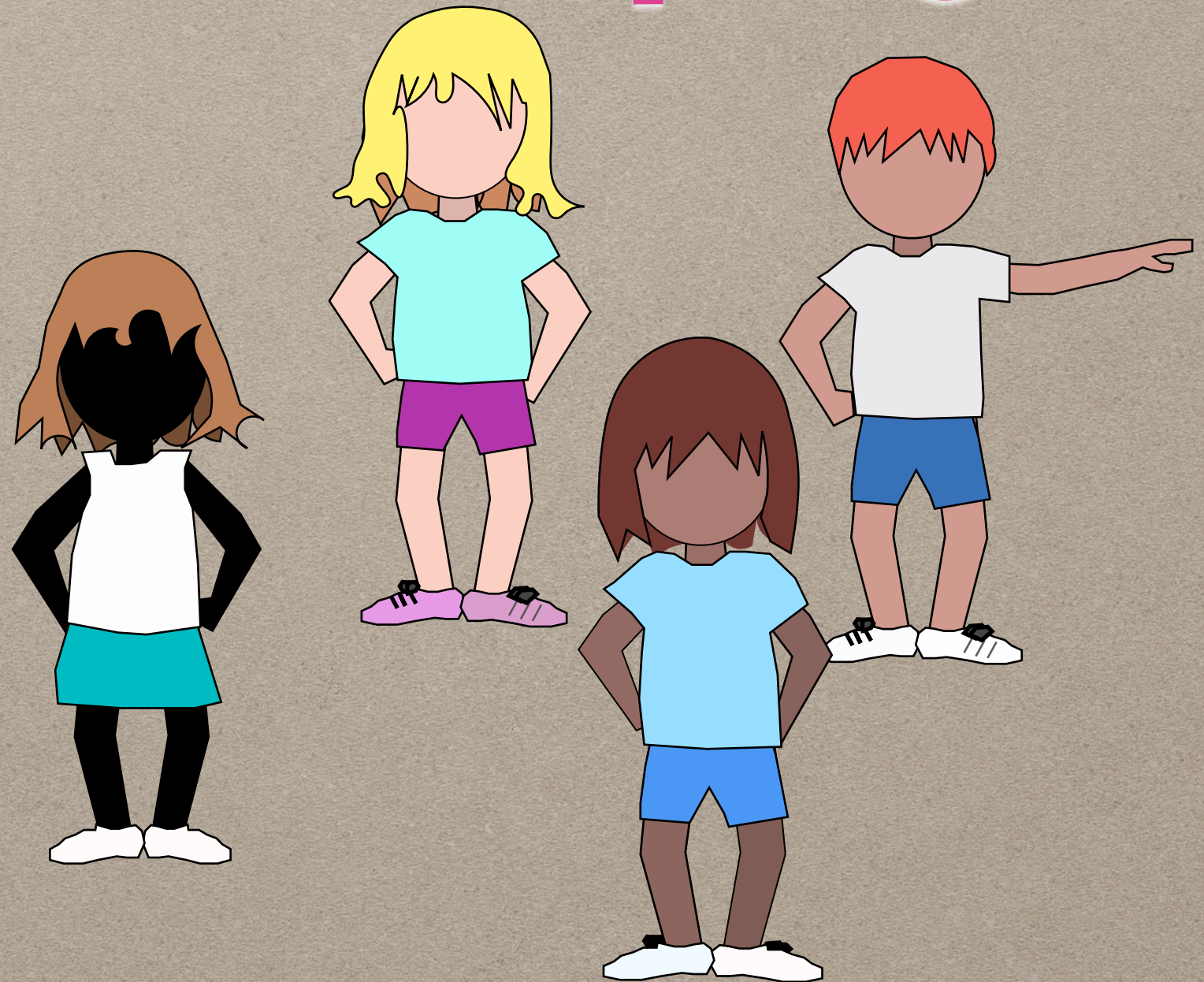
**A basis for  
simplifying  
and  
understanding  
our  
environment  
and the  
complex social  
world**





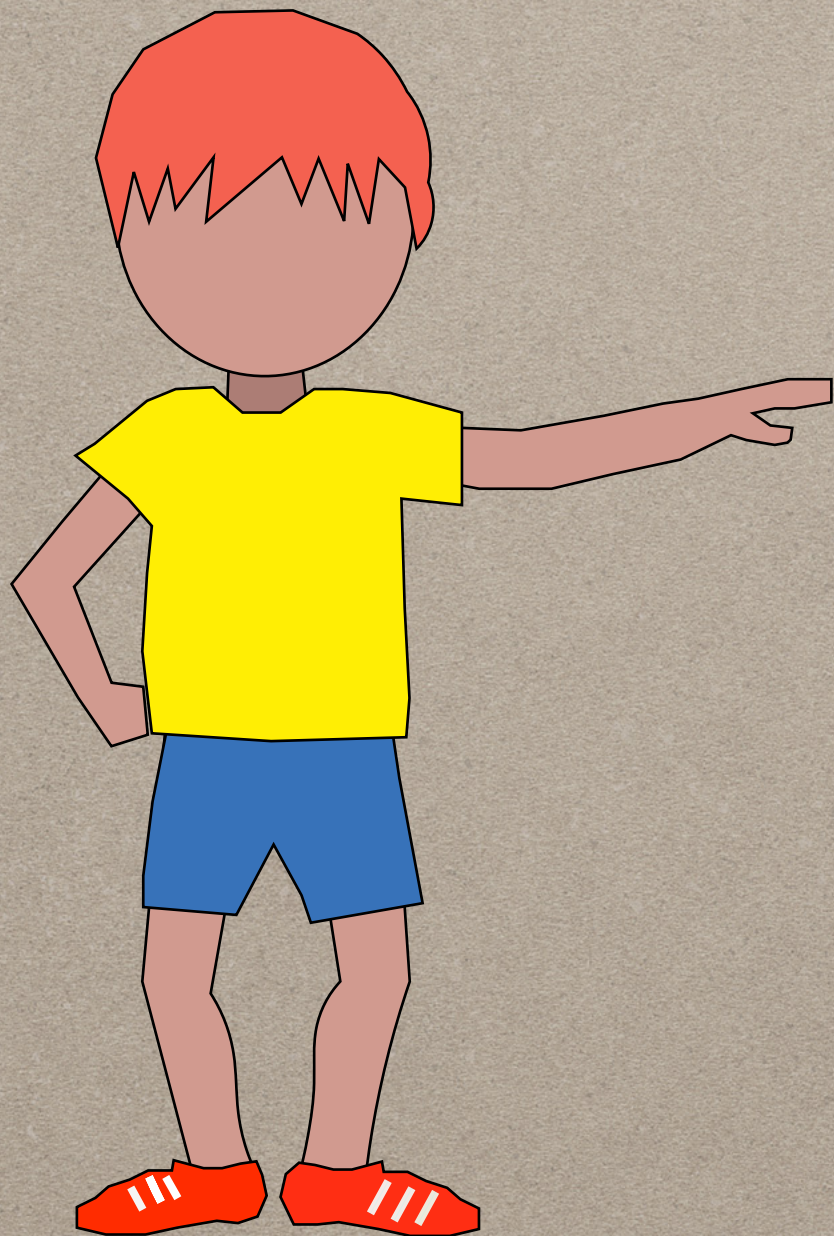
# A Negative Aspect of Stereotyping

**A potential problem if it leads to prejudice, discrimination and rigidity in our views of others.**





# Perpetuating Stereotypes

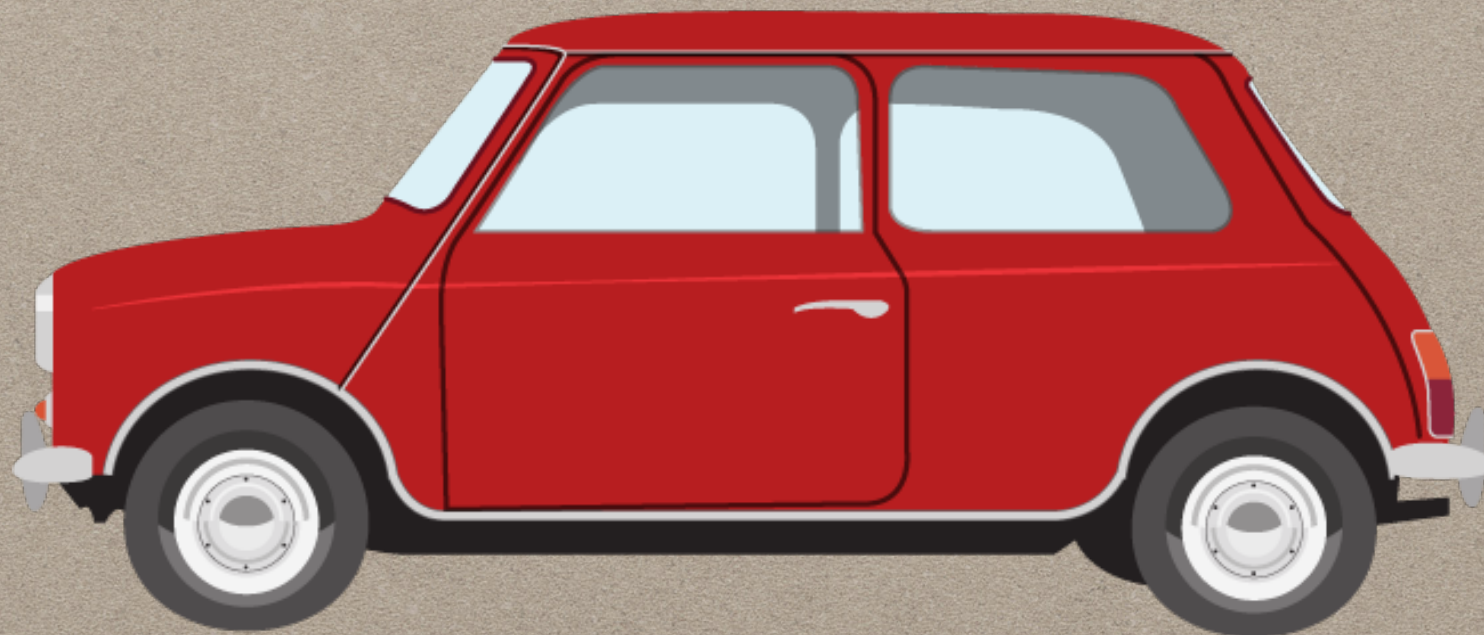


- People often apply a stereotype in such a way as to reject incoming information that contradicts it.
- We tend to notice instances that support our views and ignore those that don't.



## Example:

- Men who believe woman drivers are worse than men drivers may ignore all cases of bad male driving and good female driving.
- If they do notice the opposing cases, they put them into a “chance happening” category.





# PREJUDICE

**Definition:** Holding a negative attitude towards the members of a group, based solely on people's membership of that group.

When someone is prejudiced against a group, he/she tends to evaluate all members of that group negatively, overlooking their individual characteristics.



# Prejudice

**Ingroup**

Majority group

believe they are superior

believe the minority  
group is different and  
does not belong

see themselves as more  
powerful and important

feel insecure, fearing that the  
minority group may become more  
powerful and important

**Outgroup**  
Minority  
group

Blumer, 1961




# Historical Example


## Ingroup

White  
plantationists.  
Southern States of  
USA before 1863


Whites believed they were racially  
and biologically superior.



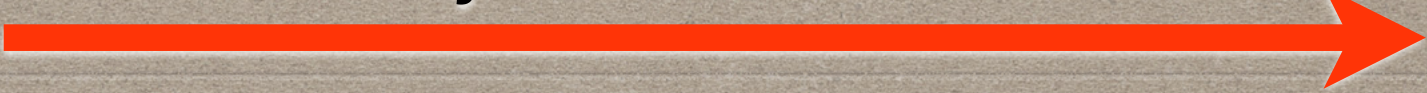
They treated African slaves like  
animals who could be bred and  
chattels that could be mistreated.



The whites saw  
themselves as more  
powerful and important.



The whites feared that the slaves would rebel,  
try to gain power and, after the abolition of  
slavery, use their vote to gain equality and  
marry/mix with "our women".



Outgroup  
African  
slaves




Charlestown, July 24th, 1769.

TO BE SOLD,

On THURSDAY the third Day  
of AUGUST next,

A CARGO  
OF  
NINETY-FOUR  
PRIME, HEALTHY



NEGROES,

CONSISTING OF  
Thirty-nine MEN, Fifteen BOYS,  
Twenty-four WOMEN, and  
Sixteen GIRLS.

JUST ARRIVED,  
In the Brigantine DEMBIA, *Francis Bare*, Master, from SIERRA-  
LEON, by  
DAVID & JOHN DEAS.

In a social environment where fellow human beings are referred to in these terms, no reduction in prejudice is likely to occur.

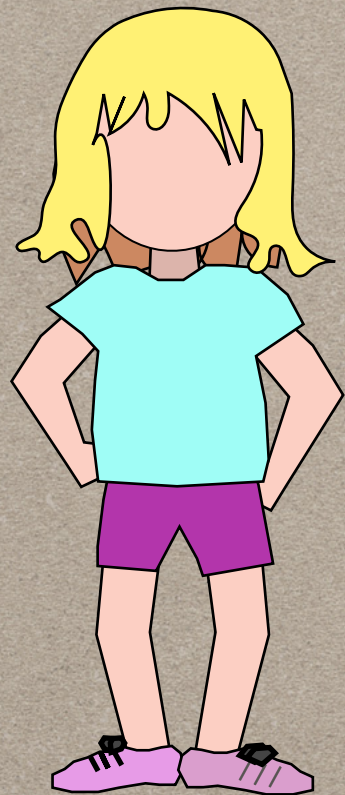
Stereotypes are rigidly applied.

The laws and customs of the society support the perpetuation of inequality and injustice.



# Modern Prejudice

According to Pederson and Walker, 1997, modern prejudice is...



- more subtle
- more hidden
- more likely to be expressed in hidden, acceptable ways



In other words, we conceal our prejudice better, but it still exists.



# Factors that **may** reduce prejudice...

## **Sustained contact**

**Close, prolonged contact can lead people to re-evaluate negative stereotypes BUT ONLY IF THERE IS...**

## **Mutual interdependence**

**That is, the two groups have to depend upon each other in some way (read the famous study by Sherif, 1956).**

**BUT THIS IS MORE EFFECTIVE IF THERE ARE...**

## **Superordinate goals**

**A goal that can only be achieved if both groups work together to achieve it**

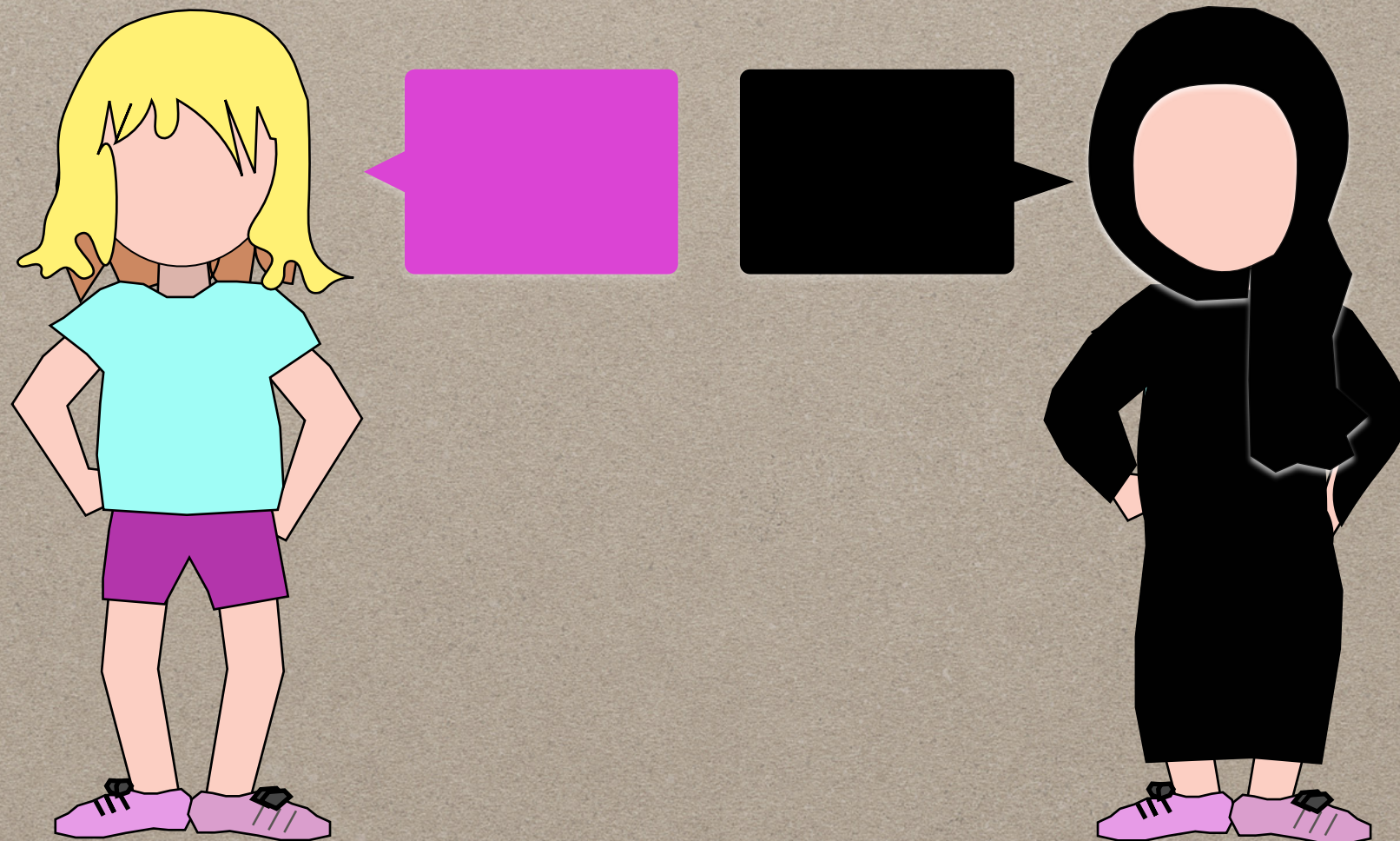
## **Equality of status**

**The laws and customs of the society support the view that all people are equal or do not in any way promote institutionalised inequality**



# Cognitive Interventions for reducing PREJUDICE

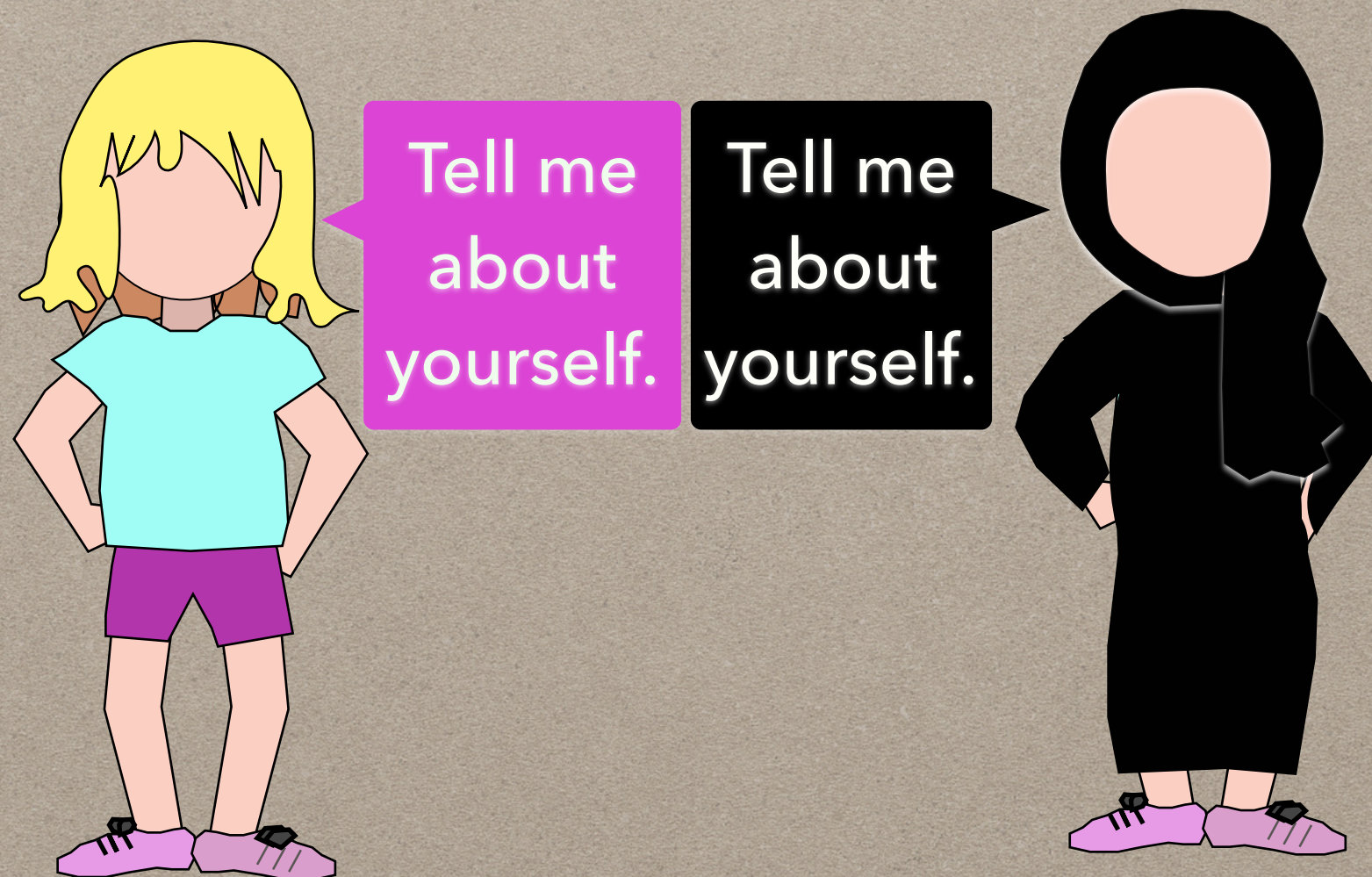
- Beware of stereotypes - get to know individuals from "outgroups"





# Cognitive Interventions for reducing PREJUDICE

- Seek individuating information as an antidote for stereotyping





# Cognitive Interventions for reducing PREJUDICE

- Question “just world” beliefs - notions that the world is basically fair and people get what they deserve



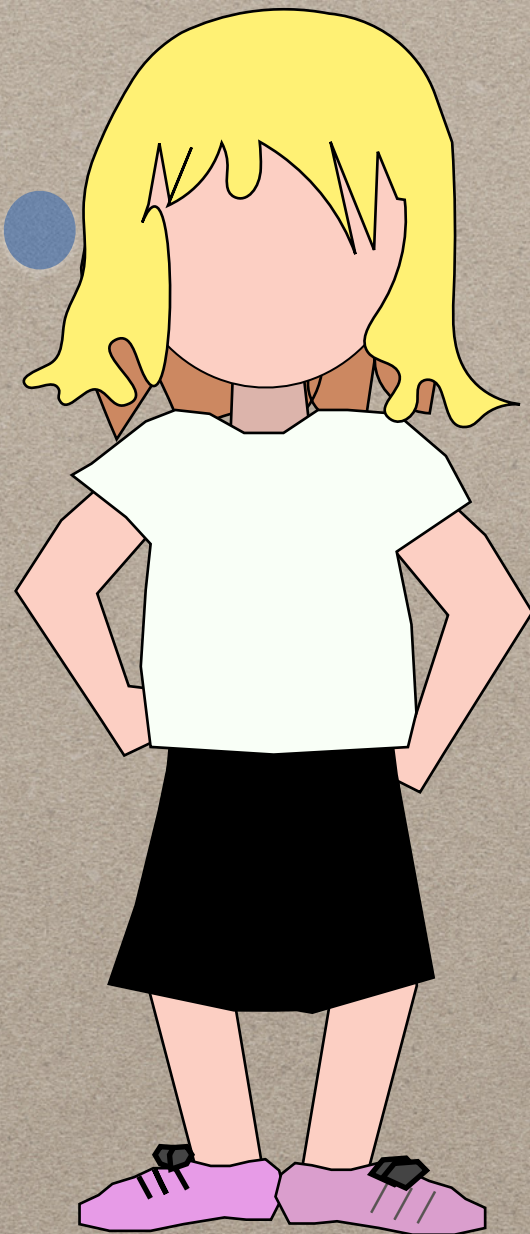
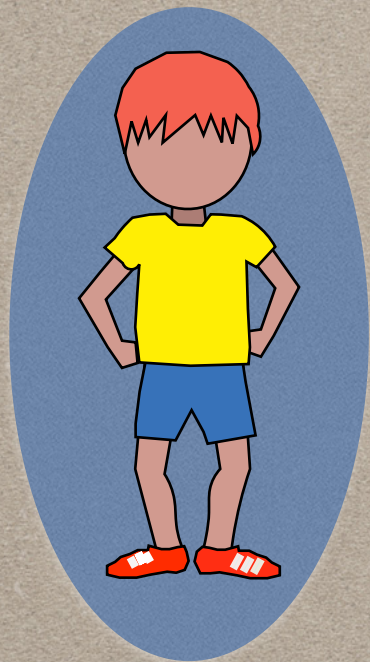
This 3-year-old Syrian refugee, who drowned in the Mediterranean Sea in 2015, never experienced a just world.



This little boy, who was photographed completing his homework by the light of a McDonalds window, has fewer opportunities in life than most students in our school.



# Cognitive Interventions for reducing PREJUDICE



- Be aware of self-fulfilling prophecies - people may be influenced by your expectations of them.



# Cognitive Interventions

## for reducing PREJUDICE

- Look for common ground.





# Ways of Measuring Attitudes

## Two Basic Methods



### Observation

- Controlled investigation of behaviour
- Dropped letter method

### Self-Report

- Surveys
- Interviews
- Questionnaires
- Likert Scales
- Other Scales



# Ways of Measuring Attitudes

## Two Basic Methods

### Observation

#### Characteristics

- objective
  - can be unobtrusive
- BUT**
- must be based on inferences about attitudes, i.e. conclusions based on people's behaviour about what they think and feel

### Self-Report

#### Characteristics

- subjective
- influenced by the participant's desire to appear socially acceptable
- Likert Scales allow you to measure both the strength and the direction of the attitude