

III. Maintaining Stereotypes

- Stereotypes are Resistant to Change and Self Reinforcing

1. The Perseverance Effect: "Believing is Believing"

We keep our stereotypes even when they are contradicted

- Summative Nature
- Subtyping: extremely stereotype incongruent information is categorized in its own schema, rather than changing the existing schema

Stereotype:

Nacirema: Eat Pork Intestines, Germ Phobic, Put Animal Fat in their hair, Career OCD.

	Pork Intestines	Germ Phobia	Hair Fat	Work OCD
N1	Y	N	N	N
N2	Y	Y	Y	Y
N3	Y	Y	Y	Y

Result = No Attitude Change / Subtyping

Stereotype:

Nacirema: Eat Pork Intestines, Germ Phobic, Put Animal Fat in their hair, Career OCD.

	Pork Intestines	Germ Phobia	Hair Fat	Work OCD
N1	Y	Y	Y	N
N2	Y	Y	N	Y
N3	Y	N	Y	Y

Result = Attitude Change

2. Self Fulfilling Prophecy: "Believing is Seeing"

- We change our behavior in ways that get others to conform to our expectations
- Further influenced by Perceptual Bias. We look for information that we expect & interpret new info in ways that we expect
- Rosenthal & Jacobson (1968)
 - SFP in the Classroom
 - Teachers changed behavior toward "bloomers": warmer, more feedback, more challenging, called on bloomers more
 - Women and Minorities more likely experience SFP in the classroom
- SFP outside the classroom: Snyder, Tanke, & Bershied (1977). A pretty girl on the phone.

IV. The Results of Stereotyping

1. Outgroup Homogeneity – "Those people are all alike"

- Maximizing Between Group Difs. and Minimizing Within Group Difs.

2. Ingroup Bias / Outgroup Derogation- "We are better than they are"

- The Minimal Groups Paradigm

3. The Ultimate Attribution Error- "They are always like that, we are just victims of the situation"

- FAE at the group level

6) Stereotype Threat: "I know what you are thinking; and you are setting me up to fail!"

- The effort to avoid confirming stereotypes can interfere with performance, set people up to fail, and ultimately cause the stereotyped individual to avoid threatening activities.

- Examples:

- African American and Low SES students tend to disidentify with school to avoid confirming stereotypes regarding "academic deficiencies"
- Females may avoid math and science to avoid confirming the stereotypes regarding women as "illogical and unscientific".

7) Stereotyped Communication:

- We tend to use and reinforce stereotypes in our communication.
- **Linguistic Intergroup Bias:** (linguistic FAE), stereotype consistent behavior is described as constant and dispositional. Stereotype inconsistent behavior is described as transient and situational.
- Our communication reinforces outgroup homogeneity.
- Speech can covertly communicate our prejudices.
 - loud and slow =?
 - heavy use of imperatives =