

Ocean Moon Tree Building Chair Salt Sand Fire

Stereotyping

Blaine Ch 2 & 3

I. Stereotypes & Social Categories

1. **Stereotype** = a highly organized, abstract mental representation of a particular group.
 - Abstract = Generalization based on a particular piece of information
- - typically includes beliefs about personality traits, behaviors, and motives

2. Functions of Stereotypes

- They are functional – we need them
- a. **Generate Expectations & Organize Chaos**
(William James: "The one great blooming buzzing confusion")
- b. **Guide Attention**
Walter Lippman "For the most part we do not first see and then define, we define first and then see"
- c. **Guide Interpretation of new information**
 - The Outside Experts?
- d. **Guide Memory**
 - Name a Brand of Coffee, Athlete, Detergent, & Singer
- Stereotypes are more important than Sex

2. Problems with Stereotypes

- Over-Use of stereotypes leads to problems
- a. **May be Inaccurate**
(Michael Moore: Kill Whitey)
- b. **Substitute for Observation**
For all of the people some of the time and some of the people all of the time.
- c. **Not revised when contradicted**
The exception proves the rule
- d. **We become slaves to our own stereotypes and we enslave others**

II. Stereotype Formation

- 3 possible sources: **Personal Experience, Illusory Correlation, & Socialization**
- 1. **Personal Experience**
 - Stereotypes grow from the grain of truth among the weeds of distortion
 - a. **The grain of truth**
 - Members of different social categories occupy different social roles within society
 - b. **The weeds of distortion**
 - Our explanations for the differences tend toward dispositionism

b. Weeds of Distortion Continued

- **Dispositionism** = attributing individual behavior to one's intentions, personality, or abilities [Internal Attributions vs. External Attributions (the situation)]
- **Fundamental Attribution Error** –
 - The person did it
- **Actor Observer Bias**
You = you meant it Me = it was an accident
- **Self Serving Bias**
You = Good = your lucky Me = Good = I am good
You = Bad = your bad Me = Bad = I am unlucky
- **Just World Hypothesis** – bad things happen to bad people, You get what you deserve

2. Demonstration (IC)

The following Slides will be show positive and negative words that have been selected by group members as representative of themselves.

Each word will be paired with a label indicating group membership (X vs. Q)

Pay attention to the word pairing, but do not write them down.

Q Rainbow

- For the Next 60 Seconds please count backward from 1000 by 13s and write your answers down on a piece of paper.

- Estimate The following:

1. # of Xs with Positive Self Descriptions
2. # of Xs with Negative Self Descriptions
3. # of Qs with Positive Self Descriptions
4. # of Qs with Negative Self Descriptions

	Real Answer	# Corect	# Over	# Under
X Pos	14			
X Neg	6			
Q Pos	7			
Q Neg	3			

2) Illusory Correlations: "Believing is Seeing"

- People tend to perceive that certain elements (e.g. people and events) co-occur in the world, even when the elements are no more likely to occur together than other element combinations
- Paired Distinctiveness IC: Grouping the Unusual when distinctive (salient) elements co-occur their distinctiveness makes them stand out in memory and people over estimate the frequency with which they co-occur.
 - e.g. Minority Status and Crime are both distinctive

3) Socialization -

- We've been greatly misinformed
 - The Media
 - The Family
 - Peers
 - Cultural Stereotypes – collective views of social groups (differ from culture to culture)