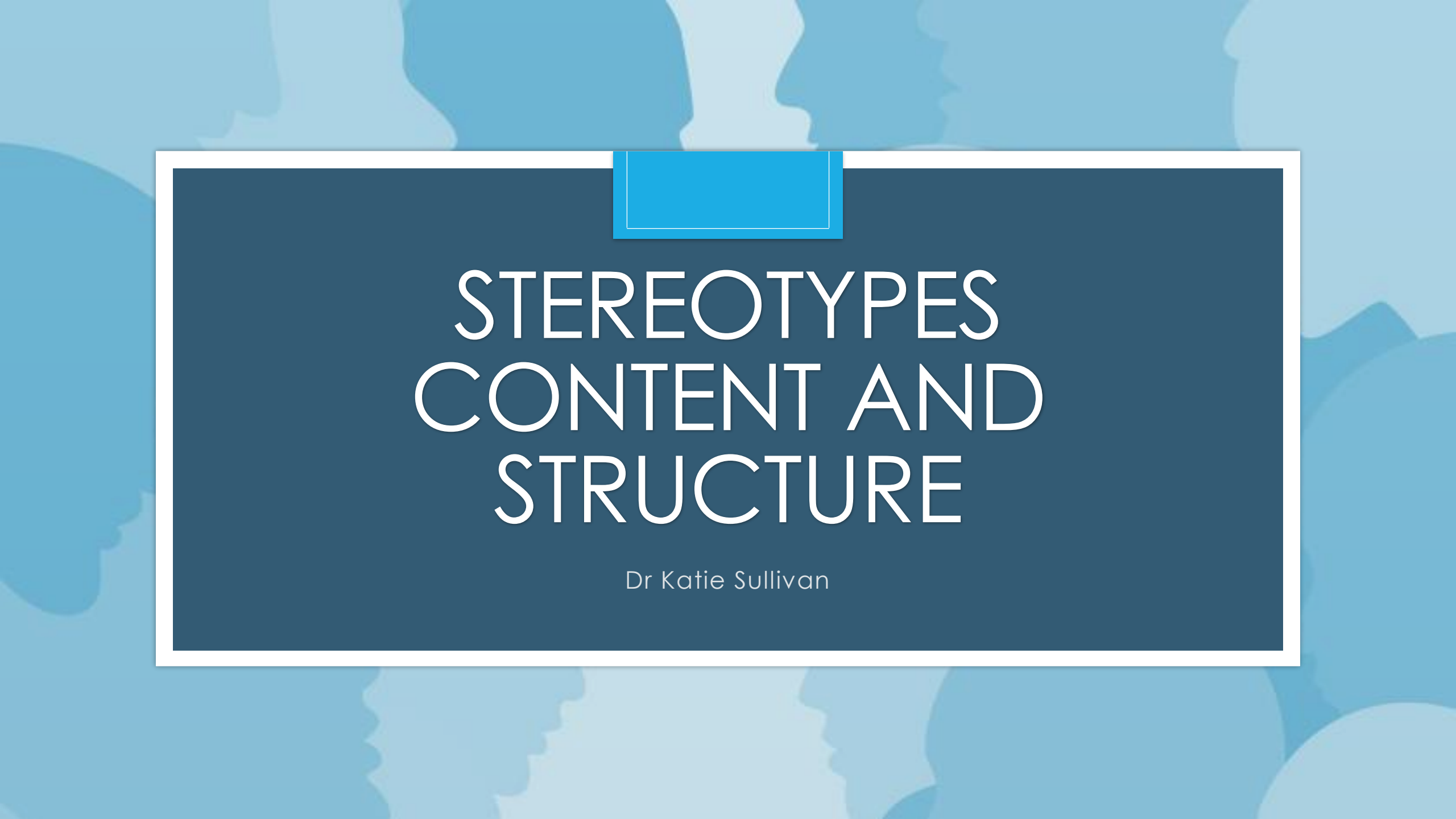




STEREOTYPES CONTENT AND STRUCTURE

Dr Katie Sullivan

This week...



Early theories



What
stereotypes
are and
why we use
them



Stereotype
Activation



Categorisation
of group
membership



Stereotypes
and
socialisation



Stereotype
content and
process

Early Theory: Lippmann versus Dewey



All strangers of another race proverbially look alike to the visiting foreigner. Only gross differences of size or color are perceived by an outsider in a flock of sheep, each of which is perfectly individualized to the shepherd. A diffusive blur and an indiscriminately shifting suction characterize what we do not understand. The problem of the acquisition of meaning ... into what is otherwise vague and wavering (Dewey, 1910, pp. 121 – 122).

For the most part we do not first see, and then define, we define first and then see. In the great blooming, buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture (Lippmann, 1922, p. 32).



What is a Stereotype?

Cognitive schema

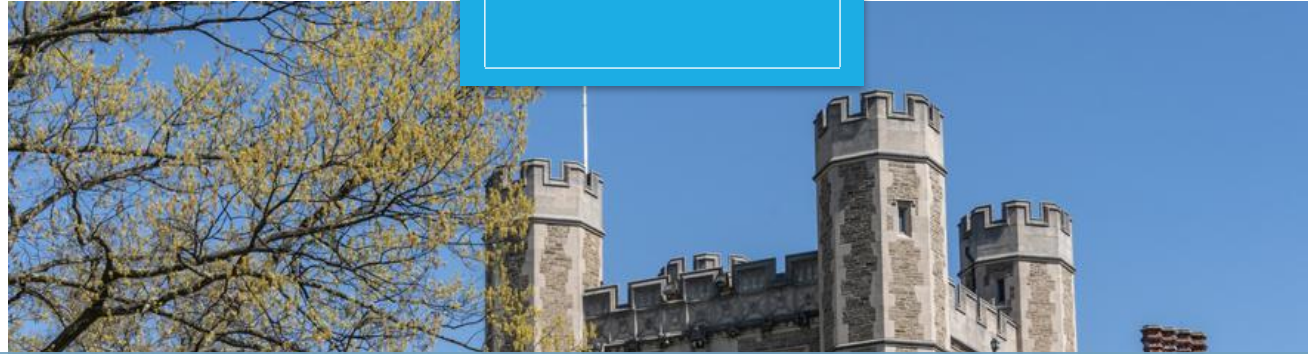
- Dovidio, Hewstone, Glick, & Esses, 2013
- Hilton & von Hippel, 1996.

Automatic Activation

- Devine, 1989

Content

- Fiske et al., 2002



THE PRINCETON TRILOGY



**Katz and Braly
(1933)**

Gilbert (1951)

**Karlins, Coffman,
and Walters (1969)**

**Devine and Elliot
(1995)**

Why Do We Stereotype?



Cognitive Efficiency

(Macrae & Bodenhausen, 2000)



Social Identity and
Group Dynamics:

(Tajfel & Turner, 1979)



Social Learning and
Cultural Transmission:

(Aboud, 1988; Nadal, 2013)



Motivational Factors:

(Jost & Banaji, 1994;
Stephan & Stephan, 2000)

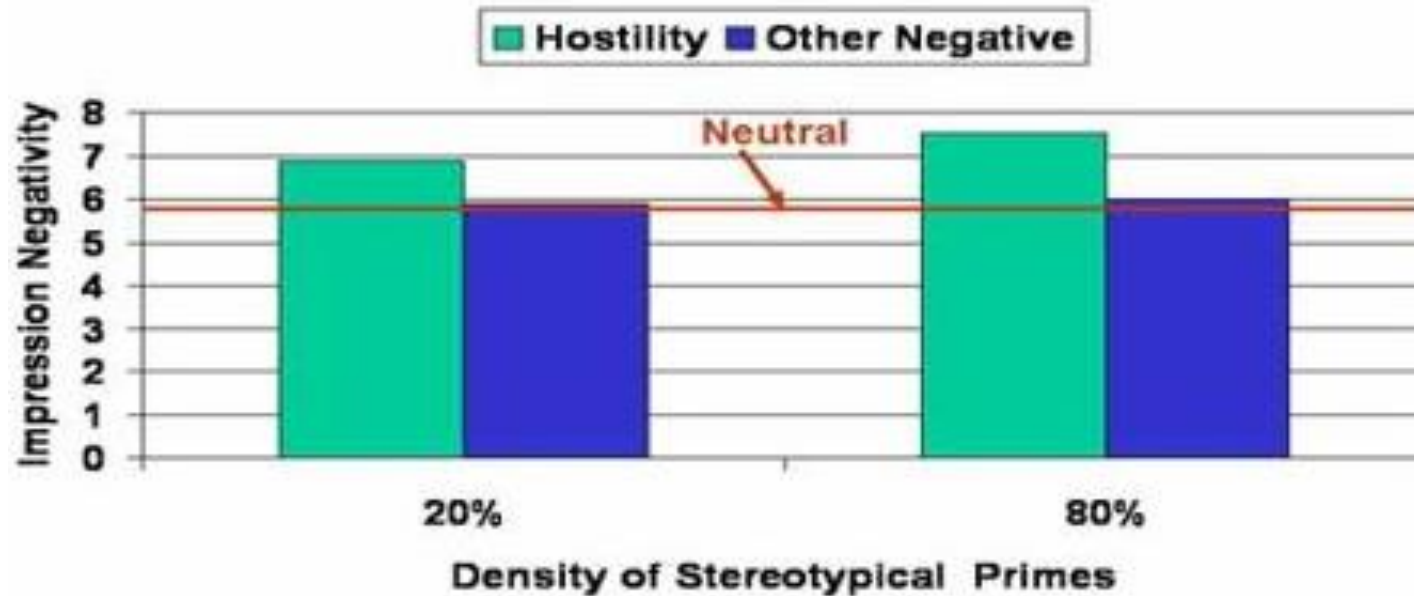


Emotional and Affective
Factors:

(Stephan & Stephan, 2000)

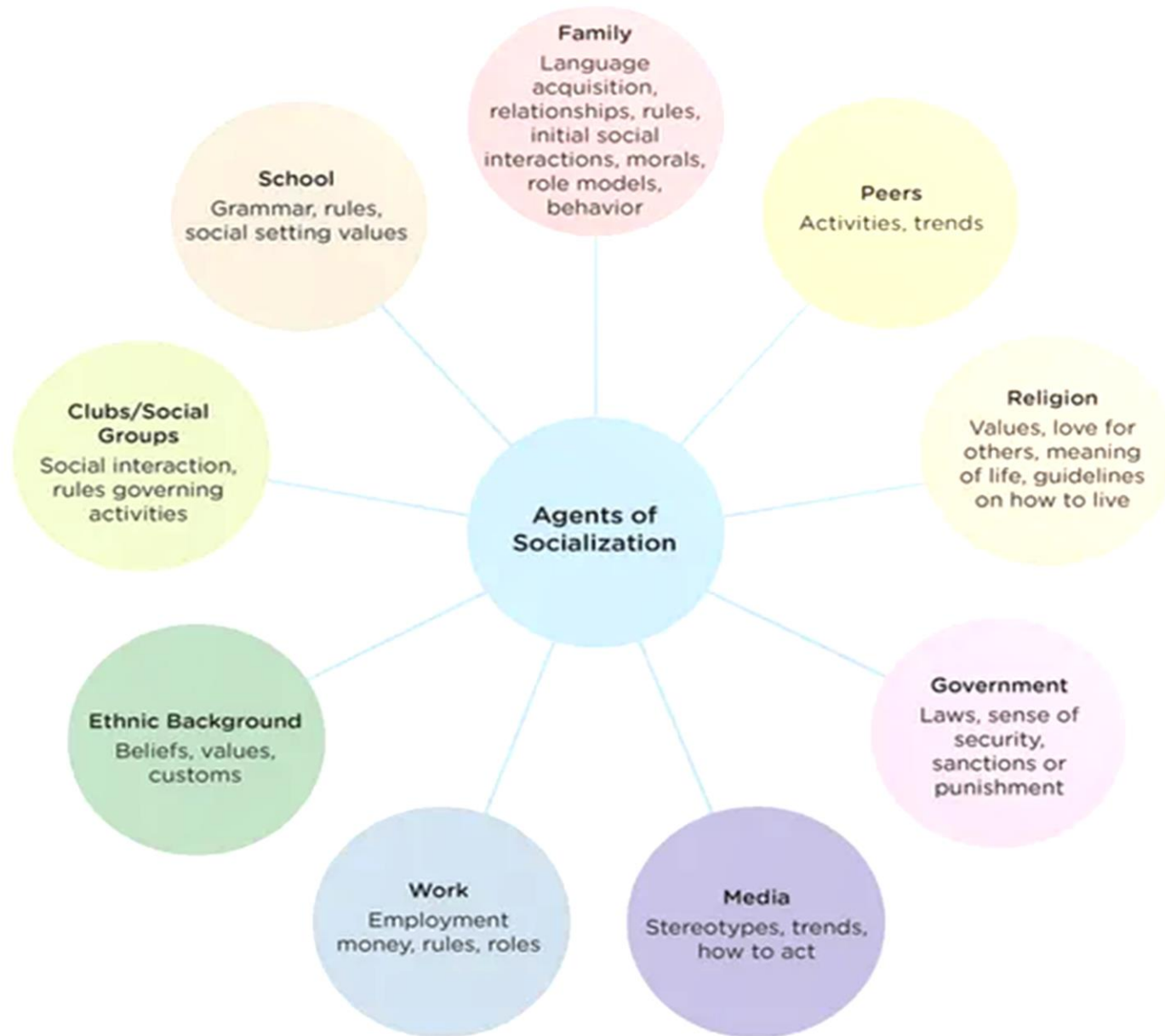
Personality Impressions after Preconscious Race-Based Priming

After Devine (1989), Experiment 2



DEVINE'S
THEORY OF
STEREOTYPE
ACTIVATION
EXPERIMENT 2
(1989)

Agents of Socialization



STEREOTYPES AND SOCIALISATION

Categorisation of Group Membership

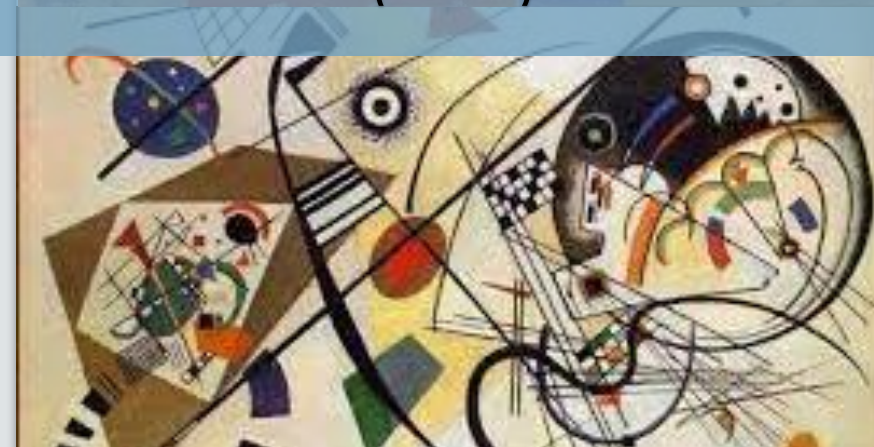
Automatic and
Rapid

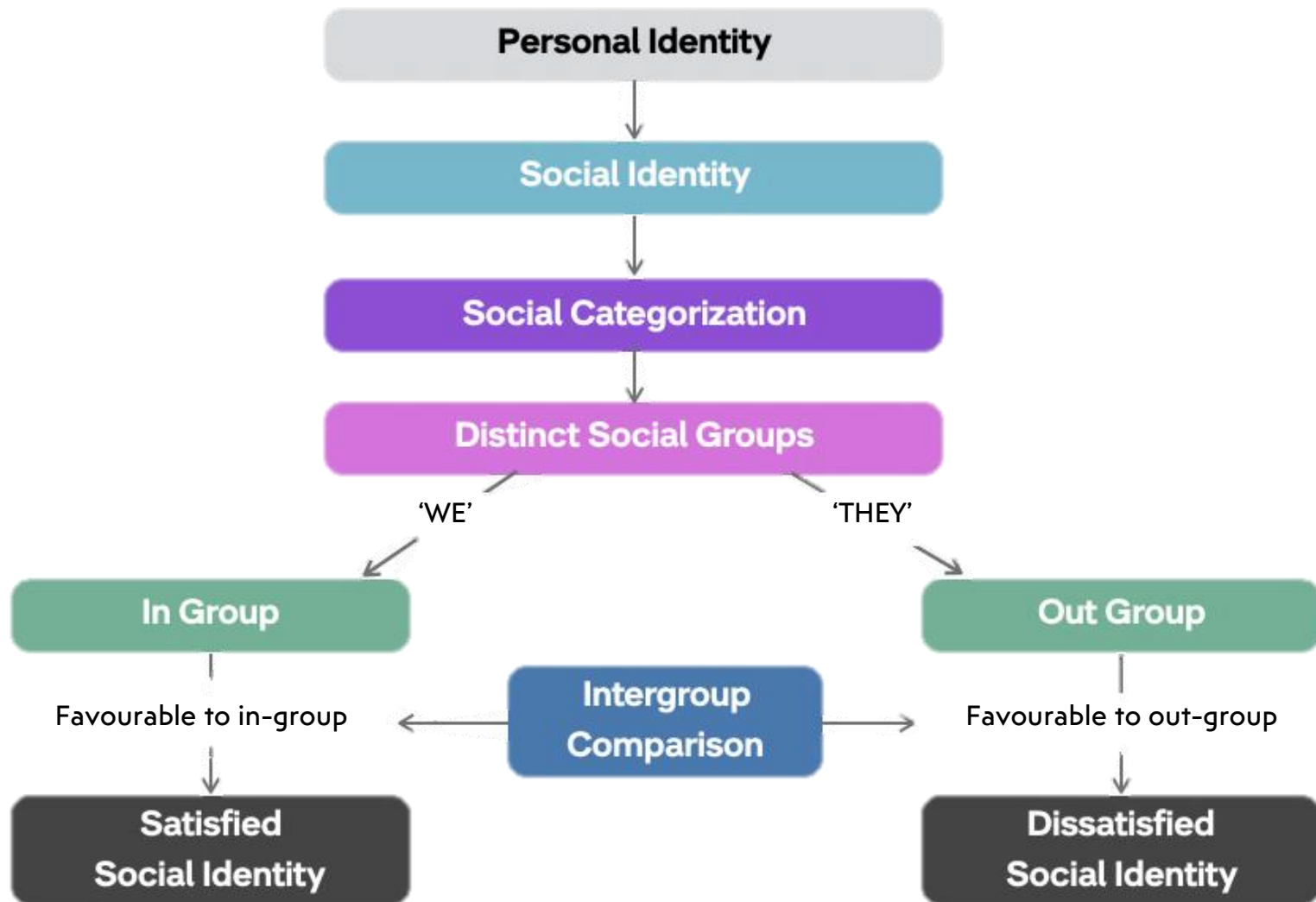
Salience and
Context

Prototypes and
Exemplars



MINIMAL GROUP PARADIGM: TAJFEL, BILLIG, BUNDY, AND FLAMENT (1971)





SOCIAL IDENTITY THEORY (SIT; TAJFEL & TURNER, 1979)

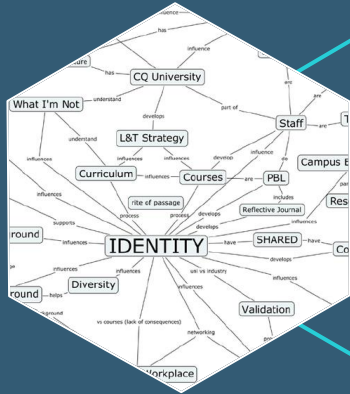
Ingroup Favouritism & Outgroup Derogation

Tajfel et al. (1971)

Theimer, Killen & Stangor (2001)

Brewer (1999)

Multiple Identities, Homogeneity and Heterogeneity



**complex
social
identities**

Roccas and
Brewer (2002)



categorisation-competition hypothesis

Linville et al.
(1989)



self-esteem hypothesis

Hogg & Abrams
(1990)



Homogeneity



Heterogeneity

Stereotype Content Model (SCM)

	Lo Competence	Hi Competence
Hi Warmth	older, disabled, Pity=prescribe	ingroup, allies, reference groups Pride=humanize
Lo Warmth	poor, homeless, Immigrants Disgust=objectify	rich, professionals Envy=resent, harm

Stereotype
Content
Model: Fiske,
Cuddy, Glick
& Xu (2002)

Intersectional
Stereotypes:
Galinsky, Hall,
& Cuddy
(2013)

Stereotype Process...

Fig. 1: Schema Theory



Stereotype Process...



Radvansky and Zacks (2011)

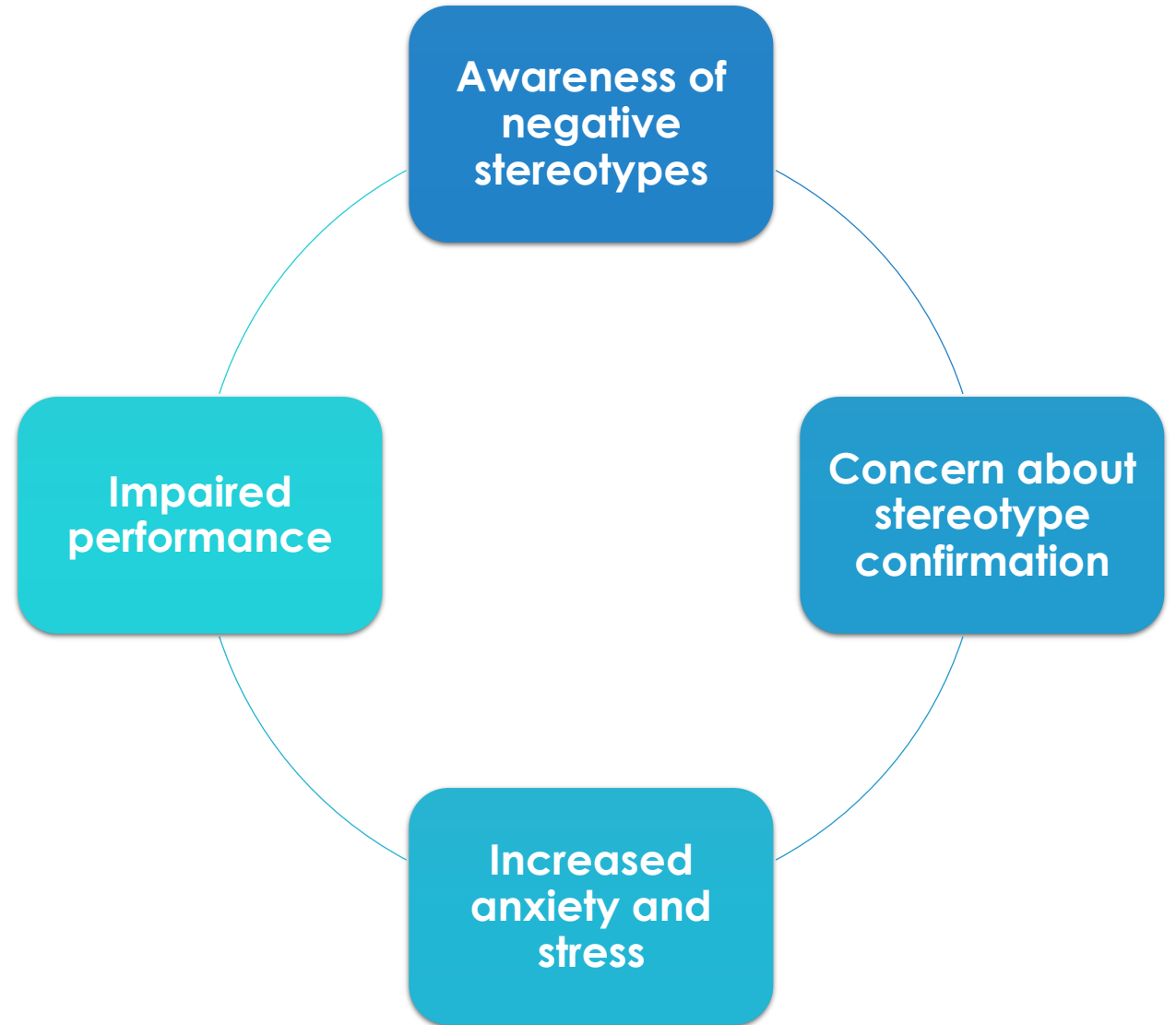
Memory reconstruction



Cohen (1981)

Waitress/librarian study

Stereotype Threat



Stereotype Threat



Gender and Math Performance

Spencer, Steele & Quinn (1999)



Gender and Physics

Keller (2002)



Ethnicity and test performance

Gonzales, Blanton & Williams (2002)



Gender and Maths

Schmader & Johns (2003)



Gender and Computer Science

Cheryan et al. (2009)



Ethnicity and academic performance

Walton & Cohen (2007, 2011)

Mechanisms Behind Stereotype Threat

Increased Anxiety and Arousal

- Osborne (2007)
- Mendes & Jamieson (2011)
- Yağan & Avcı (2023)

Reduced Working Memory Capacity

- (Schmader & Johns, 2003)
- Beilock, Rydell, & McConnell (2007)
- Piroelle, Abadie, & Régner (2022)

Hypervigilance and Self- Monitoring

- Mendes & Jamieson (2011)
- Thomas & Cassady (2020)

Disengagement from the Domain Over Time

- Steele (1997)
- Block et al. (2011)
- von Hippel et al. (2024)

Recent Developments and Extensions

Intersectional Stereotype Threat:
Remedios & Snyder (2015)

Chronic vs. Situational Threat

Environmental Triggers:
Murphy, Steele & Gross (2007)

Stereotype Lift and Boost:
(Walton & Cohen, 2003)

Interventions to Reduce Stereotype Threat

Values Affirmation

- (Cohen et al., 2006).

Role Models and Representation

- (Marx & Roman, 2002).

Growth Mindset Messaging

- (Good, Aronson & Inzlicht, 2003).

Belonging Interventions

- (Walton & Cohen, 2011).



THANK YOU FOR
LISTENING