



Stereotypes: Structure and Content

DR KATIE SULLIVAN

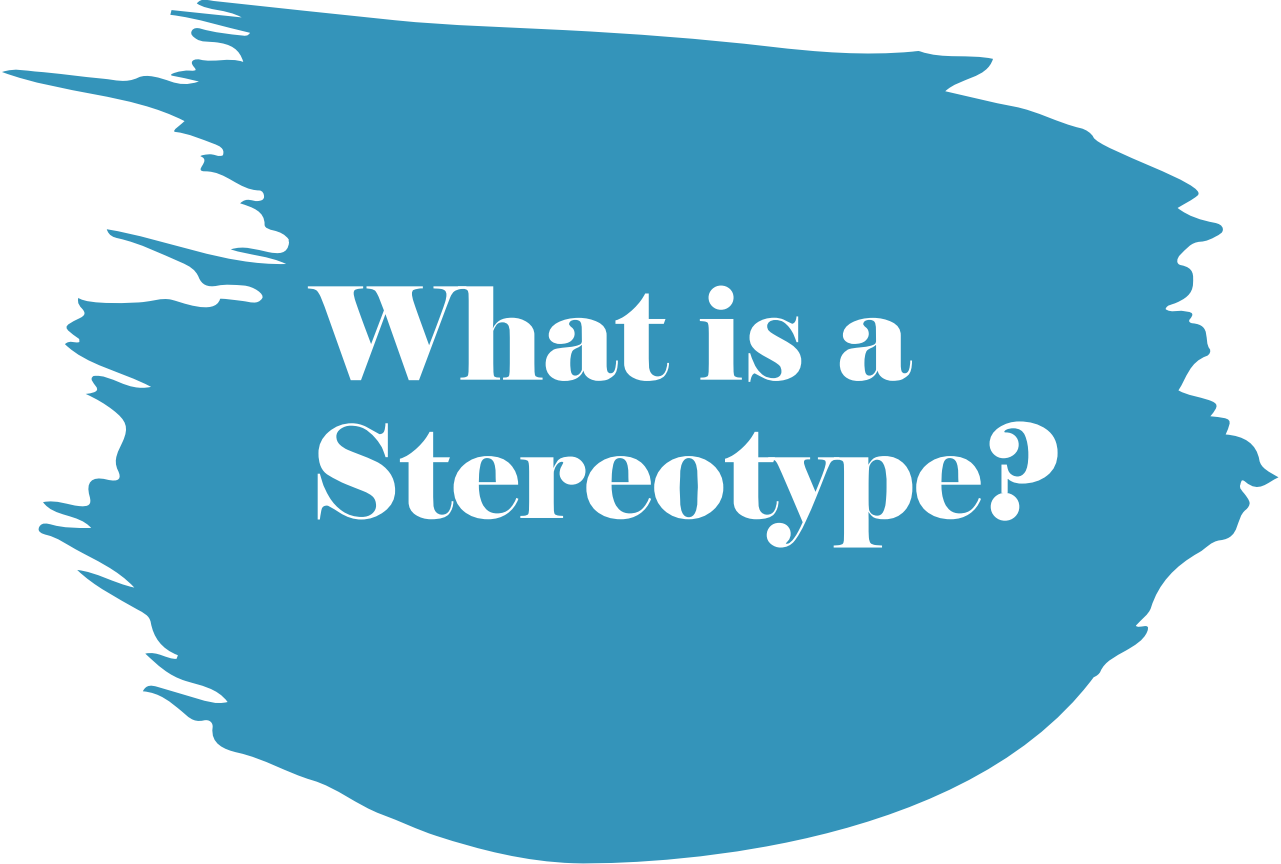
Early Theory: Lippmann versus Dewey



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?

- ❖ Stereotypes as cognitive schema

(Dovidio, Hewstone, Glick, & Esses, 2013; Hilton & von Hippel, 1996).

- ❖ Reflect much more than basic information about members of a group

E.g., social roles and qualities, expectations of group member behaviour (Dovidio et al., 2013).

The Princeton Trilogy

- ❖ KATZ AND BRALY (1933)
- ❖ GILBERT (1951)
- ❖ KARLINS, COFFMAN, AND WALTERS (1969)
- ❖ DEVINE AND ELLIOT (1995)

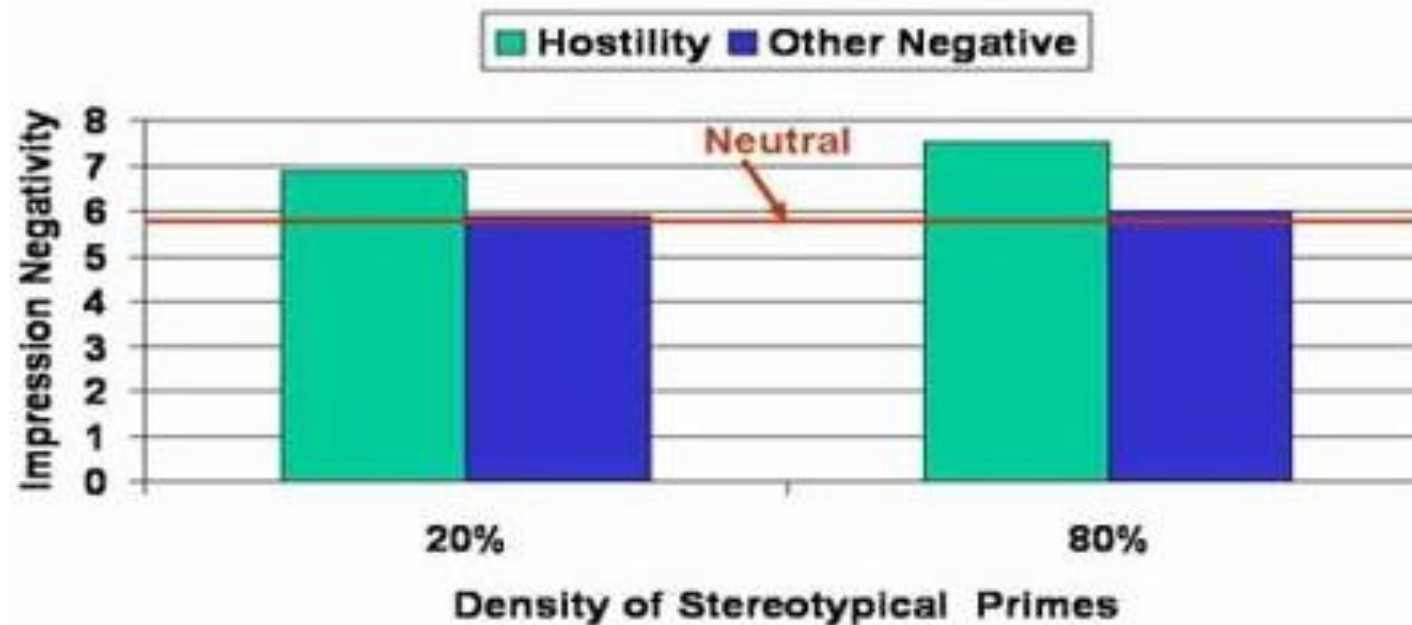


Devine's Theory of Stereotype Activation

Experiment 2 (1989)

Personality Impressions after Preconscious Race-Based Priming

After Devine (1989), Experiment 2



Stereotypes and Socialisation

Aboud (1988)

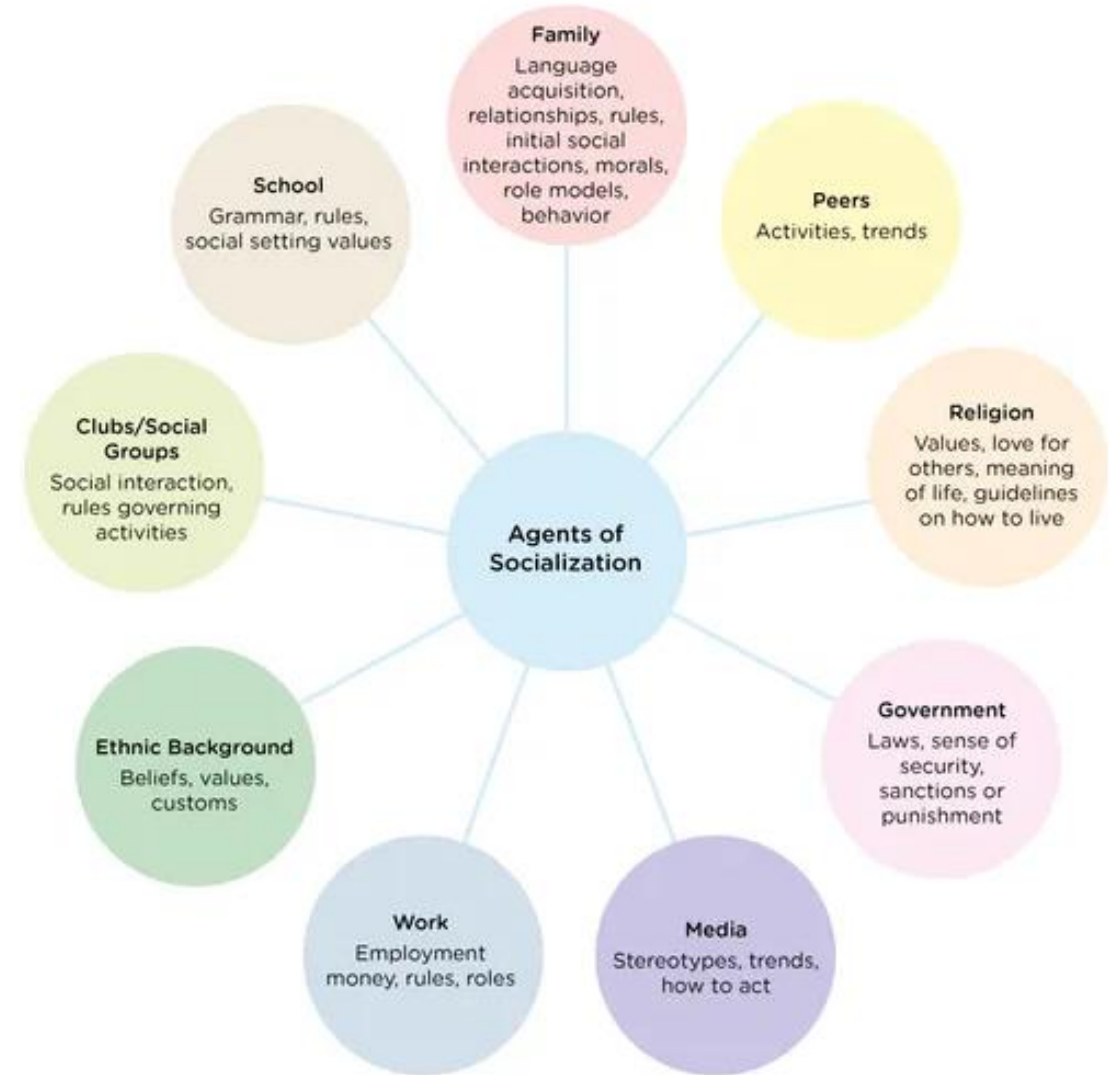
- stereotype development

Devine (1989)

- stereotypes as habits

**Monteith, Arthur,
and Flynn (2013)**

- environmental cues trigger stereotypes automatically





Categorisation of Group Membership

APPEARANCE AS A CATEGORISING FEATURE

- ❖ Macrae and Bodenhausen (2000)
- ❖ Nadal (2013)
- ❖ Maclin and Malpass (2001)
- ❖ Hutchings and Haddock (2008)

Stereotype Content

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

❖ Galinsky, Hall, and Cuddy (2013)

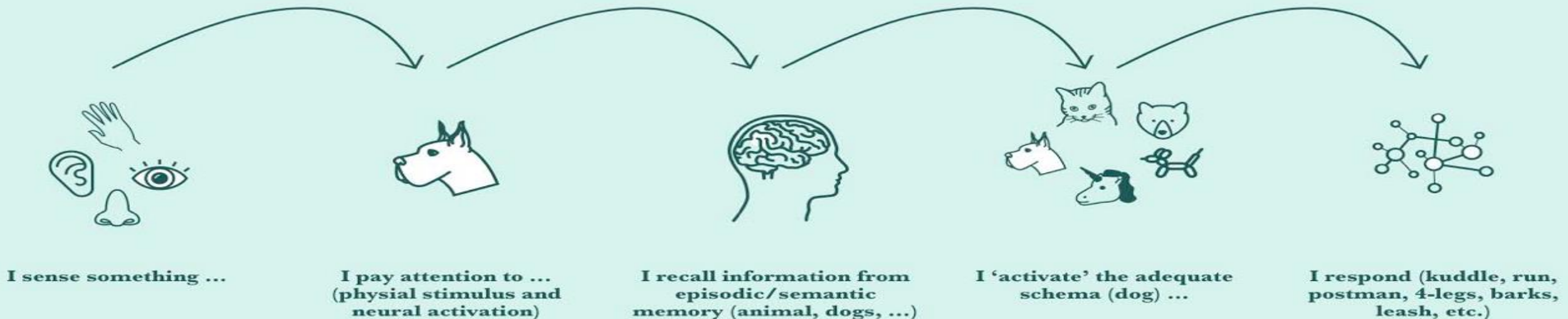
❖ Asian, Black, White
masculinity/femininity

❖ Stereotype Content Model (SCM; Cuddy & Fiske, 2002)

Stereotype Process

- ❖ Memory reconstruction
 - ❖ Radvansky and Zacks (2011)
- ❖ Cohen (1981)
 - ❖ Waitress/librarian study

Fig. 1: Schema Theory



Summary

- ❖ Environmental cues will activate stereotype schemas
- ❖ Stereotypes consist of a structure and content
- ❖ Affected by additional information we hold in a spreading activation process

