Whitley and Kite

SOCIAL CATEGORIZATION AND STEREOTYPES

OVERVIEW

* Social Categorization
* Origin of Stereotypes
* Stereotype Transmission
* Stereotype Accuracy
* Functions of Stereotypes
* Stereotype Maintenance

SOCIAL CATEGORIZATION - BASICS

× Categorization – simplifying the world by creating broad categories

  + Schemas – cognitive structures that contain beliefs about objects or groups

  + Basic Social Categories – Sex, Age, Race

    × Secondary Categories – weight, religion, height, attractiveness, ethnicity, ability

    × Subtypes – combinations of basic and other categories
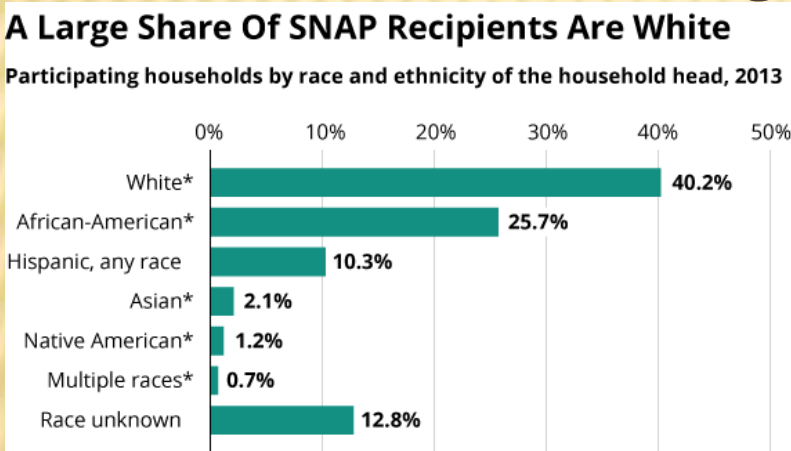
  + Ingroups and Outgroups – Us and Them categorizations

ORIGINS OF STEREOTYPES

✖ Outgroup Homogeneity Effect – overestimating the similarity of outgroup members

  ✚ Ultimate Attribution Error – negative outgroup behaviors are attributed to <u>internal traits</u> rather than external factors

  ✚ Positive behaviors are attributed to special circumstances

Attributions

White shove/Black Victim

Black Shove/White Victim
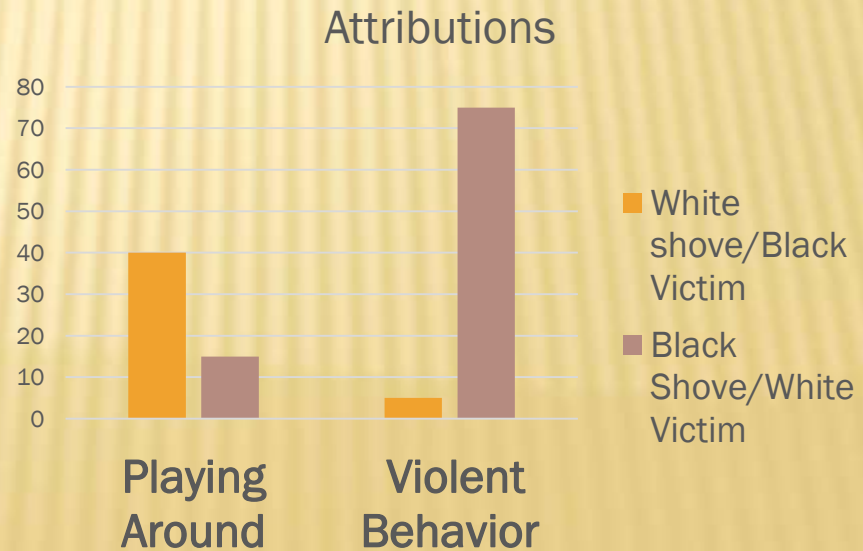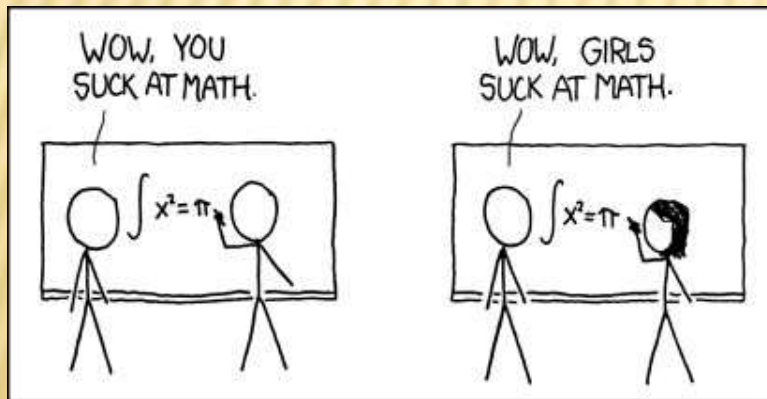
ORIGINS OF STEREOTYPES

✖ Social Role Theory –traits associated with roles are assigned to individuals in those social roles

✖ Illusory Correlation – false belief about the relationship between two objects/events (e.g. race and personality)

+ Overestimate relationship between minority groups and negative events

+ One Shot Correlation – one instance can form a stereotypic association between a group

A Large Share Of SNAP Recipients Are White

Participating households by race and ethnicity of the household head, 2013

Race/Ethnicity	Percentage
White*	40.2%
African-American*	25.7%
Hispanic, any race	10.3%
Asian*	2.1%
Native American*	1.2%
Multiple races*	0.7%
Race unknown	12.8%

*Not Hispanic

Note: Seven percent of households had no household head and no adult listed on the file.

Source: U.S. Department of Agriculture

THE HUFFINGTON POST

Past-month illicit drug use

2013 National Survey on Drug Use and Health

WHITE 9.5%   BLACK 10.5%

Drug-related arrests per 100,000 residents of each race

2013 FBI Uniform Crime Reports / US Census Bureau

WHITE 332   BLACK 879

Vox

TRANSMISSION OF STEREOTYPES

× Parents and Peers – learn stereotypes directly and indirectly
  + Social Learning Theory – receiving and observing rewards and punishments
  + Media's portrayal of minority groups and women
  + Language directly and indirectly influence stereotypes

AMERICAN NEWS GUIDE TO VIOLENCE

DISTURBED LONER   THUG   TERRORIST

JRehling
@JRehling
Here's your guide to understanding the news.
#ChapelHillShooting
11:01 AM - 11 Feb 2015

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YoungGifted&Black
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Yes let's do that: Which photo does the media use if the police shot me down?
#IfTheyGunnedMeDown

I Am Who I Am
@King_Ghidorah5

Follow

#IfTheyGunnedMeDown what picture would they use

TRANSMISSION OF STEREOTYPES

TRANSMISSION OF STEREOTYPES

TRANSMISSION OF STEREOTYPES

+ Comparing how Blacks and White women are portrayed in the top movies of 1996. Transmission of Stereotypes

+ White female movie characters shown using vulgar profanity: 17%

+ Black female movie characters shown using vulgar profanity: 89%

+ White female movie characters shown being physically violent: 11%

+ Black female movie characters shown being physically violent: 56%

TRANSMISSION OF STEREOTYPES
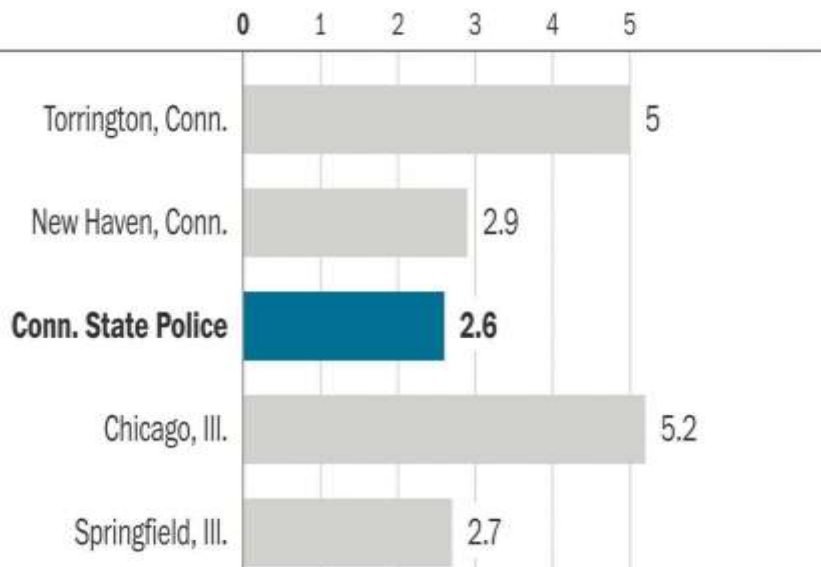

59 commercials targeting ages 6 - 8

STEREOTYPE ACCURACY

- Accuracy – are stereotypes <u>accurate</u>?
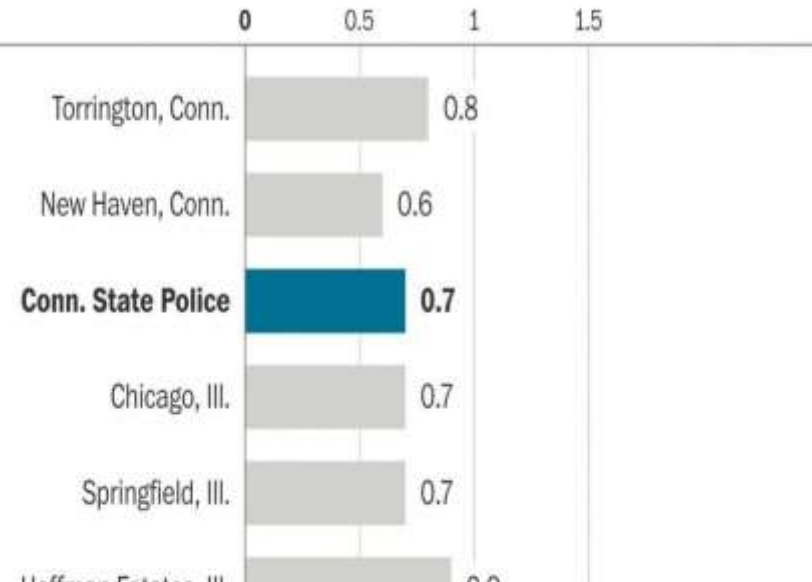- Misattributions and unfair treatment occur when we assume accuracy in stereotypes

Black drivers are more likely than white drivers to be searched at a traffic stop

In Chicago, for instance, black drivers were over five times more likely than white drivers to be searched.

	0 1 2 3 4 5
Torrington, Conn.	5
New Haven, Conn.	2.9
Conn. State Police	**2.6**
Chicago, Ill.	5.2
Springfield, Ill.	2.7

Black drivers are less likely than white drivers to be found with contraband

Black drivers pulled over and searched in Chicago, for instance, were 30 percent less likely than white drivers to be found with illegal goods.

|	
	0 0.5 1 1.5
Torrington, Conn.	0.8
New Haven, Conn.	0.6
Conn. State Police	**0.7**
Chicago, Ill.	0.7
Springfield, Ill.	0.7

FUNCTIONS OF STEREOTYPES

* **Cognitive** – useful shortcuts for making everyday decisions

* **Ego-Defensive** – we protect our self-concept by thinking less of outgroups

* **Social Adjustment** – following group norms to "fit" in

MAINTAINING STEREOTYPES

* **Perceptions** – we notice extreme events and distinctive individuals more

* **Stereotype Recall** – stereotype inconsistent information is ignored or <u>forgotten</u>

* **Linguistic Biases** – share stereotype consistent behaviors more often

* **Self-fulfilling Prophecy** – our behavior towards a person can lead them to confirm our expectations
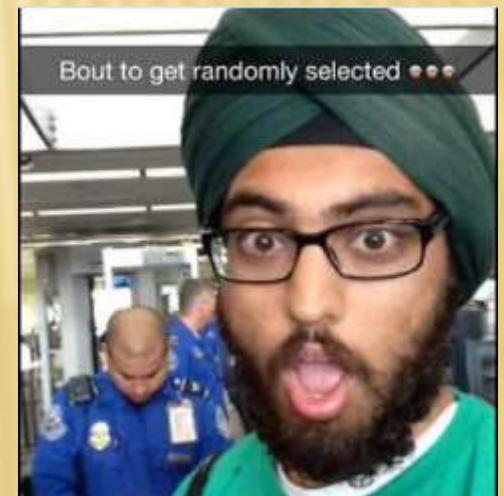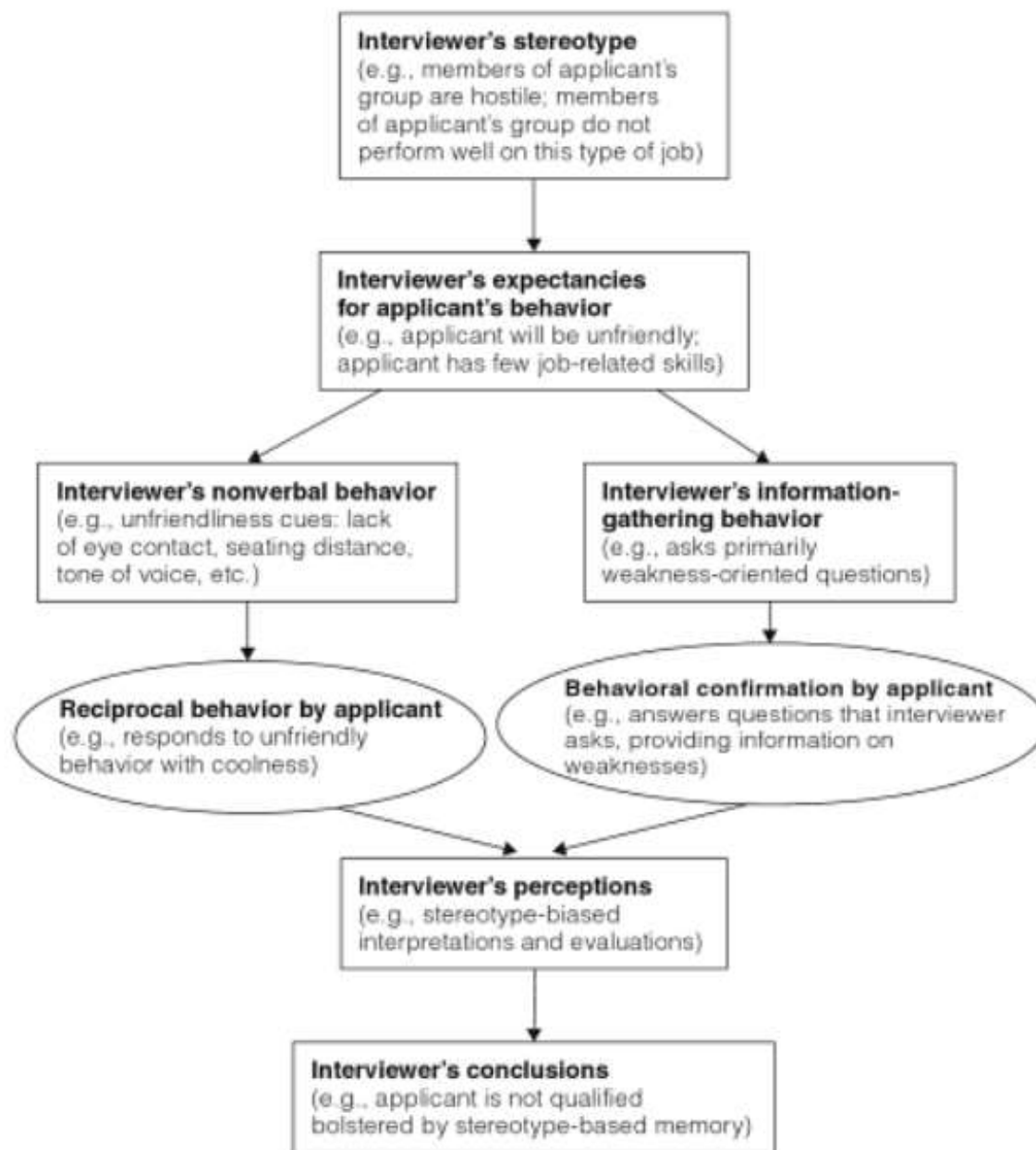
FIGURE 3.4 The Self-fulfilling Prophecy

In a self-fulfilling prophecy, a perceiver's stereotypes lead to expectations about another person's characteristics. These expectations lead the perceiver to act in ways that elicit behaviors from the other person that confirm the perceiver's expectations.

STEREOTYPE CHANGE

- Book-keeping Model – adding and subtracting group information
- Conversion Model – dramatic shift in beliefs
- Subtyping – creating sub-categories for stereotype inconsistent people

STEREOTYPE ACCURACY
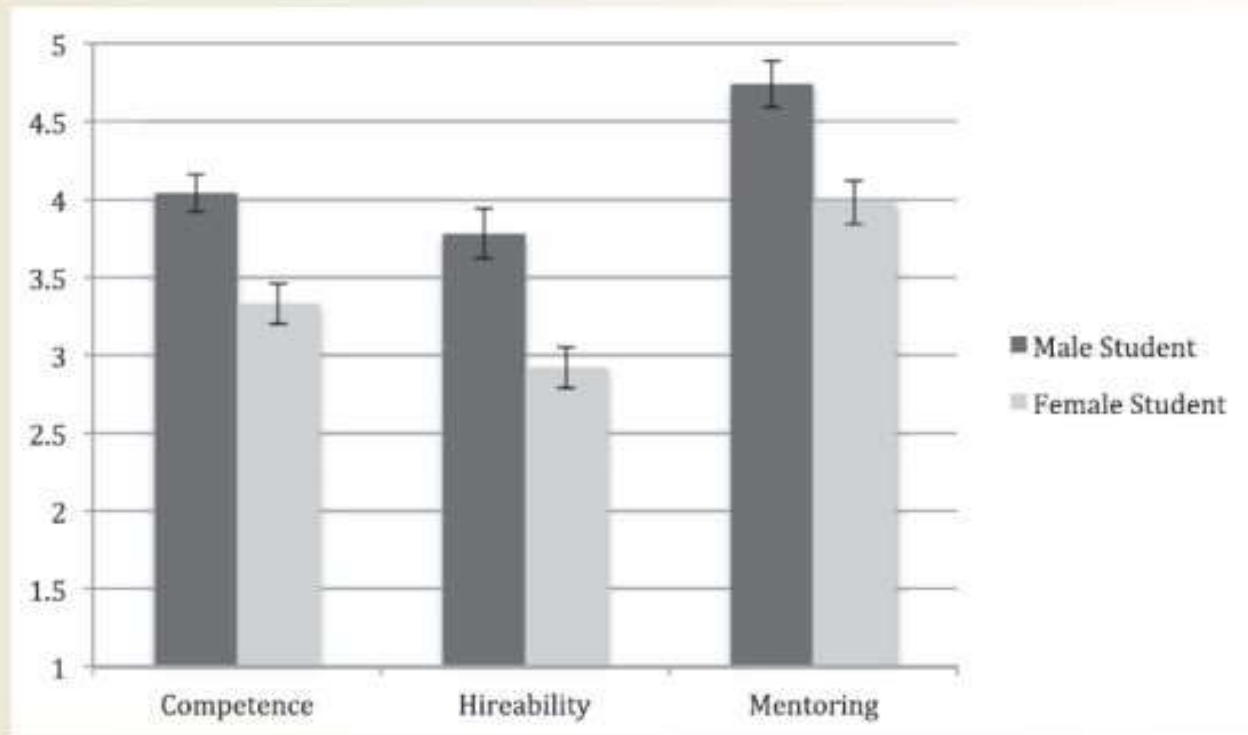
Fig. 1. Competence, hireability, and mentoring by student gender condition (collapsed across faculty gender). All student gender differences are significant (P < 0.001). Scales range from 1 to 7, with higher numbers reflecting a greater extent of each variable. Error bars represent SEs. n(male student condition) = 63, n(female student condition) = 64.

Applications for lab assistants in Bio, Chem, and Physics