

STEREOTYPES

STEREOTYPES ARE FIXED, OVER GENERALIZED BELIEFS ABOUT A PARTICULAR GROUP OR CLASS OF PEOPLE.

ADVANTAGES



One advantage of a stereotype is that it enables us to respond rapidly to situations because we may have had a similar experience before.

DISADVANTAGES

The disadvantages of stereotypes are: negative generalizations, once formed, stereotypes are difficult to change despite new information, neglecting differences between individuals, we think of people in terms of false concepts.



Stereotypes are made from the conclusion that certain groups of people have a whole range of characteristics and abilities that we assume all members of that group have.





In America, at the same time, whites are stereotyped as smart (positive characteristic) and "non-athletic" (negative characteristic). On the other hand, we often see Asians as "hardworking" and African Americans as "athletes."

POSITIVE

Positive stereotypes are subjectively positive beliefs about a social group.
 Positive examples of stereotypes are: judges ("sober as a judge", stereotype with a very respectable set of characteristics), overweight people (who are often seen as "jolly") and television newsreaders (highly dependable, respectable and impartial).



There are stereotypes based on races, social status, ethnicity, disease, developmental disabilities or gender.



Poor people are dirty.



People with disabilities always need help.

NEGATIVE

Negative stereotypes are those which describe negative and bad characteristics of members of certain groups or social categories. The Montenegrins are lazy, the Germans are punctual, and the British are stubborn.



Men are abusers. Women are more caring than men.

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