

ADVANTAGES

EFFICIENCY:

1. Classifying people
2. Predicting their behaviours
3. Deciding how to act around them

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Picture 1



How are stereotypes made?

- cultural influences
- *confirmation bias*

When we recall, select, and interpret information that's aligned with our beliefs.

People tend to ignore information that challenges their beliefs.

STEREOTYPES

generalised beliefs about the characteristics of a group of people

DISADVANTAGES

We can be prone to make inaccurate judgements about someone.

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NEGATIVE STEREOTYPES:

- "French people are rude."
- "British people are stuck up."
- "Women are weak."

SOURCES:

Atomi (2021, March 22). Psychology: Stereotypes. YouTube.
<https://bit.ly/3KL1Y2T>

Picture 1 - <https://bit.ly/3u1Vcja>

Picture 2 - <https://bit.ly/3KLrghb>

POSITIVE STEREOTYPES:

- "Asian people are good at maths."
- "African athletes are better than Caucasian athletes."
- "Women are warm and nurturing."

Groups are often stereotyped based on: **RACE**

- ✗ **GENDER** "Black people are aggressive."
- ✗ "Dresses and skirts are only for girls."

NATIONALITY

"Slavic people are criminals."

Picture 2

