

# Stereotypes



## DEFINITIONS

**stereotypes-**  
generalised beliefs  
about characteristics of  
a group of people

**prejudice-**  
a positive or negative  
attitude towards a group,  
not competly based on  
reason

**discrimination-**  
negative behaviour towards  
a group of people

## WHY?

- our brain wants to be as efficient as possible
- they are like "mental shortcuts"
- our ancestors would quickly make judgments about their situation and react in a way that optimised their survival

# HOW ARE THEY MADE?

- they are created due to the influence of the culture
- socialisation
- parents
- confirmation bias

## THE TRI-COMPONENT MODEL

attitude:

**affective**-our feelings and emotions about an attitude object

**behavioural**-our actions towards the attitude object

**cognitive**-our thoughts and ideas about attitude object



1. we make assumptions
2. develop
3. thoughts and feelings

## advantages and disadvantages

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

One disadvantage is that it makes us ignore differences between individuals; therefore we think things about people that might not be true

## example for racial stereotype

African and black americans:

Black people were usually depicted as slaves or servants working in cane fields or carrying large piles of cotton.

African black people were usually depicted as primitive, childlike, cannibalistic persons who live in tribes, carry spears, believe in witchcraft and worship their wizard



# LITERATURE

youtube

<https://youtu.be/-3FSFirWccw>

wikipedia

Stereotypes of groups within the United States

[https://www.google.com/url?sa=t&source=web&rct=j&url=https://en.wikipedia.org/wiki/Stereotypes\\_of\\_groups\\_within\\_the\\_United\\_States&ved=2ahUKEwjIv5LE49L1AhXI\\_qQKHTX-ATEQFnoECAQQBQ&usg=AOvVaw3Sx1LUXYKebGfUTViQu-sZ](https://www.google.com/url?sa=t&source=web&rct=j&url=https://en.wikipedia.org/wiki/Stereotypes_of_groups_within_the_United_States&ved=2ahUKEwjIv5LE49L1AhXI_qQKHTX-ATEQFnoECAQQBQ&usg=AOvVaw3Sx1LUXYKebGfUTViQu-sZ)

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[https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.simplypsychology.org/katz-braly.html&ved=2ahUKEwjIv5LE49L1AhXI\\_qQKHTX-ATEQtwJ6BAhAEAE&usg=AOvVaw1m3gzQDKUb4JGmxklzD0Oc](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.simplypsychology.org/katz-braly.html&ved=2ahUKEwjIv5LE49L1AhXI_qQKHTX-ATEQtwJ6BAhAEAE&usg=AOvVaw1m3gzQDKUb4JGmxklzD0Oc)

picture 1

<https://images.app.goo.gl/9Y29SPS8y9Q1yn2N8>

picture 2

<https://images.app.goo.gl/tnKBvJgG4QidePH38>

picture 3

<https://images.app.goo.gl/2hgK5xk1U2UUxsrv5>