



# STEREOTYPES

---

By: Klara Markulin

---

## DEFINITION:



Stereotypes are general beliefs about the characteristics of a group of people.

## HOW THEY'RE MADE:

Stereotypes are made due to the influence of culture. People learn how to stereotype from the media and their family. We also select and recall information that confirms our beliefs.

---

## DISADVANTAGES:

They can result in prejudice and discrimination. The stereotypes we have about a group of people can impact how we feel, think and act towards them.

## ADVANTAGES:

Stereotypes allow us to quickly classify people, predict their behaviours and decide how to act around them. They also allow us to make a judgment on situations and accordingly them.





## POSITIVE STEREOTYPES:

Positive stereotypes present a certain group of people in a good light. They can put pressure on people by making them think they need to live up to these standards. For example -asians are good math.

## NEGATIVE STEREOTYPES:

Negative stereotypes present a group of people in a negative light. Therefore giving people a negative view of this group of people. For example -blonds are dumb.

---

---

# EXAMPLES

*Based on*

## RACE:

People of color should be treated as lower class citizens as opposed to caucasian people.

## GENDER:

Wimen should stay at home and take care of the house and kids while the men work and provide for the family.

## NATIONALITY:

Australians are laidback and love the outdores.  
All canadians are frendly.  
Germans love cars.

## AGE:

Older people are wise.  
Teanagers are careless.



# Sources

---

Atomi 2021. 3. 22. Psychology: Stereotypes,  
Youtube: <https://youtu.be/-3FSFirWccw>

Picture 1:

<https://images.app.goo.gl/gHdBubhzbXFFD3GT9>

Picture 2:

<https://images.app.goo.gl/SGCNAQLhQnvqZ1RT6>

Picture 3:

<https://images.app.goo.gl/6bDsrUaBKw9DypSM9>

Picture 4:

<https://images.app.goo.gl/XaCDjsEChEFAPppB6>