

Lecture Outline  
Stereotypes Part 2

Stereotype change

Stereotype maintenance

Stereotypes & self-fulfilling prophecies

Feedback on Exam 2

Models of Stereotype Change

Bookkeeping Model

Conversion Model

Subtyping Model

Bookkeeping Model

Large numbers of inconsistent information change a stereotype

Bookkeeping Model

Prediction

The greater the amount of inconsistent information, the more a stereotype changes

### Conversion Model

Highly salient instances of inconsistent information change a stereotype

### Conversion Model

#### Prediction

Inconsistent information that is concentrated in a few individuals leads to more stereotype change

### Subtyping Model

Typical instances of inconsistent information change a stereotype

Rare instances of inconsistent information lead to subtypes

### Subtyping Model

#### Prediction

Inconsistent information that is dispersed across many individuals leads to more stereotype change

**Stereotype Change Study**  
Weber & Crocker (1983)

Purpose: Tested the three models of stereotype change

Procedure:

- Given information about lawyers
- Rated each lawyer on stereotypic traits

**Stereotype Change Study**  
Weber & Crocker (1983)

Manipulations

**Amount:**

- Small: 6 inconsistent traits
- Large: 30 inconsistent traits

**Pattern:**

- Dispersed
- Concentrated

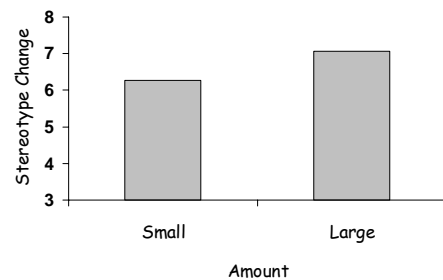
**Stereotype Change Study**  
Weber & Crocker (1983)

Predictions

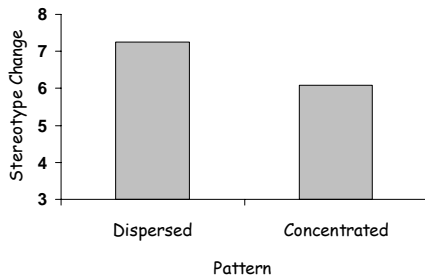
More stereotype change when inconsistent information is:

- large (bookkeeping)
- concentrated (conversion)
- dispersed (subtyping)

**Stereotype Change Study**  
Weber & Crocker (1983)



### Stereotype Change Study Weber & Crocker (1983)



### Stereotype Maintenance

#### Subtyping Model

- ◆ Subtypes maintain stereotypes

#### Cognitive Biases

- ◆ Better recall of stereotype-consistent information
- ◆ Confirmation bias

### Recall Study Cohen (1981)

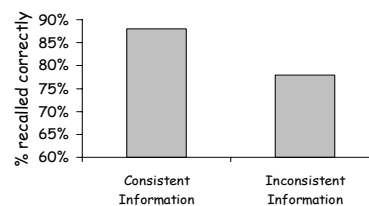
#### Procedures

Video of a librarian

Attributes did and did not match the stereotype

Recalled target's attributes

### Recall Study Cohen (1981)



## Confirmation Biases in Hypothesis Testing

Search for information that confirms one's beliefs

## Introverted-Extroverted Studies

Snyder & Colleagues

Introverted:

"What factors make it hard for you to really open up to people?"

Extroverted:

"What kind of situations do you seek out if you want to meet new people?"

## Introverted-Extroverted Studies

Snyder & Colleagues

### Results

Participants asked questions that that elicited confirming behavior from partner

## Why Study Stereotypes?

Stereotypes may create social problems

One way they can do this is through self-fulfilling prophecies

## Self-Fulfilling Prophecies

### Definition:

Self-fulfilling prophecies are false beliefs that lead to their own fulfillment

## Three steps to a SFP

1. Perceiver holds false belief about target
2. Perceiver treats target in manner consistent with false belief
3. Target responds to this treatment in such a way as to confirm the originally false belief

Self-Fulfilling Prophecies are not Perceptual Biases

### Perceptual biases:

When a perceiver believes that a false belief has come true, when in fact it has not

Self-Fulfilling Prophecies Do Not Reflect Predictive Accuracy

### Predictive Accuracy:

When a perceiver correctly predicts a target's future behavior, but did not cause that behavior to occur

(I predict Jazz will win, and they do)

## Stereotypes & Self-Fulfilling Prophecies

Merton, 1948

### African Americans thought to be strike breakers

- African Americans barred from unions
- Had few job opportunities
- Took any work that came along
- Took strikers jobs
- Confirmed stereotype

## Attractiveness Study

Snyder, Tanke, & Bersheid (1978)

### Purpose:

Examine whether the attractiveness stereotype is self-fulfilling

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Stereotype is that attractive people have all sorts of good attributes (e.g., intelligent, friendly, sociable)

## Attractiveness Study

Snyder et al. (1978)

### Participants:

- 51 men and 51 women
- men and women paired off
- never saw one another

Men = perceivers

Women = targets

## Attractiveness Study

Snyder et al., (1978)

### Procedure:

- Interactions w/o nonverbal behavior
- Biographical questionnaire for partner
- Photo of male
- Male got photo of his female partner
- Male rated his partner on traits
- Conversed over telephone (tape made)
- Male rated his partner again

Attractiveness Study  
Snyder et al., (1978)

Manipulation:

Attractive partner

Unattractive partner

Attractiveness Study  
Snyder et al., (1978)

- Judges listened to conversation
- Judges rated male's behavior
- Judges rated female's behavior

Attractiveness Study  
Snyder et al., (1978)

Results:

- Males judged warmer and nicer in attractive condition
- Females judged warmer and friendlier in attractive condition

Attractiveness Study  
Snyder et al., (1978)

Only possible cause of differences in behavior after conversation was due to the treatment they received.....

Attractiveness Study  
Snyder et al., (1978)

Specifically.....

The men were very warm  
and nice to the  
"beautiful" women

The "beautiful" women  
responded in kind.

Attractiveness Study  
Snyder et al., (1978)

The men were not warm  
and not nice to the  
"unattractive" women

The "unattractive" women  
responded in kind.

Bookkeeping Model

Each instance of inconsistent  
information changes the  
stereotype

Single instance = small change  
Accumulation = large change