

# 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)

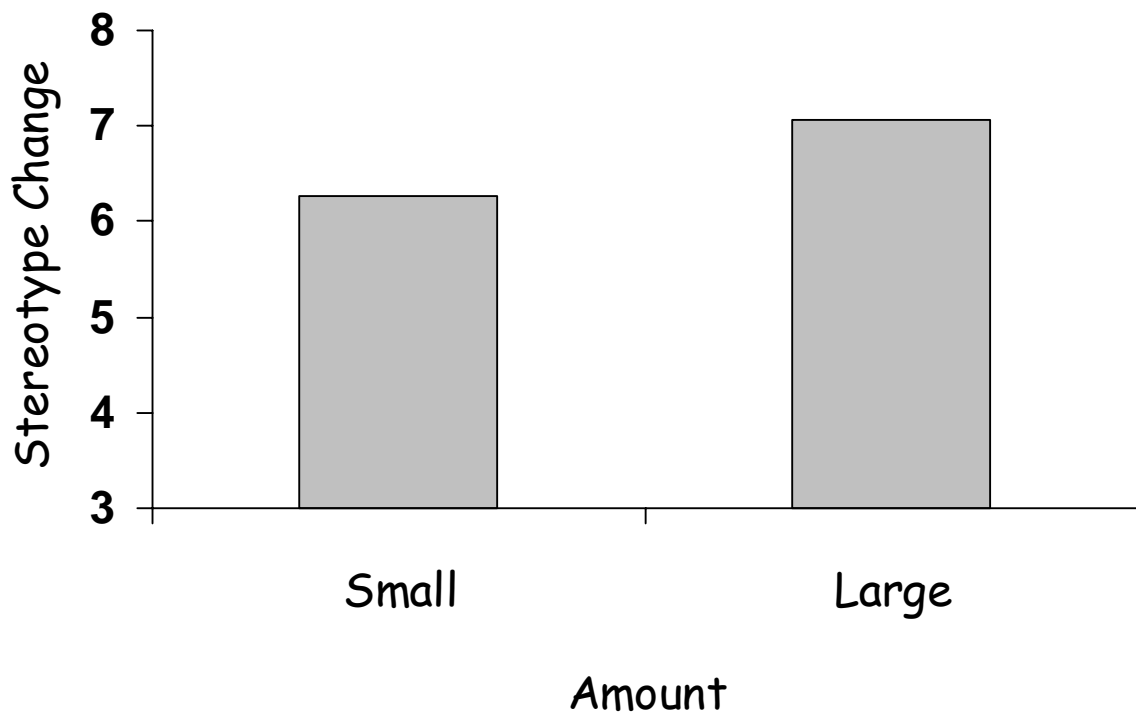
## Predictions

More stereotype change when inconsistent information is:

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

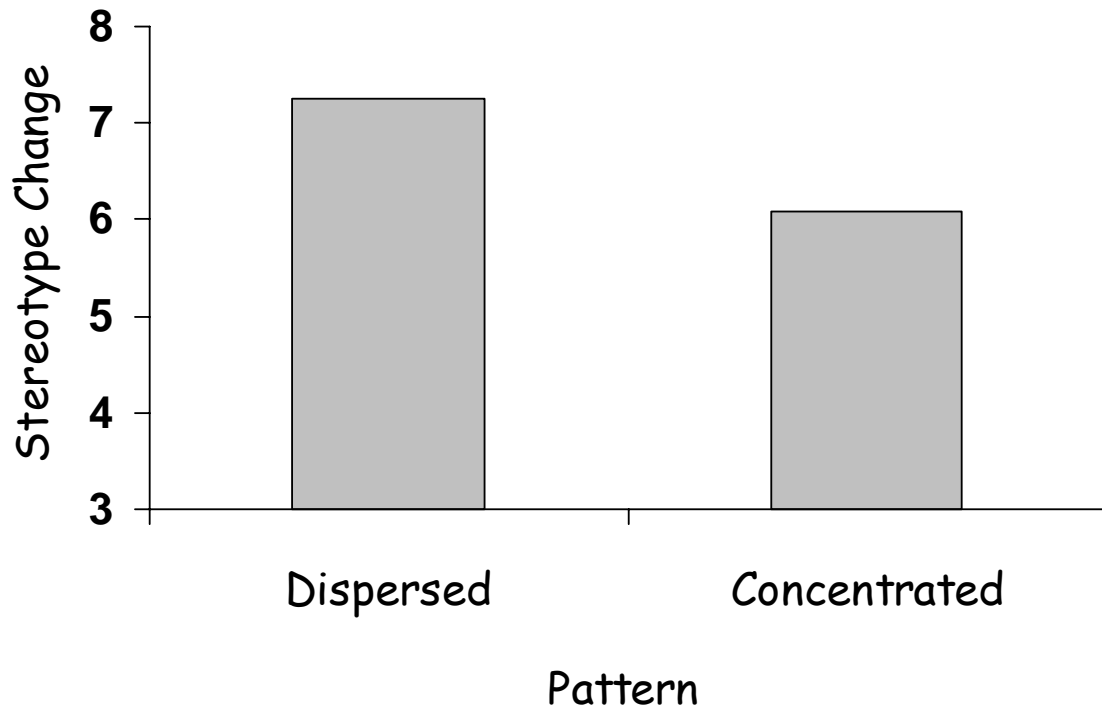
# Stereotype Change Study

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

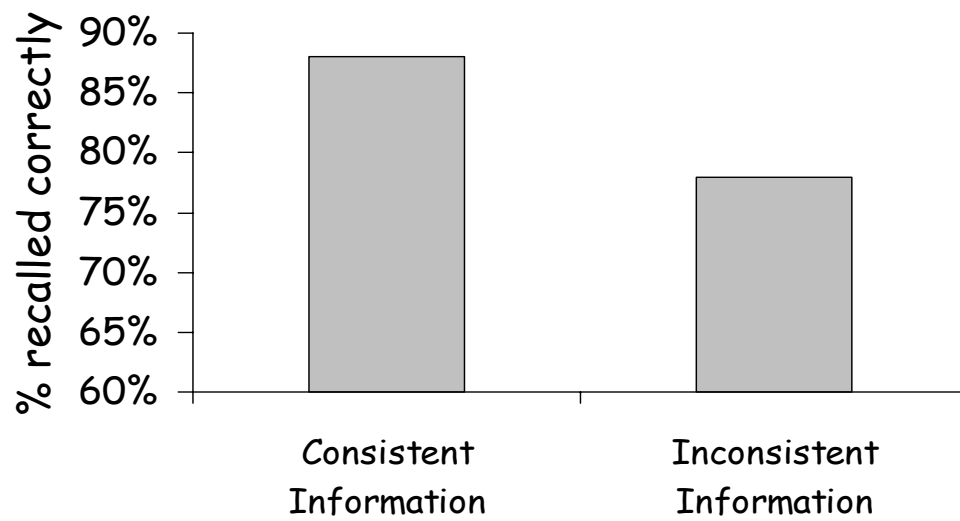
Video of a librarian

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