

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

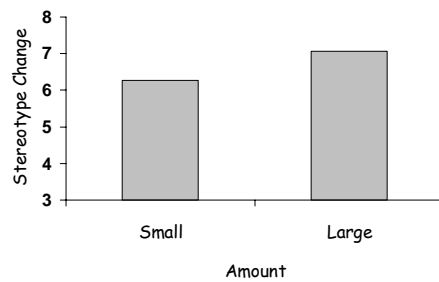
Stereotype Change Study Weber & Crocker (1983)

Predictions

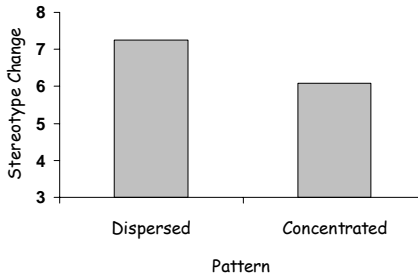
More stereotype change when inconsistent information is:

- 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)

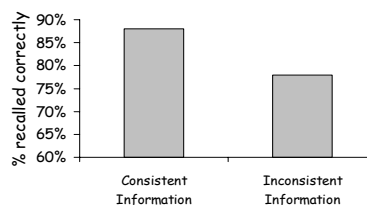
Procedures

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

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