

Lecture Outline  
Stereotypes Part 1

Types of stereotypes  
Definition of stereotypes  
Measurement of stereotypes  
Assumptions of stereotypes

Stereotypes

Working definition:

Generalized beliefs  
about a social group

attributes      behaviors  
social roles

(nurturing)      (homemakers)

(take care of children)

Types of Stereotypes

Cultural stereotypes

Beliefs about a group that  
are endorsed by society at large

Types of Stereotypes

Personal (individual) stereotypes

One person's beliefs  
about a group

Cultural & Personal  
Stereotypes

Sometimes they overlap:

Society portrays New  
Yorkers as loud, and Mary  
thinks they are loud too

Sometimes they don't overlap:

Society portrays Librarians  
as spinsters, but Mary  
doesn't think they are

Consensual Stereotypes

Definition:

Beliefs about a social group  
that many people endorse

High consensus = high  
agreement

### Consensual Stereotypes

#### Personal stereotypes

Sometimes consensual:  
(many people may believe that New Yorkers are loud)

Sometimes not consensual:  
(Mary believes lawyers are short, but nobody else does)

### Definitions of Stereotypes

For most of the 20th Century researchers did not have a good, clear definition of the term "stereotype"

### Definitions of Stereotypes

Sampled the literature to identify how stereotypes were defined.

This is what they found.....

### Definitions of Stereotypes

Stereotypes had been defined in six different ways!!

#### 1. Generalized Beliefs

Stereotyping may be defined as the tendency to attribute generalized and simplified characteristics to groups of people in the form of verbal labels, and to act towards the members of those groups in terms of those labels (Vinacke, 1949, p. 265).

#### 2. Categories or Concepts

A stereotype is commonly thought of as involving a categorical response--i.e., membership is sufficient to evoke the judgment that the stimulus person possesses all of the attributes belonging to that category (Secord, 1959, p. 309).

3. Incorrectly Learned

Unlike other generalizations stereotypes are based not on an inductive collection of data, but on hearsay, rumor, and anecdotes--in short, on evidence which is insufficient to justify the generalization (Klineberg, 1951 p. 505).

4. Exaggerations

A stereotype is an exaggerated belief associated with a category (Allport, 1958, p. 187).

5. Inaccurate

A stereotype is a fixed impression, which conforms very little to the fact it pretends to represent, and results from our defining first and observing second (Katz and Braly, 1935, p. 181).

6. Rigid and Resistant to Change

Stereotypy...the disposition to think in rigid categories (Adorno et al., 1950, p. 228).

*YIKES!*

What sense can one make of all that?

Field lacking formal, consistent and clear definition of the term "stereotype"

Ashmore & Del Boca (1981)

Offered A Formal Definition

"A set of beliefs about the personal attributes of a group of people"

Ashmore & Del Boca (1981)

Limitation:

Lots of attributes describe members of social groups, but they are not part of the stereotype

WOMEN

According to sex stereotypes, women are.....

nurturing  
take care of children  
homemakers

But women also.....

have two arms  
eat food  
have friends

Question: Why aren't those attributes in the stereotype of women?

Answer: (You fill in the right answer)

We will return to this point, but most researchers use Ashmore & Del Boca's definition.

Measurement of Stereotypes

Three common procedures:

1. Adjective checklist
2. Rating scale
3. Free responses

Stereotype Measurement

1. Adjective checklists:

- Pre-determined attributes
- Endorse attributes
- "yes - no" responses

Mark the attributes typical of medical doctors.

Talkative  
 Intelligent  
 Sensitive

**Adjective Checklists**  
 1st way that stereotypes were measured

Princeton Trilogy (Study 1)  
Katz and Braly (1933)

Sampled 100 Princeton University students (all male, all white)

Used adjective checklist procedure to identify stereotypes of 10 ethnic and national groups

**Princeton Trilogy (Study 1)**  
 Katz and Braly (1933)

The 10 groups

Germans  
 Jews  
 Italians  
 Americans  
 African Americans  
 Chinese  
 Irish  
 Japanese  
 English  
 Turks

**Princeton Trilogy (Study 1)**  
 Katz and Braly (1933)

Procedure:

1. Participants given list of 84 traits
2. Participants selected the 5 that were most typical of each group (5 traits per group)

**Princeton Trilogy (Study 1)**  
 Katz and Braly (1933)

How content was assessed:

The 10 traits that were selected most often

**Results: Content**

<u>African Americans</u>		<u>Jews</u>	
Trait	Percent endorsed	Trait	Percent endorsed
Superstitious	84%	Shrewd	79%
Lazy	75%	Mercenary	49%
Happy-go-lucky	38%	Industrious	48%
Ignorant	38%	Grasping	34%
Musical	26%	Intelligent	29%

**Results: Content**

<u>Irish</u>		<u>Americans</u>	
Trait	Percent endorsed	Trait	Percent endorsed
Pugnacious	45%	Industrious	49%
Quick tempered	39%	Intelligent	48%
Witty	38%	Materialistic	33%
Honest	32%	Ambitious	33%
Very religious	29%	Progressive	27%

### Results: Content

<u>Irish</u>		<u>Americans</u>	
Trait	Percent endorsed	Trait	Percent endorsed
Pugnacious	45%	Industrious	49%
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Very religious	29%	Progressive	27%

### Results: Content

<u>Italians</u>		<u>Japanese</u>	
Trait	Percent endorsed	Trait	Percent endorsed
Artistic	53%	Intelligent	48%
Impulsive	44%	Industrious	46%
Passionate	37%	Progressive	26%
Quick tempered	35%	Shrewd	23%
Musical	30%	Sly	21%

### How consensus was assessed:

Distinctiveness scores:  
Number of traits needed to account for 50% of responses

lower scores = more consensus

### Results: Consensus

Group	Distinctiveness Score
African Americans (most consensual)	4.6
Germans	5.0
Jews	5.5
Italians	6.9
English	7.0
Irish	8.5
Americans	8.8
Japanese	10.9
Chinese	12.0
Turks (least consensual)	15.9

### Adjective Checklists

#### Benefits:

- Can include a lot of attributes
- Easy to complete

#### Drawback:

- May omit central traits from list
- List may become outdated

### Stereotype Measurement

#### 2. Rating Scales:

- Pre-determined attributes
- Rate attributes
- Rating scale responses

How sensitive are medical doctors?  
1 2 3 4 5  
not at all very

### Gay Male Stereotype

Madon (1997)

Assessed the content of the gay male stereotype

Participants rated gay men on 75 attributes

#### Example

How characteristic is it of gay men to be...

- artsy-looking
- transvestites
- feminine
- act macho

1 = not at all characteristic;  
5 very characteristic

### Gay Male Stereotype

Madon (1997)

Gay Men	
Trait	Percent endorsed
Artsy-looking	83%
Transvestites	84%
Feminine	88%
Act Macho	25%

### Rating Scales

Benefits:

- Can include a lot of attributes
- Easy to complete

Drawback:

- May omit central traits from list
- List may become outdated

### Rating Scales

One distinct advantage over Adjective Checklists:

More specific measurement of the stereotype --

Responses are not "all or none"

### Rating Scales

Measurement specificity important because.....

Researchers can assess "stereotype strength"

### Rating Scales

Definition: Stereotype Strength

Extent to which the attributes in a stereotype are thought to characterize the group

Example.....

**Example: Stereotype Strength**

<u>Smithtown residents</u>	<u>Jonestown residents</u>
very upper class very snobbish very reclusive	slightly upper class slightly snobbish slightly reclusive

**Stereotype Strength**

The content of the stereotypes are the same.....BUT

Smithtown stereotype is stronger

VERY characteristic of Smithtown  
SLIGHTLY characteristic of Jonestown

**Content vs. Strength**

Stereotype content:  
attributes contained in a stereotype

Stereotype strength: extent to which these attributes are thought to characterize a group

**Stereotype Strength**

Adjective Checklists cannot measure a stereotype's strength

Rating scales can measure a stereotype's strength

**Stereotype Measurement**

3. Free Responses:

- No pre-determined attributes
- Generate attributes

List 10 attributes typical of medical doctors.  
smart  
kind

**Free Responses**

Benefits:

- Measures central traits
- Don't ever become outdated

Drawbacks:

- Incomplete responding
- May not measure weakly endorsed attributes

### Distinguishing Features

Adjective checklists, rating scales, and free responses may *indirectly* assess the attributes that distinguish between groups

Only one measure does so directly

### Diagnostic Ratio

Participants given a list of attributes and asked to make two percentage estimates

1. % of group that has each attribute
2. % of reference group that has each attribute

### Diagnostic Ratio

$$DR = \frac{\% \text{ of group (with attribute)}}{\% \text{ of reference (with attribute)}}$$

### Diagnostic Ratio

When DR = 1 (or close to 1), attribute does not distinguish between groups

#### Example

Jon believes that.....

99% of women have arms

99% of Americans have arms

$$DR = 99.9/99.9 = 1$$

### Diagnostic Ratio

When DR substantially greater than 1, attribute:

- ♦distinguishes between groups
- ♦is *stereotypic*

Example: Jon believes that.....

35% of women are nurturing

20% of Americans are nurturing

$$DR = 35/20 = 1.75$$

### Diagnostic Ratio

When DR substantially less than 1, attribute:

- ♦distinguishes between groups
- ♦is *counterstereotypic*

Example: Jon believes that.....

10% of women are aggressive

25% of Americans are aggressive

$$DR = 10/25 = .40$$

### Diagnostic Ratio

So, according to the DR measure, a stereotype is defined....

As set of beliefs about a group that distinguish that group from other groups in either a stereotypic way ( $DR > 1$ ) or a counter-stereotypic way ( $DR < 1$ ).

### Assumptions of Stereotypes

Stereotypes have been characterized in three ways

1. Inaccurate
2. Exaggerations
3. Resistant to change

### Stereotype Inaccuracy

Stereotypes are inaccurate when they are at odds with empirical evidence

Armenian Study: La Pierre (1936)

Purpose: Examine whether ethnic stereotypes of Armenians are inaccurate

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### Armenian Study La Pierre (1936)

Armenian stereotype:

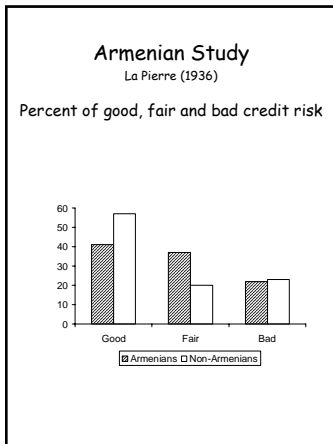
- dishonest
- lying
- deceitful

Procedure:

- Sampled credit ratings
- Compared Armenian & non-Armenians

### Armenian Study La Pierre (1936)

Prediction: If Armenians really are dishonest, lying, and deceitful, then they should have worse credit ratings than non-Armenians



**Armenian Study**  
La Pierre (1936)

Armenian stereotype did NOT correspond to empirical evidence

The stereotype was inaccurate

Stereotype (In)accuracy

Very little work on the accuracy of stereotypes

Just because one stereotype is inaccurate doesn't mean they all are

Research shows that some stereotypes are at least partially accurate

Stereotype are Exaggerations

Stereotypes are exaggerations when differences between groups are thought to be larger than they really are

Stereotypes are Exaggerated

Perceived Heights of Men and Women  
Men = 5'11    Women = 5'5 (Diff = 6 in.)

Actual Heights of Men and Women  
Men = 5'10    Women = 5'6 (Diff = 4 in.)

Perceived differences are exaggerated

**Diagnostic Ratio Study**  
McCauley & Stitt (1978)

Purpose:

1. Assess whether the stereotype of African Americans is inaccurate and exaggerated.

Diagnostic Ratio Study  
McCauley & Stitt (1978)

Participants:

Sampled five groups

- High school students
- College students
- Union members
- Church Choir
- Social work students

Diagnostic Ratio Study  
McCauley & Stitt (1978)

Procedure:

Step 1: Participants estimated % of African Americans and % of Americans that had 7 attributes

$$DR = \frac{\% \text{ of African American (with attribute)}}{\% \text{ of Americans (with attribute)}}$$

7 Characteristics

- % completed HS
- % that are illegitimate
- % that were unemployed last month
- % who have been victims of crimes
- % on welfare
- % w/4 or more children
- % w/female heads of households

Diagnostic Ratio Study  
McCauley & Stitt (1978)

Procedure (continued):

Step 2: Obtained census information to serve as criteria for accuracy

Step 3: Transformed census information into DR scores

Diagnostic Ratio Study  
McCauley & Stitt (1978)

Main Findings

1. Content: People held stereotype of African Americans

Most of the DR scores were significantly different from 1

Diagnostic Ratio Study  
McCauley & Stitt (1978)

Main Findings

2. (In)accuracy: African American stereotype both accurate and inaccurate

Some DRs significantly different from criteria DR (inaccurate stereotype).

Other DRs not significantly different from criteria DR (accurate stereotype).

### Diagnostic Ratio Study

McCauley & Stitt (1978)

3. Exaggeration/Underestimation:  
Stereotypic attributes  
underestimated real differences

Overwhelmingly, the stereotypes  
participants held underestimated  
real differences between AA and  
W according to Census reports.

Stereotypes Resist Change

Stereotypes remain stable  
over time and across  
generations

### Princeton Trilogy

Study 1 (Katz & Braly, 1933)

Study 2 (Gilbert, 1951)

Study 3 (Karlins et al., 1969)

#### Recent Replication/Extension

Madon et al. (2001)

### Princeton Trilogy

Limitation of the Princeton  
trilogy:

- Never updated the  
attribute list

Problem because.....

Outdated attribute list may  
omit current beliefs and  
underestimate change by  
leading people to endorse  
old, and therefore, similar  
stereotypes

### Princeton Trilogy Replication

Madon et al. (2001)

#### Recent Replication:

Study 1: replicated Princeton  
trilogy

Study 2: updated the  
attribute list

Study 3: assessed changes in  
favorableness

### Princeton Trilogy Replication:

Study 1  
Madon et al. (2001)

#### Procedure:

1. Given original attribute list
2. For each group, selected  
the five most typical

Princeton Trilogy Replication: Study 1  
Madon et al. (2001)

**Results:**

Content: Only 1 (African American) of the 10 stereotypes changed significantly

This is consistent with idea that stereotypes are resistant to change

Princeton Trilogy Replication: Study 1  
Madon et al. (2001)

**Results:**

Consensus: Only 1 (African American) of the 10 stereotypes changed significantly

This too is consistent with idea that stereotypes are resistant to change

Outdated Attribute List

Study 1 showed little change

Could this be due to an outdated attribute list?

Study 2 tested this by updating the attribute list

Princeton Trilogy Replication: Study 2  
Madon et al. (2001)

Procedure:

1. Updated original attribute list w/322 new attributes (total = 406)
2. Rated extent to which each attribute described the groups

Princeton Trilogy Replication: Study 2  
Madon et al. (2001)

**Results**

Content: 9 of the 10 stereotypes changed significantly. Irish didn't change

Consensus: 7 of the 10 stereotypes changed significantly. Irish, Jewish, Italian did not change

Princeton Trilogy Replication: Study 2  
Madon et al. (2001)

These results are NOT consistent with idea that stereotypes are resistant to change

Princeton Trilogy  
Replication: Study 3  
Madon et al. (2001)

Purpose:

Examine whether the stereotypes have changed in favorableness

Princeton Trilogy  
Replication: Study 3  
Madon et al. (2001)

Procedure:

Participants rated the favorableness of the 1933, 1951, 1969 and 1990s stereotypes

Princeton Trilogy  
Replication: Study 3  
Madon et al. (2001)

Results

<u>More Favorable</u>	<u>Less Favorable</u>
African American	American
Chinese	English
Japanese	German
Turkish	
Italian	
Irish	
Jewish	

Princeton Trilogy  
Replication: Study 3  
Madon et al. (2001)

Changes in favorableness do NOT support idea that stereotypes are resistant to change

Are stereotypes inherently inaccurate, always exaggerated, and highly resistant to change?

No.

Stereotypes have been stereotyped!!