

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

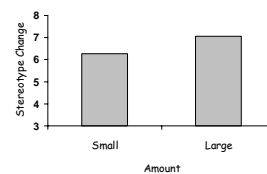
### Stereotype Change Study Weber & Crocker (1983)

#### Predictions

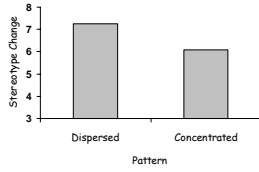
More stereotype change when inconsistent information is:

- 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)

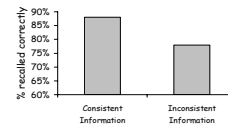
Procedures

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