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

Each instance of inconsistent information changes the stereotype

Single instance = small change
Accumulation = large change
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)

![Bar chart showing stereotype change for small and large amounts.](chart.png)
Stereotype Change Study
Weber & Crocker (1983)

![Bar chart showing stereotype change for dispersed and concentrated patterns.](chart.png)
Stereotype Maintenance

Subtyping Model

Subtypes maintain stereotypes

Cognitive Biases

Better recall of stereotype-consistent information

Confirmation bias
Recall Study
Cohen (1981)

Procedures

Video (librarian vs. waitress)

Attributes did and did not match the stereotype

Recalled target’s attributes
Recall Study
Cohen (1981)

% recalled correctly

<table>
<thead>
<tr>
<th></th>
<th>Consistent Information</th>
<th>Inconsistent Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td></td>
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<tr>
<td>65%</td>
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<tr>
<td>70%</td>
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<tr>
<td>75%</td>
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<tr>
<td>80%</td>
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<tr>
<td>85%</td>
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<tr>
<td>90%</td>
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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?”
Results

Participants asked questions 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)
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
Attraction 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
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.
The men were not warm and not nice to the “unattractive” women.

The “unattractive” women responded in kind.
Accumulation of Self-Fulfilling Prophecies

Accumulation occurs when...

Two or more perceivers hold the same inaccurate stereotype about the same target.

The perceivers each have a self-fulfilling effect on the target’s behavior.

The target confirms the stereotype more than s/he would have had only one perceiver held the inaccurate stereotype.
Overweight Study (Madon et al., 2011)

**Stereotype:** Overweight people lack willpower and self-control.

Participants \((N = 723)\) assigned to one of three expectation groups.

Each group \((N = 241)\) had 3 participants:

- 2 designated as perceivers
- 1 designated as the target
Groups were randomly assigned to one of three expectation conditions:

### Expectation Conditions

<table>
<thead>
<tr>
<th>Double Overweight Expectation (n = 82)</th>
<th>Single overweight expectation (n = 76)</th>
<th>No overweight Expectation (n = 82)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both perceivers believed target was overweight.</td>
<td>One perceiver believed target was overweight, other did not.</td>
<td>Neither perceiver believed target was overweight.</td>
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Expectation of target’s weight induced via a photo
Overweight Study
(Madon et al., 2011)

Perceivers completed a questionnaire that assessed:

1. Whether they stereotyped the target.
   - Self-control & Willpower (stereotypic)
   - Religious & Intelligent (irrelevant to stereotype)

2. Whether they treated the target differently depending on her weight.
Overweight Study
(Madon et al., 2011)

1. Participants given a bowl of candy.

2. Amount of candy in bowl equaled the total amount selected by the two perceivers in the target’s group.

3. Experimenter recorded how much candy each target took.
Overweight Study (Madon et al., 2011)

Were perceivers' expectations for the target based on the overweight stereotype?

YES

Perceivers' Judgments of Targets' Personality

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not overweight</th>
<th>Overweight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willpower</td>
<td>3.50</td>
<td>4.00</td>
</tr>
<tr>
<td>Self-control</td>
<td>4.00</td>
<td>4.50</td>
</tr>
<tr>
<td>Intelligent</td>
<td>5.00</td>
<td>5.50</td>
</tr>
<tr>
<td>Religious</td>
<td>4.50</td>
<td>5.00</td>
</tr>
</tbody>
</table>
Did perceivers’ stereotypic expectations have cumulative SFPs on target’s behavior?

**Overweight Study**  
(Madon et al., 2011)

**Expectation Conditions**
- No Overweight Expectation
- Single Overweight Expectation
- Double Overweight Expectation

Yes