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”
Measurement of Stereotypes

Four common procedures:
1. Adjective checklist
2. Rating scale
3. Free responses
4. Diagnostic ratio

Stereotype Measurement

1. Adjective checklists:
   - Pre-determined attributes
   - Endorse attributes
   - "yes - no" responses

Mark the attributes typical of medical doctors:

___ Talkative
___ Intelligent
___ Sensitive

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

Sampled 100 Princeton University students
Used adjective checklist procedure to identify stereotypes of 10 ethnic and national groups

The 10 groups
Germans
Jews
Italians
Americans
African Americans
Chinese
Irish
Japanese
English
Turks

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

How content was assessed:
The 10 traits that were selected most often

Results: Consensus

<table>
<thead>
<tr>
<th>Group</th>
<th>Distinctiveness Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Americans</td>
<td>4.6</td>
</tr>
<tr>
<td>Germans</td>
<td>5.0</td>
</tr>
<tr>
<td>Jews</td>
<td>5.5</td>
</tr>
<tr>
<td>Italian</td>
<td>6.9</td>
</tr>
<tr>
<td>English</td>
<td>7.0</td>
</tr>
<tr>
<td>Irish</td>
<td>8.5</td>
</tr>
<tr>
<td>Americans</td>
<td>8.8</td>
</tr>
<tr>
<td>Japanese</td>
<td>10.9</td>
</tr>
<tr>
<td>Chinese</td>
<td>12.0</td>
</tr>
<tr>
<td>Turks</td>
<td>(least consensus) 15.9</td>
</tr>
</tbody>
</table>

How consensus was assessed:
Distinctiveness scores:
Number of traits needed to account for 50% of responses

lower scores = more consensus

Adjective Checklists

Benefits:
- Can include a lot of attributes
- Easy to complete

Drawback:
- May omit central traits from list
- List may become outdated
### Rating Scales

**Benefits:**
- Can include a lot of attributes
- Easy to complete

**Drawback:**
- May omit central traits from list
- List may become outdated

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**Definition:** Stereotype Strength

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

*Example:*

<table>
<thead>
<tr>
<th>Smithtown residents</th>
<th>Jonestown residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>very upper class</td>
<td>slightly upper class</td>
</tr>
<tr>
<td>very snobbish</td>
<td>slightly snobbish</td>
</tr>
<tr>
<td>very reclusive</td>
<td>slightly reclusive</td>
</tr>
</tbody>
</table>

*Example: Stereotype Strength*

Smithtown stereotype is stronger

Very characteristic of Smithtown

Slightly characteristic of Jonestown

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**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  83%
- 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

One distinct advantage over Adjective Checklists:

**More specific measurement of the stereotype --**

Responses are not "all or none"

Measurement specificity important because......

Researchers can assess "stereotype strength"

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**Stereotype Strength**

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

Smithtown stereotype is stronger

Very characteristic of Smithtown

Slightly characteristic of Jonestown

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**Stereotype Measurement**

2. **Rating Scales:**
   - Pre-determined attributes
   - Rate attributes
   - Rating scale responses

**Example:**

How sensitive are medical doctors?

1 = not at all 2 3 4 5 very

**Gay Male Stereotype**

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How characteristic is it of gay men to be:  
- artsy-looking  83%
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Content vs. Strength

Stereotype content: attributes contained in a stereotype

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

Stereotype Measurement

3. Free Responses:
- No pre-determined attributes
- Generate attributes

List 10 attributes typical of medical doctors.

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

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:
- Disagrees between groups
- Is counterstereotypic

Example: Jon believes that....
10% of women are aggressive
25% of Americans are aggressive
DR = 10/25 = .40

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

Procedure:
- Sampled credit ratings
- Compared Armenian & non-Armenians

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

Armenian Study
La Pierre (1936)

Percent of good, fair and bad credit risk

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.

Gender Study (Swim, 1994)

**Purpose:** Examine whether gender stereotypes are (in)accurate.

**General Procedure:** Compared perceived differences to differences reported by all meta-analyses.

Step 1: Identified stereotypic attributes:
- Restless
- Emerge as leader
- Math SAT scores
- Verbal SAT scores
- Helpfulness
- Aggressiveness
- Influenced by persuasive messages
- Decoded non-verbal cues
- Involved in conversations
- Happy

Step 2: Obtained actual female-male differences on stereotypic attributes from meta-analyses.

Step 3: Assessed perceived female-male differences on stereotypic attributes from participants.

Step 4: Compared the actual female-male differences to the perceived female-male differences.

1. Gender stereotypes were accurate 20% of the time. For example:
   - Happy
   - Involved in conversations
   - Decoded verbal cues

2. Gender stereotypes were inaccurate on 80% of the time. For example:
   - Restless
   - Emerge as leaders
   - Math SAT
   - Helpfulness
   - Aggressiveness
   - Verbal SAT
   - Influenced by persuasive messages
   - Influenced by group pressure
   - Gazing during conversations

Stereotypes 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

Gender Study (Continued) (Swim, 1994)

Most of the inaccuracies reflected **underestimates** not overestimates!!!

75% of inaccuracies were underestimated!!!

For example:
- Emerge as leader - Women emerge less, but difference underestimated.
- Math SAT - Women score lower, but difference underestimated.
- Helpfulness - Women help less, but difference underestimated.
- Influenced by persuasive messages - Women less influenced, but difference underestimated.
- Influenced by group pressure - Women less influenced, but difference underestimated.

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)

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

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

Results:
Content: Only 1 of the 10 stereotypes changed significantly
This is consistent with idea that stereotypes are resistant to change

Consensus: Only 1 of the 10 stereotypes changed significantly
This too is consistent with idea that stereotypes are resistant to change

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

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

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

Princeton Trilogy Replication: Study 2
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:

<table>
<thead>
<tr>
<th>Reality</th>
<th>More Favorable</th>
<th>Less Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>Best</td>
<td>American</td>
</tr>
<tr>
<td>Chinese</td>
<td>Japanese</td>
<td>English</td>
</tr>
<tr>
<td>Turkish</td>
<td>Italian</td>
<td>German</td>
</tr>
<tr>
<td>Irish</td>
<td>Jewish</td>
<td></td>
</tr>
</tbody>
</table>

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

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

No.

Stereotypes have been stereotyped!!