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

Conversion Model
Highly salient instances of inconsistent information change a stereotype

Conversion Model
Prediction
The greater the amount of inconsistent information, the more a stereotype changes

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

Manipulations
Amount:
- Small: 6 inconsistent traits
- Large: 30 inconsistent traits

Pattern:
- Dispersed
- Concentrated

Predictions
More stereotype change when inconsistent information is:
- large (bookkeeping)
- concentrated (conversion)
- dispersed (subtyping)

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

Confirmation Biases in Hypothesis Testing
Search for information that confirms one’s beliefs
**Introverted-Extroverted Studies**

**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?”

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**Why Study Stereotypes?**

Stereotypes may create social problems

One way they can do this is through self-fulfilling prophecies

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**Self-Fulfilling Prophecies**

**Definition:**
Self-fulfilling prophecies are false beliefs that lead to their own fulfillment

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**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

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**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

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**Attractiveness Study**

**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)

**Participants:**
- 51 men and 51 women
- men and women paired off
- never saw one another

Men = perceivers
Women = targets
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

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Manipulation:

Attractive partner

Unattractive partner

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Results:

Males judged warmer and nicer in attractive condition

Females judged warmer and friendlier in attractive condition

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Only possible cause of differences in behavior after conversation was due to the treatment they received.............

Specifically.......,

The men were very warm and nice to the "beautiful" women

The "beautiful" women responded in kind.

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The men were not warm and not nice to the "unattractive" women

The "unattractive" women responded in kind.

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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.

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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>Condition</th>
<th>Description</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>No overweight Expectation (n = 82)</td>
<td>Both perceivers believed target was overweight.</td>
<td>82</td>
</tr>
<tr>
<td>Single overweight expectation (n = 76)</td>
<td>One perceiver believed target was overweight, other did not.</td>
<td>76</td>
</tr>
<tr>
<td>Double Overweight Expectation (n = 82)</td>
<td>Neither perceiver believed target was overweight.</td>
<td>82</td>
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Expectation of target's weight induced via a photo

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)

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)

Perceivers' judgments of targets' personality

<table>
<thead>
<tr>
<th>Trait</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-control</td>
<td>Willpower</td>
</tr>
<tr>
<td>Religious</td>
<td>Intelligent</td>
</tr>
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</table>

Overweight Study (Madon et al., 2011)

Did perceivers' stereotypic expectations have cumulative SFPs on target's behavior?

<table>
<thead>
<tr>
<th>Expectation Conditions</th>
<th>Amount of Candy Targets Took</th>
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<tr>
<td>Overweight Expectation</td>
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