

**Stereotypes, Prejudice,  
& Discrimination: The ABCs**



---

---

---

---

---

---

---

---

= **Cognition**

Beliefs that associate groups of people with certain traits



---

---

---

---

---

---

---

---

**How**

**Are Formed**



---

---

---

---

---

---

---

---



Cognitive process of sorting objects into categories on the basis of certain features they share

---

---

---

---

---

---

---

---



- Process of sorting people on the basis of social identities
  - Gender
  - Ethnic background
  - Age
  - Religion
  - Sexual orientation

---

---

---

---

---

---

---

---



## Ingroups & Outgroups

- **Ingroups**
  - Groups that we identify with ("us")
- **Outgroups**
  - Groups that we do not identify with ("them")

---

---

---

---

---

---

---

---



Tendency to assume that there is greater similarity among outgroup members than among ingroup members

---

---

---

---

---

---

---

---



### Devine & Malpass (1985)

**Independent Variables:**

- Black vs. White \_\_\_\_\_
- Black vs. White \_\_\_\_\_

**Dependent Variable:**

- Percent correct identifications

---

---

---

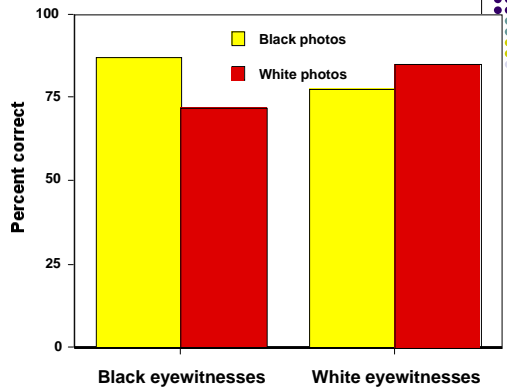
---

---

---

---

---



---

---

---

---


---

---

---

---

**How** **Survive**



---

---

---

---

---


---

---

---

**Create**

Subcategory of members in an outgroup who deviate from the norm, but are stereotyped nevertheless



---

---

---

---


---

---

---

---

People overestimate the link between variables that are related only slightly or not at all



---

---

---

---

---

---

---

---

	Majority group	Minority group
Desirable behavior		
Undesirable behavior		Most salient

---

---

---

---

---

---

---

---

**Hamilton & Gifford (1986)**

Independent variables:

- Group A (2/3) vs. Group B (1/3)
- Desirable (2/3) vs. undesirable (1/3) behaviors

Dependent variable:  
Estimated number of behaviors

---

---

---

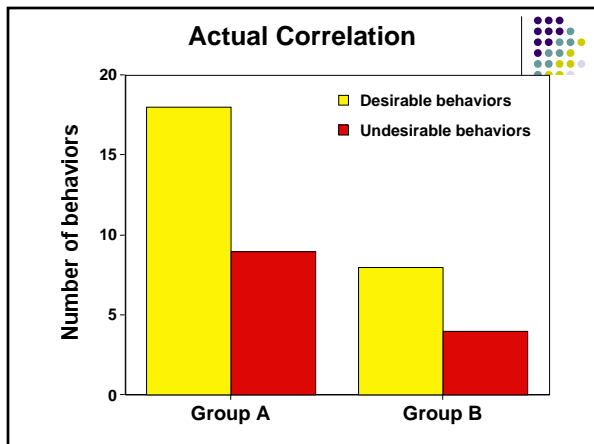
---

---

---

---

---




---

---

---

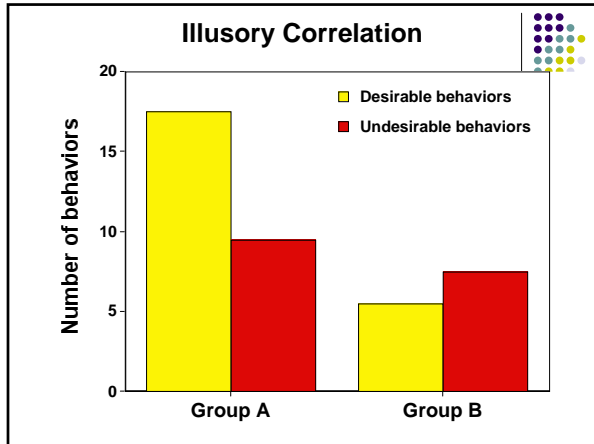
---

---

---

---

---



---

---

---

---

---

---

---

---