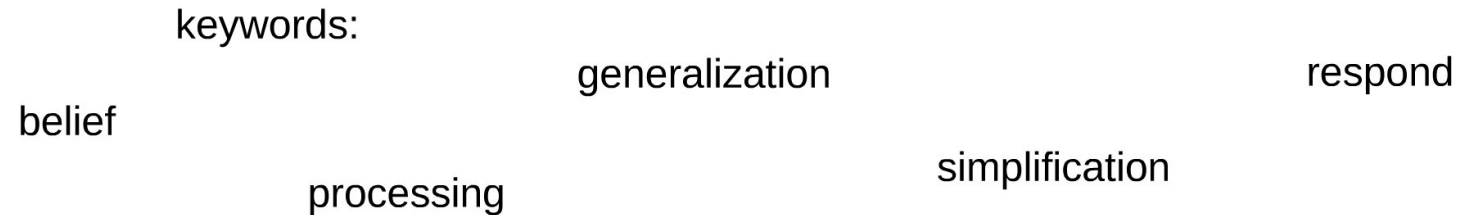


stereotypes and prejudices

1. Definition of Stereotypes



A stereotype is “a fixed, over generalized belief about a particular group or class of people.”
Cardwell, M. (1996). Dictionary of Psychology. Chicago IL: Fitzroy Dearborn.

The use of stereotypes is a major way in which we simplify our social world; since they reduce the amount of processing, or thinking, we have to do when we meet a new person.

For example, a “hells angel” biker dresses in leather.

- One advantage of a stereotype is that it enables us to respond rapidly to situations because we **may have had** a similar experience before.
- One disadvantage is that it makes us ignore differences between individuals; therefore we think things about people that **might** not be true (i.e. make generalizations).

2. Examples of stereotypes



Exercise: write some adjectives about common stereotypes on people using the structure below:

I'm a student so I must be.....

I'm a woman so I should

I'm a so I must.....

<https://www.theodysseyonline.com/stop-the-stereotypes>

3. T-Chart about adjectives describing people



Exercise: write the adjectives here and find their opposite

T-Chart



extrovert

big spender

active/powerful

intelligent

good looking

beautiful

awesome

clever

smart

friendly

determined

candid

warm hearted

simple

funny

efficient



introvert

stingy

lazy

stupid

ugly horrible

awful

naive

unfriendly

undetermined

dirty particular

complicated

without heart

disturbing boring

unproductive

Some examples of adjectives
written by students

4. How a stereotype works:

keywords: perception evidence stressing
 memorizing expectations selecting confirming

- at the **perception** level by stressing generalisations
- while **memorizing**, by selecting the information according to the most stereotyped
 - creating **expectations** towards people
- as an **auto-confirmation** against evidence

5. Examples on how stereotypes work

- When I see a policeman I normally know (memorizing) that he is.....
(perception level) and he will (expectations) even though
once it happened.....(evidence)

- When I meet a businessman I normally think that
he isand he willeven though once
happened.....

-If I know an artist I think that he is.....and
he will.....even though once it
happened.....

Exercise: Complete the sentences given using the adjectives proposed and any more idea that fit the situation,
then underline the four levels in which a stereotype work

- When I see a policeman I normally know (memorizing) that he is...serious..... (perception level) and he will respect the law..... (expectations) even though once it happened that I saw a funny policeman who exceeded the speed limit.....(evidence)

- When I meet a businessman I normally think that he is ...intelligent....and he will ...be rich.....even though once happened...to see an unproductive and poor man...

-If I know an artist I think that he is...creative.....and he will...be good at drawing....even though once it happened to see horrible creations.....

Examples of sentences completed by students