Social Categorization

Fall 2015

1

Perception and Categorization
Paraphrasing Bruner (1957)

Every act of perception involves an act of categorization….

"The use of cues in inferring the categorial identity of a perceived object… is as much a feature of perception as the sensory stuff from which percepts are made."

2

Concepts as Aspects of Semantic Memory

- Abstract, Context Free
  - Mental Lexicon
  - *Generic* Memory?
- Object Knowledge
- Linguistic Knowledge
- Categorical Knowledge
  - Subsets-Supersets
  - Similarity
  - Category-Attribute Relations

3

Social Categorization and Social Interaction
Cantor & Kihlstrom (1987)

- Categories are Equivalence Classes
  - Unite Persons, Situations, Behaviors
- Basis of Behavioral Consistency (and *In*consistency)
  - Behavioral Similarity Depends on Conceptual Similarity

4

Categories and Concepts
Smith & Medin (1981); Murphy (2002)

- Category
  - Partitions Real World into Equivalence Classes
    - Natural (Part of Natural World)
      - Includes Human Artifacts
    - Artificial (Contrived by Experimenter)
- Concept
  - Mental Representation of Category

  Is the Structure of the Social World Discovered or Imposed?

  Are Social Categories Natural or Artificial?

5

Labels for Social Categories

- Persons
  - Nouns
- Social Groups
  - Stereotypes, Psychiatric Diagnoses
- Situations
  - Nouns
- Actions
  - Adjectives
- Interactions
  - Labels for behavioral sequences

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1

Ingroup vs. Outgroup:
Us vs. *Them*
Sumner (1906, p. 12)

"The insiders in a we-group are in a relation of peace, order, law, government, and industry, to each other. Their relation to all outsiders, or others-groups, is one of war and plunder….

"Sentiments are produced to correspond. Loyalty to the group, sacrifice for it, hatred and contempt for outsiders, brotherhood within, warlikeness without – all grow together, common products of the same situation."

7

The Robbers Cave Experiment
Sherif et al. (1961)

- 22 "Average" OKC 5th-Graders
  - Eagles and Rattlers
- Stage 1, Independent Activities
  - Cohesion, Hierarchy
- Stage 2, Tournament
  - Intergroup Hostility
  - Shifts in Group Leadership

Chris Walters Photography

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35-Bean Pickup
Sherif et al. (1961)

RATTLERS AND EAGLES: INTERGROUP RELATIONS
(STAGE 2)

TOM HALE
EAGLES YOU MAY WIN BUT WE WILL GIVE YOU A HELL OF A FiGHT
morro

One of the Eagle banners during the tournament.

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The Robbers Cave Experiment
Sherif et al. (1961)

- 22 "Average" Ok 5th-Graders
  - Eagles and Rattlers
- Stage 1, Independent Activities
  - Cohesion, Hierarchy
- Stage 2, Tournament
  - Intergroup Hostility
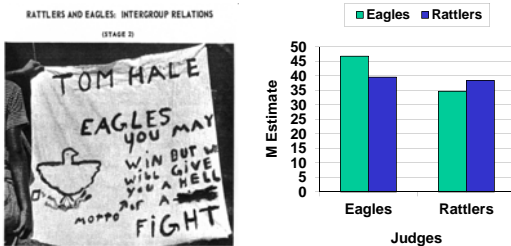 - Shifts in Group Leadership
- Stage 3, Reducing Friction
  - Noncompetitive Settings
  - Staged Crises → Cooperation

Chris Walters Photography

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Minimal Group Paradigm
Tajfel et al. (1971); Billig & Tajfel (1973)

- Arbitrary Assignment to Group
  - Artistic Preferences
  - Coin-Toss
- Group X vs. Group Y
  - Do Not Know Others in Either Group
  - No Basis for In-Group or Out-Group Stereotypes
  - No History of Group Interaction
- Distribute Rewards between Individuals
  - Maximum of 15 Points
  - Member of X vs. Member of Y

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Distribution of Rewards
Tajfel et al. (1971); Billig & Tajfel (1973)

12
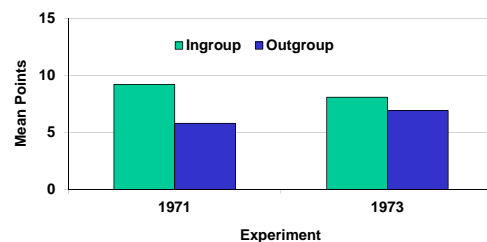
2

Social Identity Theory
Tajfel & Turner (1979)

- Two Sources of Self-Esteem
  - Personal Status and Accomplishments
  - Status and Accomplishments of Groups
- Boost Status of Ingroup
  - Indirectly Increase Own Status, Self-Esteem
- Basking in Reflected Glory
  - Even When Connection is Tenuous

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Outgroup Homogeneity Effect
Allen & Wilder (1979)

- Pre-Experimental Measures of Attitudes
- Rate Paintings by Klee, Kandinsky
  - Assignment to Groups
    - Ostensibly Based on Painting Preference
    - Actually Random
- Survey of Attitudes and Beliefs
  - Predict Responses of Group Members
- Outgroup Homogeneity Effect
  - Increase Perceived Outgroup Similarity
  - Increase Perceived Ingroup-Outgroup Difference

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Outgroup Homogeneity Effect
Allen & Wilder (1979)
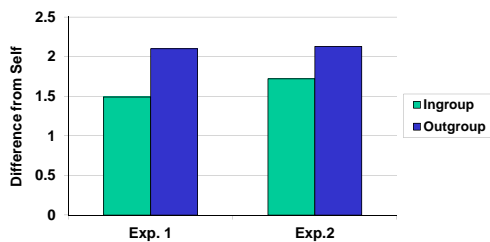
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Natural Categories of Persons?
After Roger Brown (1980)

- Sex (Gender)
- Kinship
- Age
- Occupation
- Nationality
- Race/Ethnicity
- Personality Types (nouns)
- Local Culture

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Gender Categories

- Two Sexes
  - Male
  - Female
- Determinants
  - Chromosomal Sex (XY vs. XX)
  - Phenotypic Sex (Reproductive Anatomy)
- Intersection of Categories
  - Natural, Artificial
  - Biological, Social

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The Five Sexes… And More?
Anne Fausto-Sterling, *Myths of Gender* (1985, 1992); *Sexing the Body* (2000)

- Male
- Female
- Intersex (Pseudohermaphrodites)
  - XY, Female Anatomy
  - XX, Male Anatomy
  - "Ovotestis" Gonadal Tissue

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3

Gender Identity

- Male
- Female
- Transgendered

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Gender Categories Beyond Identity

- Gender Role
  – Masculine
  – Feminine
  – Androgynous
  – Undifferentiated
- Sexual Orientation
  – Heterosexual
  – Homosexual
  – Bisexual
  – Asexual

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Implications of Orthogonality
In Gender-Related Categories

- Biological Sex Does Not Determine Gender Identity, Role, or Sexual Orientation
- Gender-Related Categories
  – 5 Biological Sexes
  – 3 Gender Identities
  – 4 Gender Roles
  – 4 Sexual Orientations

240 Gender-Related Categories

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Gender Categories in UC Admissions
UC Task Force and Implementation Team
on Lesbian, Gay, Bisexual and Transgender Climate and Inclusion, 2015

- Sex Assigned at Birth
  – Male
  – Female
- Gender
  – Male, Female
  – Trans Male, Trans Female
  – Gender Queer/Gender Nonconforming
- Sexual Orientation
  – Heterosexual/Straight
  – Gay/Lesbian
  – Bisexual
  – Not Listed Above

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Kinship Categories

Nuclear Family
- Parents
  – Mother
  – Father
- Children
  – Son
    - Brother
  – Daughter
    - Sister

Extended Family
- Great-Grandparents
- Grandparents
- Grandfather
- Aunts, Uncles
- Cousins
  – First, Second, Third
- Nephews, Nieces
- Grandchildren
- Great-Grandchildren

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Selected
Cross-Cultural Sibling Categories
Nerlove & Romney (1967)

- Type A - Sibling Only
- Type B - Brother v. Sister
- Type C - Elder v. Younger Brother Only
- Type H - Elder v. Younger Brothers, Sisters
- Type G - Parallel v. Cross Sex
- Type L - Parallel v. Cross, Elder v. Younger

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Hopi Sibling Terminology
Eggan (1950); Nerlove & Romney (1967); Kronenfeld (1974)

- Elder Brother
- Elder Sister
- Younger Sister of Male
- Younger Brother of Male
  - *or* Younger Sibling of Female

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Age Categories

- Prenatal
  - Conception, 1st & 2nd vs. 3rd trimesters
  - Zygote, Blastocyst, Embryo
- Infancy
- Childhood
  - Toddlerhood, "Terrible Twos", White-Food Stage
- Adolescence
  - Preteens, "'Tweens"
- Young Adults, Middle Aged
- Elderly, "Old Old"

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The Eight Ages of Man
Erikson (1950, 1998)

Infancy	Birth – 18 mos	Trust vs. Mistrust	Drive & Hope
Early Childhood	18 mos – 2 yrs	Autonomy vs. Shame	Courage & Will
Play	3 – 5 yrs	Initiative vs. Guilt	Purpose
School	6-12 yrs	Industry vs. inferiority	Method & Competence
Adolescence	12 – 18 yrs	Identity vs. Role Confusion	Devotion & Fidelity
Young Adulthood	18 – 35 yrs	Intimacy & Solidarity vs. Isolation	Affiliation & love
Middle Adulthood	35 – 55	Generativity vs. Self-Absorption or Stagnation	Production & Care
Late Adulthood	55 – 80s	Integrity vs. Despair	Wisdom
Very Old Age (?)	80s -- Death	Despair vs. Faith, Hope	Transcendance

Periods of Transformation
Gould (1978)

16-22	Leaving Our Parents' World
22-28	I'm Nobody's Baby Now
28-34	Opening Up to What's Inside
35-45	Mid-Life Decade

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Passages
Sheehy (1976)

18-22	Pulling Up Roots
22-28	Trying Twenties
28-35	Catch-30
35-45	Deadline Decade

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New Passages
Sheehy (1995)

Tryout Twenties
Turbulent Thirties
Flourishing Forties
Flaming Fifties
Serene Sixties

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The Seasons of a Man's Life
Levinson (1985)

22	Early Adult Transition
28	Entering the Adult World
33	Age 30 Transition
40	Settling Down
45	Mid-Life Transition (Crisis)
50	Entering Middle Adulthood
55	Age 50 Transition
60	Ending Middle Adulthood
65	Late Adult Transition

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Generations
Strauss & Howe (1991, 1997)

1860-1882	Missionary Generation
1883-1900	Lost Generation
1901-1924	G.I. Generation
1925-1942	Silent Generation
1943-1960	Baby Boomers (1946-1964?)
1961-1981	Generation X (Baby Bust)
1982-2001	Generation Y (Millennials)

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Occupation Categories

- Socioeconomic Status
  - Occupation, Education, Income
- White-Collar vs. Blue-Collar
- Professional vs. Managerial
- Skilled vs. Unskilled Labor

33

The Caste System in Hindu India
Varna vs. *Jati*

- Brahmans
  - Priests, Scholars
- Kshatriyas
  - Rulers, Warriors
- Vaisyas
  - Merchants, Traders, Farmers
- Sudras
  - Artisans, Peasants, Laborers, Slaves
- Panchamas ("Fifth Division")
  - Untouchables

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Political Categories

- Democrat
- Republican
- Progressive
- Communist
- Independent

- Conservative
- "Left" vs. "Right"
- Neoconservative
- Paleoconservative
- Liberal
- Libertarian

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The Japanese Diaspora (*Nikkei*)
Azuma (2005)

Issei	Immigrated before 1924
Nisei	American-Born Children of *Issei* (Silent Generation)
Sansei	Baby-Boom Children of *Nisei*
Yonsei	Generation X/Y Children of *Sansei*

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Nationality Categories

- European
  - Anglo-Irish vs. Continental
  - Northern vs. Southern
  - Western vs. Eastern
- African
  - North African vs. Sub-Saharan
  - African-American vs. Afro-Caribbean
- Asian
  - South vs. East vs. Southeast

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Racial and Ethnic Categories

- White vs. Black
  - Negro, Afro-American, African-American
- Hispanic
  - Chicano, Latino
- Native American
  - Aleuts, Eskimos (Inuits), American Indians
- "Asian"
  - South Asian, East Asian, Southeast Asian
- Pacific Islander

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Race, Nationality, and Ethnicity in the United States Census

1790 - 1850	*1850-1870*
- White	- White
- Black	- Black
– Free	– Mulatto
– Slave	- American Indians
	– Only Those Taxed (added 1860)
	– All (added 1870)
	- Chinese (added 1860)
	- Japanese (added 1870)

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Race, Nationality, and Ethnicity in the United States Census: 1890

- White
- Black
  - Mulatto, Quadroon, Octoroon
- American Indians
  - "Taxed"
  - Indian Territory, Living on Reservations
- Chinese
- Japanese

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Race, Nationality, and Ethnicity in the United States Census: 1910

- White
- Black
- American Indians
- Chinese
- Japanese
- Asian
- Pacific Islander

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Race, Nationality, and Ethnicity in the United States Census: 1930

- White
- Black
- American Indians
- Chinese
- Japanese
- Asian
- Pacific Islander
- Mexican

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Race, Nationality, and Ethnicity in the United States Census: 1940

- White
- Black
- American Indians
- Chinese
- Japanese
- Asian
- Pacific Islander
- ~~Mexican~~ White Hispanic

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Race, Nationality, and Ethnicity in the United States Census: 1950

- White
- Black
- American Indians
- Chinese
- Japanese
- Filipino
- "Other Race" (including Mixed Race)

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Race, Nationality, and Ethnicity in the United States Census: 1960

- White
- Black
- American Indians
- Chinese, Japanese, Filipino
- Eskimos, Aleuts
- Hawaiians
- "Other Race" (including Mixed Race)

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Race, Nationality, and Ethnicity in the United States Census: 1970

- White
- Black
- American Indians
- Chinese, Japanese, Filipino
- Eskimos, Aleuts, Hawaiians
- Koreans
- Spanish Language/Heritage/Origin, Descent
- "Other Race" (including Mixed Race)

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Race, Nationality, and Ethnicity in the United States Census: 1980-1990

- White
- Black
- American Indians
- Chinese, Japanese, Filipino, Korean
- Eskimos, Aleuts, Hawaiians
- Spanish Language/Heritage/Origin, Descent
- Asian and Pacific Islander
  - Vietnamese, Asian Indian, Guamanian, Samoan
- "Other Race" (including Mixed Race)

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Race, Nationality, and Ethnicity in the United States Census: 2000

Spanish, Hispanic, or Latino? ⟶ **_Race_**

- No
- Mexican, Mexican-American, Chicano
- Puerto Rican
- Cuban
- Other

- White
- Black, African-American
- American Indian/Alaska Native

- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian

- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander

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Race, Nationality, and Ethnicity in the United States Census: 2010

Hispanic, Latino, Or Spanish Origin? ———▶ **_Race_**

- No
- Mexican, Mexican-American, Chicano
- Puerto Rican
- Cuban
- Other

- White
- Black, African-American, Negro
- American Indian/Alaska Native

- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian

- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander

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Race, Nationality, and Ethnicity in University of California Admissions
1995-2005

- American Indian
- African American
- Chicano/Latino
- Asian/Filipino/Pacific Islander
- White
- Other
- Unknown

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Race, Nationality, and Ethnicity in University of California Admissions
2008-2009

- African American/Black
- American Indian/Alaska Native
  – Specify Tribal Affiliation
- Chinese/Chinese-American
- East Indian/Pakistani
- Filipino/Filipino American
- Japanese/Japanese American
- Korean/Korean American
- Other Asian
  – Not incl. Middle Eastern

- Mexican/Mexican American/ Chicano
- Other Spanish American/Latino
  – Incl. Cuban, Puerto Rican, Central American, South American
- Pacific Islander
  – Incl. Micronesian, Polynesian, other Pacific Islanders
- Vietnamese/Vietnamese American
- White Caucasian
  – Incl. Middle Eastern
- Other

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Race, Nationality, and Ethnicity in University of California Admissions
2009-2010, following "Count Me In" Campaign, 2007

- African American/Black
- American Indian/Alaska Native
  – Specify Tribal Affiliation
- Chinese
- Taiwanese
- Asian Indian
- Pakistani
- Japanese
- Korean
- Filipino
- Vietnamese
- Hmong
- Thai
- Cambodian
- Laotian
- Bangladeshi

- Indonesian
- Malaysian
- Sri Lankan
- Other Asian
  – Not incl. Middle Eastern
- Mexican/Mexican American/ Chicano
- Other Spanish American/Latino
  – Incl. Cuban, Puerto Rican, Central American, South American
- Native Hawaiian
- Guamanian/Chamorro
- Samoan
- Tongan
- Fijian
- Other Pacific Islander
- White Caucasian
  – Incl. Middle Eastern
- Other

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Race, Nationality, and Ethnicity in the Research Participation Program
2004

- African American
- Caucasian
- Chinese
- Filipino
- Indian
- Japanese
- Korean

- Southeast Asian
- Other Asian
- Mexican, Mexican-American, Chicano
- Other Latino
- Native American
- Other

Race, Nationality, and Ethnicity in the Research Participation Program
2006

- Asian-American/Asian
  – Cambodian
  – Chinese
  – Filipino
  – Hmong
  – Indian
  – Japanese
  – Korean
  – Laotian
  – Pacific Islander
  – Pakistani
  – Sri Lankan
  – Taiwanese
  – Vietnamese
  – Other

- African-American/Black
  – Other
- European-American/White
  – Eastern European
    (e.g., Polish, Czech, Slavic)
  – Western European
    (e.g., English, German, Italian)
  – Middle Eastern
    (e.g., Arab, Persian, Israeli)
  – Other
- Latino/Hispanic
  – Mexican-American, Chicano/a
  – Puerto Rican
  – Other
- American Indian

Evolution of Models of Conceptual Structure
Smith & Medin (1981); Murphy (2002)

- Classical View: Proper sets
  - Summary: Defining Features
- Prototype View: Fuzzy Sets
  - Summary: Characteristic Features
- Exemplar View
  - No Summary
- Theory-Based View
  - Not Based on Similarity

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Two Views of Prototypes
Smith & Medin (1981); Murphy (2002)

- Classical View: "All of None"
  - Defining Features Present or Absent
  - Object Belongs in Category or Not
- Dimensional View
  - Features Vary Along Dimensions
  - Prototype is Average Value of All Instances
- Featural View
  - Probabilistic Relation to Category Membership
  - Prototype Has Many Characteristic Features

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Personality: The Classical Fourfold Typology
Kant (1798), after Hippocrates and Galen

- **Melancholic**
  - Anxious
  - Worried
  - Unhappy
  - Suspicious
  - Serious
  - Thoughtful
- **Phlegmatic**
  - Reasonable
  - High-Principled
  - Controlled
  - Persistent
  - Steadfast
  - Calm
- **Choleric**
  - Quickly Roused
  - Egocentric
  - Exhibitionist
  - Hot-Headed
  - Histrionic
  - Active
- **Sanguine**
  - Playful
  - Easy-Going
  - Sociable
  - Carefree
  - Hopeful
  - Contented

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Dimensional Analysis of the Classical Fourfold Typology
Wundt (1903), after Kant

Strong

- **Melancholic**
  - Anxious
  - Worried
  - Unhappy
  - Suspicious
  - Serious
  - Thoughtful
- **Phlegmatic**
  - Reasonable
  - High-Principled
  - Controlled
  - Persistent
  - Steadfast
  - Calm
- **Choleric**
  - Quickly Roused
  - Egocentric
  - Exhibitionist
  - Hot-Headed
  - Histrionic
  - Active
- **Sanguine**
  - Playful
  - Easy-Going
  - Sociable
  - Carefree
  - Hopeful
  - Contented

Slow — Fast

Weak

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Diagnosis as Categorization

- Diagnosis Classifies Patient
  - Symptoms are Features
  - Syndromes are Categories
- Diagnosis as Feature-Matching
  - Match Patient's Symptoms to Syndrome
- *Diagnostic & Statistical Manual* (*DSM*)
  - American Psychiatric Association
  - "Official" List of Syndromes, Features
    - Used for Classifying Mental Illnesses

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Growth of the Psychiatric Nosology
American Psychiatric Association
Diagnostic and Statistical Manual of Mental Disorders

DSM-I (1952) ≈ 100
DSM-II (1968) ≈ 180
DSM-III (1980) ≈ 260
DSM-III-R (1987) ≈ 290
DSM-IV (1994) ≈ 295
DSM-5 (2013) ≈ 370

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Psychiatric Diagnoses as Proper Sets
Symptoms as Defining Features
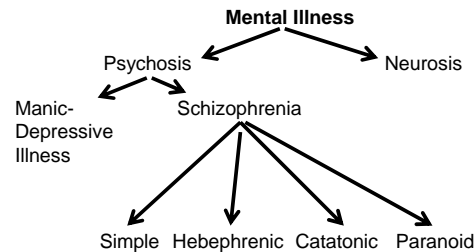Bleuler (1911)

The "4 As"
of Schizophrenia
- Association Disturbance
- Anhedonia
- Ambivalence
- Autism

Schizophrenic
Subtypes
- Simple
- Hebephrenic
- Catatonic
- Paranoid

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Hierarchical Organization of Psychopathology

Mental Illness

Psychosis — Neurosis

Manic-Depressive Illness — Schizophrenia

Simple   Hebephrenic   Catatonic   Paranoid

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Problems with Diagnoses as Proper Sets

- Partial Expression
  - Schizoid Personality Disorder
  - Schizotypal Personality Disorder
  - Paranoid Personality Disorder
- Combined Expression
  - Pseudoneurotic Schizophrenia
  - Pseudopsychopathic Schizophrenia
  - Schizoaffective Disorder
  - Borderline Personality Disorder

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Diagnoses as Fuzzy Sets
DSM-III (1980), *DSM- IV* (1994), *DSM-5* (2013)

- Characteristic Symptoms
  - Textbook Cases as Prototypes
- Heterogeneity within Category
  - Family Resemblance
- No Clear Boundaries

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Schizophrenia
DSM-5 (2013)

2 or More Symptoms
- Delusions
- Hallucinations
- Disorganized Speech
- Grossly Disorganized or Catatonic Behavior
- Negative Symptoms
  - Diminished Emotional Expression
  - Avolition

Plus
- Postmorbid Decline
  - Occupational
  - Social
  - Self-Care
- Duration 6+ Months
- Subtypes?
  - Acute vs. Chronic
  - First vs. Multiple Episodes
  - Type I vs. Type II
    - Positive vs. Negative Symptoms

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Major Depressive Disorder
DSM-5 (2013)

5+ Symptoms Over 2 Weeks

- Depressed Mood
  and/or
- Diminished Interest
- Weight Loss
- Insomnia or Hypersomnia
- Psychomotor Agitation or Retardation

- Loss of Energy or Fatigue
- Worthlessness or Guilt
- Inability to Concentrate or Indecisiveness
- Thoughts of Death or Suicide

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Implications of Categorization

- Logically, Categories are Structured as Proper Sets
  - Represented by Defining Features
- *Psychologically*, Categories are Structured as "Fuzzy" Sets
  - Represented by Prototypes, Exemplars
  - Representations Differ by Expertise
- Principles of Reasoning Do Not Necessarily Follow the Principles of Formal Logic
  - Cannot be Discovered by Reason Alone

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Natural Categories of Persons?
After Roger Brown (1980)

- Sex (Gender)
- Kinship
- Age
- Occupation
- Nationality
- Race/Ethnicity
- Personality Types (nouns)
- Local Culture (Stereotypes)

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Stereotypes as Social Categories
Hamilton & Sherman (1989); Judd & Park (1993)

- Conception of the Character of a Group
  - Shared by Members of Ingroup
  - Concerning Members of Outgroup
- Functions of Social Stereotypes
  - Positive
    - Reduce Effort in Impression-Formation
    - Infer Unobserved Features
    - Predict Past and Future Behaviors
  - Negative
    - Emotional Prejudice
    - Behavioral Discrimination

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Stereotypes Defined

"A stereotype is an oversimplified picture of the world, one that satisfies a need to see the world as more understandable than it really is."

Lippman (1922)

"A stereotype is a cognitive structure that contains the perceiver's knowledge, beliefs, and expectations about a human group."

Hamilton & Trolier (1986)

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Elements of Stereotypes
Judd & Park (1993), after Lippman (1922)

- Generalizations About Social Groups
- Rigidly Held
- Illogically Derived
- Erroneous in Content

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Perspectives on Stereotyping

- Economic
  - Realistic Group Conflict Theory
  - Ethnocentrism
- Motivational
  - Social Identity Theory
  - Distinction between Us and Them
- Cognitive
  - Inevitable Outcome of Categorization
    - "Simple Model of Great Blooming, Buzzing, Confusion of Reality" (Lippman, 1922)

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Contents of Social Stereotypes
Hamilton & Sherman (1994)

- Features (Traits)
  - Variability
- Instances (Exemplars)
  - Exceptions

"He was wowed by Obama's oratorical gifts and believed that the country was ready to embrace a black presidential candidate, especially one such as Obama – a 'light-skinned' African American 'with no Negro dialect, unless he wanted to have one,' as he later put it privately."

Mark Halperin & John Heileman, *Game Change* (2010)   73

"The Princeton Trilogy"
Katz & Braly (1933); Gilbert (1951); Karlins et al. (1969)

- 3 Generations of Princeton University Students
  - List of 84 Personality Traits
    - Chose 5 Characteristic of Different Ethnic Groups
- 1933: Considerable Agreement
  - Positive Bias Towards Ingroup
- 1951: Less Agreement
  - Disliked Making Generalizations
    - Extremely Negative Stereotype of Japanese
- 1969: Task Even More Objectionable
  - Stereotypes Now More Positive   74

Comparative National Stereotypes
Katz & Braly (1933)

Americans	*Germans*
Industrious	Scientifically Minded
Intelligent	Industrious
Materialistic	Stolid
Ambitious	Intelligent
Progressive	Methodical
Pleasure-Loving	Extremely Nationalistic
Alert	Progressive
Efficient	Efficient
Aggressive	Jovial
Straightforward	Musical
Practical	Persistent
Sportsmanlike	Practical

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Stability of National Stereotypes
Katz & Braly (1933); Karlins, Coffman, & Walters (1969)

Germans in 1933	*Germans in 1967*
Scientifically Minded	**Industrious**
Industrious	**Scientifically Minded**
Stolid	**Efficient**
Intelligent	**Extremely Nationalistic**
Methodical	Aggressive
Extremely Nationalistic	**Methodical**
Progressive	Arrogant
Efficient	Ambitious
Jovial	**Progressive**
Musical	
Persistent	
Practical	

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Secular Trends in Stereotypes
Dovidio & Gaertner (1986, 1991); Devine & Elliot (1995)

- Fading of Negative Stereotypes
  - Select Different Traits
  - Decreased Consistency
  - Less Negative Valence
- Problems with Princeton Paradigm
  - Instructions Ambiguous
    - Knowledge of Stereotype vs. Personal Belief
  - No Assessment of Respondents' Own Prejudice
  - Outdated Adjective Set   77

Re-Assessment of Stereotyping
Devine (1989); Devine & Elliot (1995)

- Stereotypes Not the Same as Personal Beliefs
  - Associations of Features with Group Label
    - Acquired Through Socialization
    - Automatically Activated by Group Member
  - Beliefs: Propositions Accepted as True
    - Not Necessarily Congruent with Stereotypes
    - Control Expression of Prejudice
- Levels of Prejudice
  - High: Beliefs Congruent with Stereotype
  - Low: Beliefs Incongruent with Stereotype   78

Re-Assessment of African-American Stereotype
Devine & Elliot (1995)

- Checklist: 93 Adjectives
  - Most from Katz & Braly (1933)
- Dual Assessment
  - Cultural Stereotype
  - Personal Beliefs
- Social/Political Attitude Survey
  - Included Modern Racism Scale
    - Discrimination against blacks is no longer a problem in the United States.
    - It is easy to understand the anger of black people in America.
    - Blacks have more influence upon school desegregation plans than they ought to have.
    - Blacks are getting too demanding in their push for equal rights.
    - Blacks should not push themselves where they are not wanted.
    - Over the past few years, blacks have gotten more economically than they deserve.
    - Over the past few years, the government and news media have shown more respect to blacks then they deserve.

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Re-Assessment of African-American Stereotype
Devine & Elliot (1995)

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Favorability of Stereotype as a Function of Prejudice
Devine & Elliot (1995)

81

Stereotype and Personal Belief
Devine & Elliot (1995)

- Stereotypes Are Coherent and Consistent
  - Widely Shared Knowledge
  - Negative
    - Precise Content Changes Across Time
- Personal Beliefs May Be Different
  - High Prejudice, Endorse Stereotype
    - Automatically Activated, Translated into Behavior
  - Low Prejudice, Reject/Qualify Stereotype
    - Automatically Activated, Consciously Controlled
      - Requires Time, Effort, Cognitive Capacity

82

Stereotypes and Individuals

- Inductive Aspect

  Attribute to Entire Group Features of Single Instance

- Deductive Aspect

  Attribute to Every Instance Features Ascribed to Group

  True of All?

  True of Most?

  Typical?

  What Does *Typical* Mean?

83

Bayesian Analysis of the German Stereotype
McCauley & Stitt (1978), after Brigham (1969, 1971)

Trait	$p(T)$	$p(T|G)$	Diagnostic Ratio
Efficient	49.8	63.4	1.27
Nationalistic	35.4	56.3	1.59
Industrious	59.8	68.2	1.14
Scientific	32.6	45.5	1.32

Diagnostic Ratio = $p(T|G) / p(T)$

84

"Typicality" in Stereotype Content
McCauley & Stitt (1978)

- Stereotype Traits...
  - Need Not Be Present in All Group Members
    - Stereotypes are Overbroad
  - Need Not Be Present in Majority of Members
  - May Be *Less* Frequent than Nonstereotype Traits
  - *Relatively* More Probable in Group Members
    - Compared to Another Group (Ingroup)
    - Compared to Population as a Whole
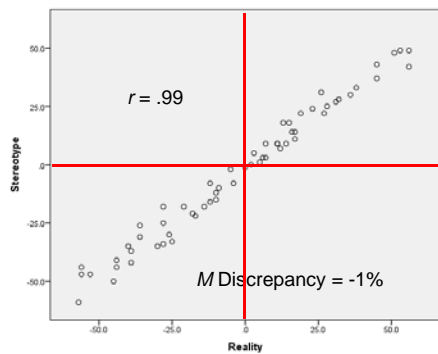 - Probabilities are *Subjective*

85

Elements of Stereotypes
Judd & Park (1993), after Lippman (1922)

- Generalizations About Social Groups
- Rigidly Held
- Illogically Derived
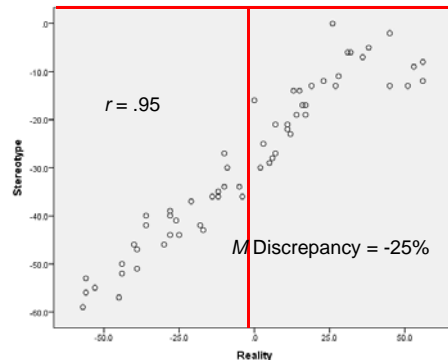- Erroneous in Content (?)

86

Stereotype Accuracy

r = .99

M Discrepancy = -1%

87

Negative Stereotyping

r = .97

M Discrepancy = -16%
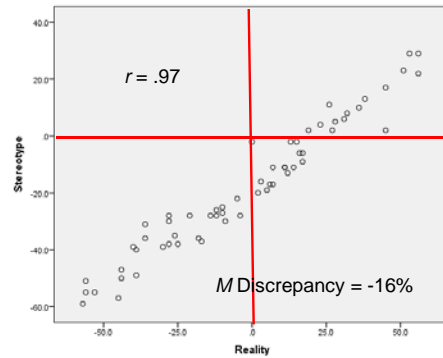
88

Even More Negative Stereotyping

r = .97

M Discrepancy = -25%
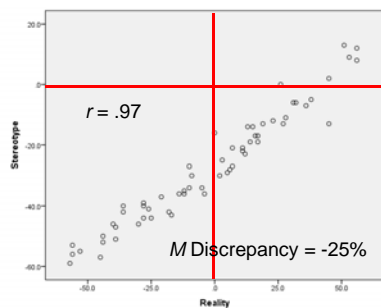
89

A *Completely* Negative Stereotype

r = .95

M Discrepancy = -25%

90

15

Accuracy of Political Stereotypes
Judd & Park (1993)

- Departures from Neutrality
- Inaccuracy
  - Stereotype Inaccuracy (Over/Underestimation)
  - Valence Inaccuracy (More/Less Positive/Negative)
  - Dispersion Inaccuracy (Over/Undergeneralization)
- Full Accuracy Design
  - Two Contrasting Groups
    - Stereotypic Attributes
    - Counterstereotypic Attributes
 - Valid Objective Criterion

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Accuracy of Political Stereotypes
Park & Judd (1993)

- 1976 National Election Study
- Democratic and Republican Voters
  - Strength of Party Affiliation
- Rate 10 Political Issues
  - Rights of Accused
  - Aid to Minorities
  - School Busing
  - Government Health Insurance
  - Own Position (Criterion)
  - Position of Democrats in General
  - Position of Republicans in General

92

Accuracy of Political Stereotypes
Judd & Park (1993)

93

Sensitivity of Political Judgments
Judd & Park (1993)

94
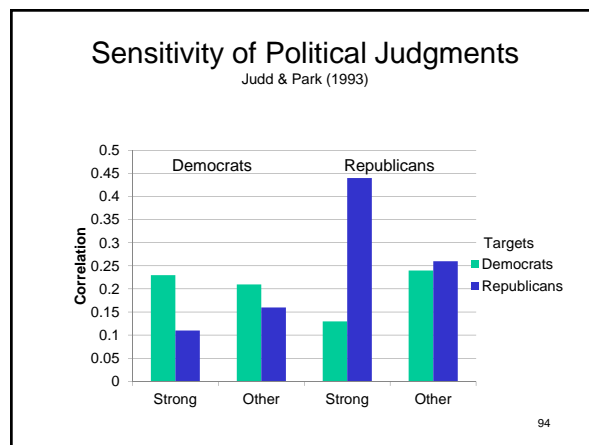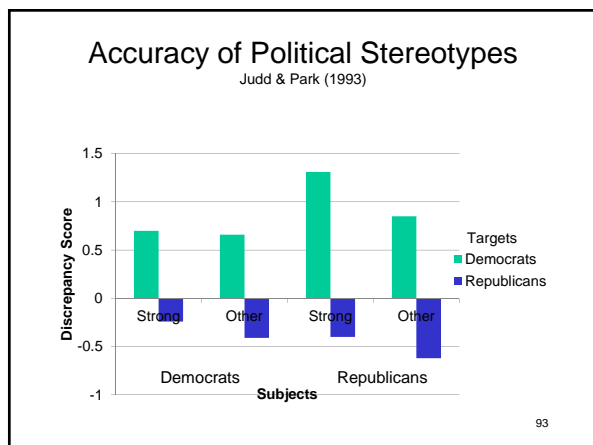
Aspects of Stereotyping
Jussim (2012, 2015)

- Discrepancy from Perfection
  - Accuracy of Beliefs About a Group
- Correspondence with Differences
  - Appreciation of Variability Within a Group
- Personal Stereotypes
  - Individual's Beliefs About a Group
- Consensual Stereotypes
  - Group Average Beliefs About Another Group

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Four Types of Stereotype Inaccuracy
Jussim (2012, 2015)

- Discrepancies from Perfection
  - Personal
    - Difference between Individual's Beliefs vs. Criterion
  - Consensual
    - Difference between Group Mean vs. Criterion
- Correspondence with Criteria
  - Personal
    - Correlation of Individual's Beliefs with Criterion
  - Consensual
    - Correlation of Group Average with Criterion

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Ethnic and Racial Stereotyping
Jussim (2012, 2015)

- Consensual Stereotypes Mostly Accurate
  - Most < 10% or .25 *SD* of Criterion
  - Most Others are "Near Misses", 10% >< 20%
  - Relatively Few are "Inaccurate", > 20%
- Little Exaggeration of Real Differences
- Correspondence "Very Strong"
  - Personal Stereotypes, $.36 < r < .69$
  - Consensual Stereotypes, $.53 < r < .93$

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Gender Stereotyping
Jussim (2012, 2015)

- Consensual Stereotypes Mostly Accurate
  - Most < 10% or .25 *SD* of Criterion
  - Most Others are "Near Misses", 10% >< 20%
  - Relatively Few are "Inaccurate", > 20%
- Little Exaggeration of Real Differences
- Correspondence "Very Strong"
  - Personal Stereotypes, $.40 < r < .60$
  - Consensual Stereotypes, $.34 < r < .98$

98

Problems with Studies

- Very Few Studies of Accuracy
  - Consensus that Stereotypes are False
- Wide Variations in Method
  - Convenience Samples
  - Self-Reports vs. Objective Criteria
- May Miss Relevant Characteristics
  - Relevant to Group
  - Relevant to Stereotype

99

Effects of Stereotypes

The Stereotype Corollary to the Thomas Theorem
W.I. Thomas & D.S. Thomas (1928)

"If men define situations as real, they are real in their consequences"

If *Stereotypes* are Defined as Real, *They* are Real in *Their* Consequences

100

Effects of Stereotypes on the Target

- Outright Prejudice, Discrimination
- Expectancy Confirmation
  - Behavioral, Perceptual
- Attributional Ambiguity
  - Positive Statements to Condescension?
  - Negative Statements to Prejudice
- Stereotype Avoidance
  - Blunt Expectancy Confirmation
- Stereotype Vulnerability
  - Anxiety, Frustration
- Stereotype Threat
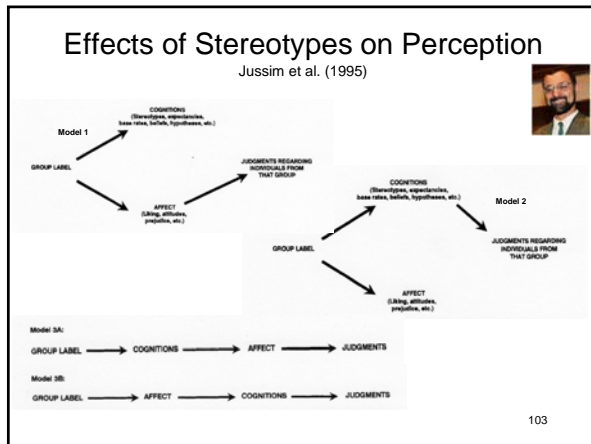 - Diminished Performance

101

Effects of Stereotypes on the Perceiver

- Outright Prejudice, Discrimination
- Stereotype Lift
  - Enhanced Performance
  - Magnifies Ingroup-Outgroup Differences

Stereotype Threat and Lift Combined

102

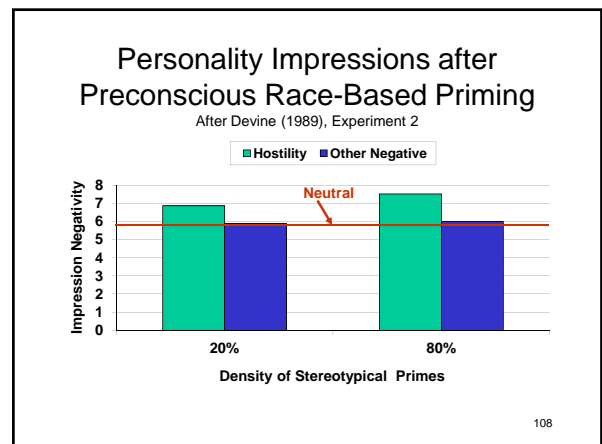## Effects of Stereotypes on Perception
Jussim et al. (1995)

103
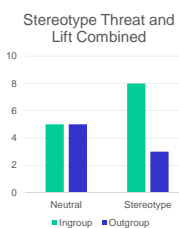
Stereotype Change

- Bookkeeping Model
  - Information Integration
- Conversion Model
  - Stereotype Disconfirmation
- Category Differentiation
  - Subtypes
- Role of Awareness
  - Hypothesis-Testing
  - Disconfirmatory Evidence

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Stereotypes are Automaticity Elicited

- Presence of Outgroup Member
- Features of Automaticity
  - Inevitable Evocation
  - Incorrigible Execution
  - Effortless
  - No Interference
- Unconscious
  - Operate Outside Phenomenal Awareness
  - Operate Independent of Voluntary Control

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Race-Based Priming
Devine (1989)

- Thought-Listing Procedure
  - Elicit "Black" Stereotype from Whites
    - *Poverty, Education/Intelligence, Crime, Athletics*
- Vigilance task
  - Prime White Subjects with Black Stereotype
    - Masked Presentation
    - Low vs. High Density of Primes
- Read "Donald" Story
  - Not Described in Terms of Race
- Evaluate Donald

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"Donald" Story
Srull & Wyer (1979)

- Refused to Let Salesman into House
  - Had a Visitor
- Refused to Pay His Rent
  - Until Landlord Repainted Apartment
- Took His Car to Another Mechanic
  - Couldn't Get It Serviced the Same Day
- Bought Item at Hardware Store
  - Demanded Money Back

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Personality Impressions after Preconscious Race-Based Priming
After Devine (1989), Experiment 2

108

18

Automatic and Controlled Processes in Race-Based Priming
Devine (1989), Studies 2 and 3

- Measure Racial Prejudice
  - "Modern Racism Scale"
- Effects on Race-Based Priming
  - No Differences Due to Racial Prejudice
- Unconscious Prejudice
  - Stereotype Operates Automatically
  - Stereotype Itself is Unconscious(?)

109

The "Blindspot"
Banaji & Greenwald (2013)

- Hidden biases we all carry from a lifetime of exposure to cultural attitudes
  - Age, Gender, Race, Ethnicity, Religion, Nationality
  - Sexuality, Social Class, Disability Status
- Perceptions of social groups – without our awareness or conscious control – shape our likes and dislikes and our judgments about people's character, abilities, and potential

110

Implicit Attitude Test
Greenwald et al. (1998); Banaji & Greenwald (2013)

- Make Dichotomous Judgment
  - *Phase 1:* Is *X* a *Swedish* or *Finnish* name?
    - Aaltonen, Eriksson, Haapakoski, Lind, Nurminnen, Sundqvist
  - *Phase 2:* Is *Y* a *Good* or a *Bad* Thing?
    - Admiration, Aggression, Caress, Abuse, Freedom, Crash
- Then Superimpose Tasks
  - *Swedish-Finnish* Alternates with *Good-Bad*
    - *Phase 3: Swedish* Shares Key with *Good*
      - *Finnish* Shares Key with *Bad*
    - (*Phase 4* is a Control Condition)
    - *Phase 5:* "Swedish" Shares Key with "Bad"

111

Pattern of Responses Reveals Implicit Associations
Greenwald et al. (1998)

Stimulus-Response Compatibility
Fitts & Seeger (1953), after Small (1951)
Faster Responses when Compatible with Stimulus
"Left" with Left key, "Right" with Right

- Implication of S-R Compatibility
  - Same Response to Swedish Names, Positive Words
    - Faster Latencies: Association *Swedish ↔ Good*
  - Same Response to Finnish Names, Negative Words
    - Faster Latencies: Association *Finnish ↔ Bad*

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The "Race IAT"
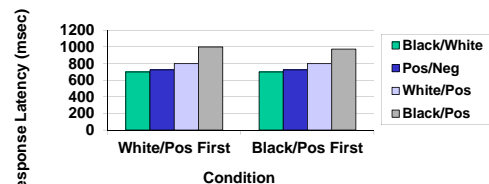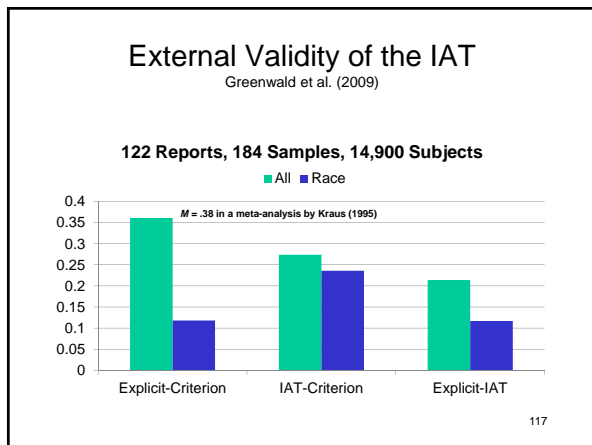## Paper & Pencil Version
Project Implicit (2007)

113
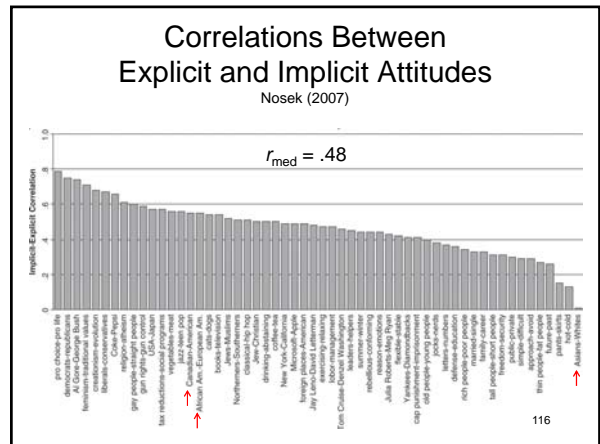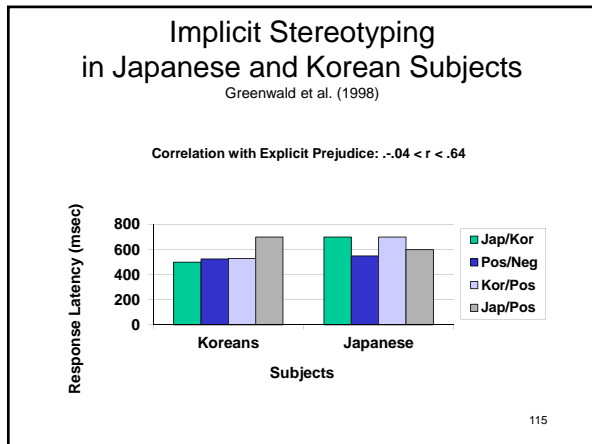
Implicit Stereotyping in White Subjects
Greenwald et al. (1998)

Correlation with Explicit Prejudice: .07 < r < .30

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Implicit Stereotyping
in Japanese and Korean Subjects
Greenwald et al. (1998)

Correlation with Explicit Prejudice: -.04 < r < .64

Legend: Jap/Kor, Pos/Neg, Kor/Pos, Jap/Pos
Y-axis: Response Latency (msec) — 0, 200, 400, 600, 800
X-axis: Subjects — Koreans, Japanese

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Correlations Between
Explicit and Implicit Attitudes
Nosek (2007)

$r_{med} = .48$

Y-axis: Implicit-Explicit Correlation

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External Validity of the IAT
Greenwald et al. (2009)

122 Reports, 184 Samples, 14,900 Subjects

Legend: All, Race

M = .38 in a meta-analysis by Kraus (1995)

Y-axis: 0 – 0.4
X-axis: Explicit-Criterion, IAT-Criterion, Explicit-IAT

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Problems with the IAT
Arkes & Tetlock (2004); Levitin (2013)

- Confounding Factors
  - Target Familiarity
  - Task Difficulty
  - Complementarity Assumption
    - Negative vs. "Less Favorable"
    - Positive vs. "More Favorable"
  - Associations vs. Attitudes
- Construct Validity
  - Predict External Criterion
  - Relevant Group Differences
    - "Would Jesse Jackson Fail the IAT?"

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Problems with IAT

- Dissociation from Explicit Measure?
  - Significant Correlations Show Validity
  - Nonsignificant Correlations Show Dissociation
  - Correlations Usually Significant
    - Increase with Importance
    - Decrease with "Social Sensitivity"
- The Psychologist's Fallacy (James, 1890)
  - Every Event has a Psychological Explanation
  - Psychologist's Explanation is the Right One

119

Social Categories:
Accurate Reflection vs. Systematic Distortion

- Natural Categories Exist in the Real World
  - Independent of Mind of Perceiver
  - Reflected in Mind of Perceiver
- Some Social Categories are Social Constructs
  - Exist in Mind of Perceiver
  - Systematic Distortion of Reality
  - Become Real Through Behavior

120