Stereotypes and Implicit Biases
STEREOTYPES

Beliefs and opinions about the characteristics, attributes, and behaviors of members of various groups

- Stereotypic beliefs can be descriptive or prescriptive
- Stereotypic beliefs can be positive or negative
- Develop from exposure to culture (Socialized)
Consequences of Stereotyping

- Stereotype Threat
- Self-stigmatization
STEREOTYPE THREAT

A social psychological phenomenon in which the existence of a negative stereotype about a group to which one belongs means that in situations where the stereotype is applicable, one is at risk of confirming it as a self characterization.
<table>
<thead>
<tr>
<th>Necessary Conditions for Stereotype Threat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stereotype must be perceived to be negative about one's in-group</td>
</tr>
<tr>
<td>Individual must be aware of the stereotype</td>
</tr>
<tr>
<td>Individual must know that others are aware of the negative in-group stereotype</td>
</tr>
<tr>
<td>Task that the individual is about to engage in must be one that is self-relevant</td>
</tr>
</tbody>
</table>
BIASES

• Inclination, Predisposition, Personal Judgement

• Often a reflection of one’s beliefs and attitudes

• Biases can be positive or negative

• Biases can be explicit or implicit.
Dual Cognitive System

Explicit & Implicit

Explicit:
Cognitions people are aware of & can control if they try

Implicit:
Cognitions that are outside conscious awareness

Both Explicit & Implicit Attitudes & Beliefs can affect behavior
Self-stigmatizing: Extreme case of Implicit Bias

The tendency for individuals to subscribe to beliefs that denigrate their social group and potentially harm themselves.

- Implicit = Conscious
- Explicit = Unconscious
Explicit & Implicit Stereotypes

Explicit Measures
• Direct measures of beliefs/stereotypes that rely on accurate introspection.
• Example: Self reports

Implicit Measures
• Indirect measures of beliefs/stereotypes that are below conscious awareness.
• Example: Response latencies

• Explicit and implicit measures of one's beliefs/attitudes toward a target are usually congruent but sometimes not
1. Are African Americans aware of the cultural stereotypes about African Americans?

2. To what extent do African Americans explicitly self-stigmatize?

3. To what extent do African Americans implicitly self-stigmatize?
PROCEDURES

- Participants completed a stereotype listing task
- Participants completed a belief listing task
- Participants completed the Implicit Association Test
Conclusions

African American Ps were very aware of cultural stereotypes.

African American Ps did not explicitly or consciously self-stereotype.

African Americans' IAT scores indicate significant implicit self-stigmatizing.

Significant proportion of Ps (50% & 65%) had IAT scores showing an implicit bias favoring the outgroup (White Americans).