



# 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.**

# Necessary Conditions for Stereotype Threat

Stereotype must be perceived to be negative about one's in-group

Individual must be aware of the stereotype

Individual must know that others are aware of the negative in-group stereotype

Task that the individual is about to engage in must be one that is self-relevant

# 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



# RESEARCH QUESTIONS

- 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)**