



Stereotypic beliefs can be descriptive or prescriptive

Stereotypic beliefs can be positive or negative

Develop from exposure to culture (Socialized)



**Stereotype Threat** 

**Self-stigmatization** 



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.

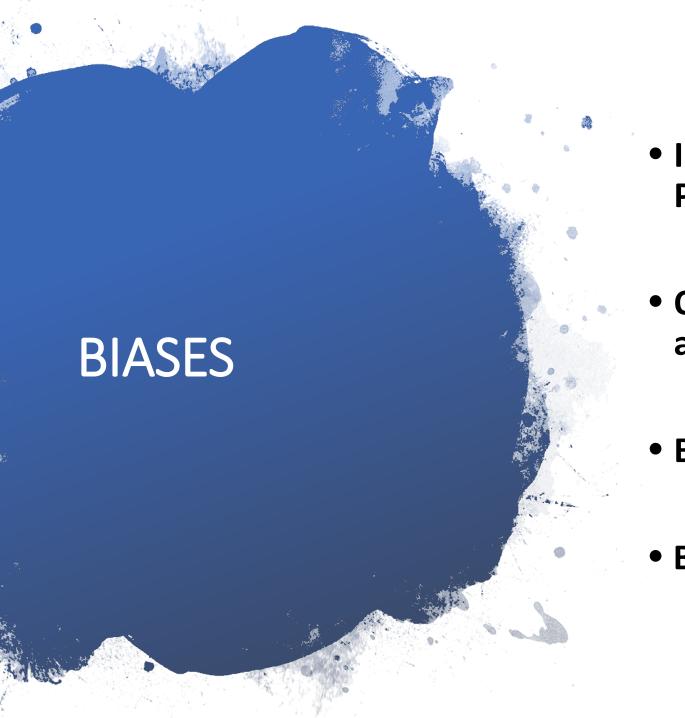


Stereotype must be perceived to be negative about one's in-group

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

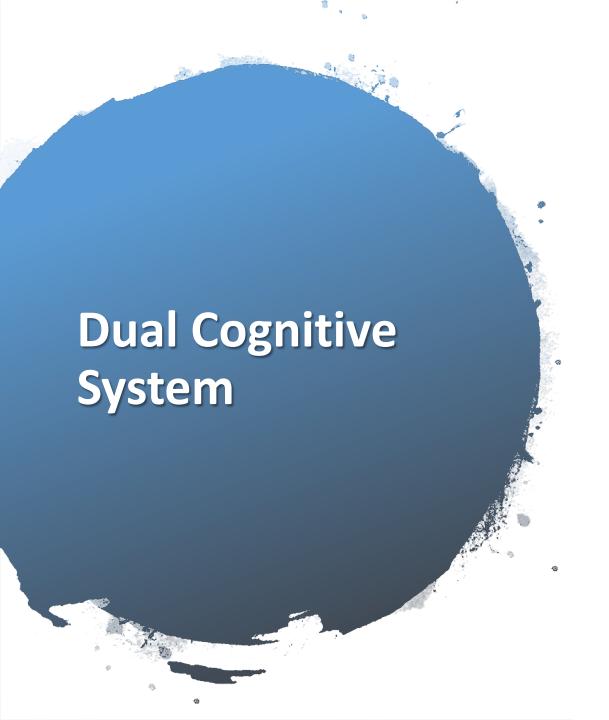


 Inclination, Predisposition, Personal Judgement

 Often a reflection of one's beliefs and attitudes

• Biases can be positive or negative

• Biases can be explicit or implicit.



**Explicit & Implicit** 

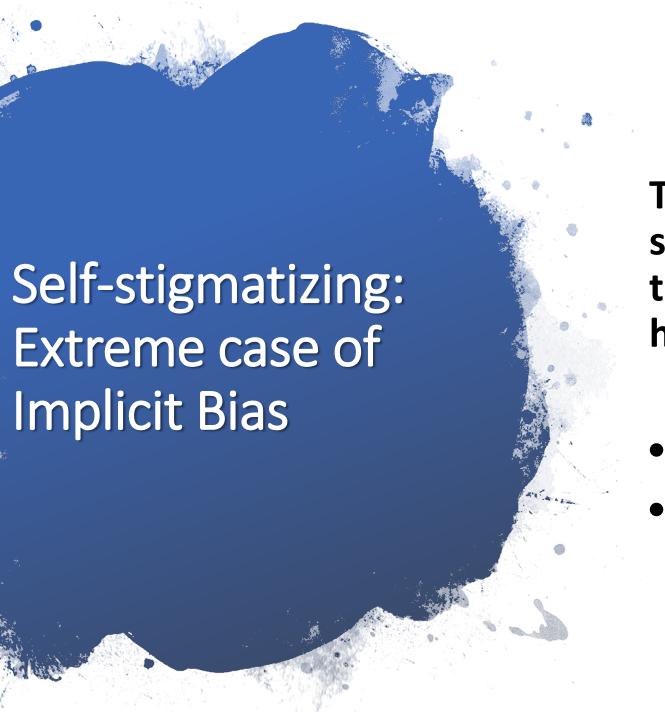
## **Implicit:**

Cognitions that are outside conscious awareness

## **Explicit:**

Cognitions people are aware of & can control if they try

Both Explicit & Implicit Attitudes & Beliefs can affect behavior



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

- Implicit = Conscious
- Explicit = Unconscious



## **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?



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



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)