

Psyc 304
Module 8 Archive

For each ethnic and racial group, pick the two adjectives from the list below that best describe each group, regardless of whether you believe the stereotype to be true. Each adjective can be used to describe more than one group.

<u>Adjective 1</u>	<u>Adjective 2</u>
Americans <u>materialistic</u>	<u>ignorant</u>
Chinese <u>intelligent</u>	<u>materistic</u>
English <u>industrious</u>	<u>artistic</u>
Germans <u>cruel.</u>	<u>artistic</u>
Irish <u>superstitious</u>	<u>nationalistic</u>
Italians <u>pleasure loving</u>	<u>family oriented</u>
Japanese <u>family oriented.</u>	<u>intelligent</u>
Jews <u>religious.</u>	<u>tradition- loving</u>
Blacks <u>athletic</u>	<u>hostile</u>

List of adjectives:

athletic artistic cruel deceptive family-oriented hostile ignorant impulsive industrious intelligent lazy materialistic	musical nationalistic pleasure-loving selfish quick-tempered religious reserved scientifically-minded shrewd sly superstitious tradition-loving
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After you assign the adjectives to each group, compare you results with those found by Katz and Braly (1933) and Gilbert (1951); see below.

When it came to my adjectives to each group and my classes all were different.

Results of Survey on Stereotypes

Group	Katz & Braly (1933)	Gilbert (1951)	Your Class
Americans	industrious/intelligent	materialistic/intelligent	
Chinese	superstitious/sly	family-oriented/ tradition-loving	

English athletic/intelligent tradition-loving/reserved

Germans scientifically-minded/ scientifically-minded/
industrious industrious

Irish hostile/quick-tempered quick-tempered/religious

Italians artistic/impulsive religious/artistic

Japanese intelligent/industrious deceptive/sly

Jews shrewd/selfish shrewd/intelligent

Blacks superstitious/lazy superstitious/musical

Discuss whether stereotypes have changed over time and, if so, what may account for these changes? In a recent study, Devine and Elliot (1995) found that although the black stereotype has changed over the years (from superstitious, lazy, happy-go-lucky, ignorant, and musical to athletic, rhythmic, low in intelligence, lazy, poor, loud, and criminal), the black stereotype is still largely negative. However, when students were asked to indicate their personal beliefs, the black stereotype has become more positive.

Discuss why the content of these stereotypes is changing. Is it because these groups' position in society is changing?

The stereotypes could be changing dramatically due to their positions in society. Social media is a huge contributor to this because it allows people to access anyone in the world at any given time. Depending on what people see is what they will believe about that group of people.

Visual artifact idea: create a word cloud of adjectives that you personally believe characterizes the group to which you belong.

Ukraiian

Brave

Strong

Resilient

Traditional

Loving

Cold

Source:

Anonymous. (1988). Stereotyping. In L.T. Benjamin, Jr. and K.D. Lowman (Eds.). *Activities handbook for the teaching of psychology* (Vol. 1). Washington, DC: American Psychological Association. Adapted by permission of the publisher.