

**Luana Ferreira-Lopes – University of Deusto** 





Although the cognitive processes behind social categorization are yet to be explained in their totally, research has already demonstrated that, whenever we see / meet new people, we automatically tend to categorize them in our heads (see Ito & Urland, 2003).

These categories work like boxes in which we place people and the same person can be placed into multiple boxes at the same time.

(Ito & Urland, 2003)





The most common categories we use to categorize people are:

Culture

age

Social class

gender

race

(Ito & Urland, 2003 - adapted)





Whenever we make oversimplified generalizations of people just because they belong to a particular social group we are applying *stereotypes*.





Well-known examples of stereotypes:

- All men are strong
- Old people are unable to work
- All Brazilians can dance samba





Some popular stereotypes related to culture:





- All white Americans are obese, lazy, and dim-witted. Homer Simpson of the TV series *The Simpsons* is the personification of this stereotype.
- Mexican stereotypes suggest that all Mexicans are lazy and came into America illegally.
- All Arabs and Muslims are terrorists.
- All people who live in England have bad teeth.
- Italian or French people are the best lovers.
- All Blacks outside of the United States are poor.
- All Jews are greedy.
- All Asians are good at math. All Asians like to eat rice and drive slow.
- All Irish people are drunks and eat potatoes.
- All Americans are generally considered to be friendly, generous, and tolerant, but also arrogant, impatient, and domineering.

Source: <a href="http://examples.yourdictionary.com/stereotype-examples.html">http://examples.yourdictionary.com/stereotype-examples.html</a>





Ok, so, in order to get you thinking about stereotypes, let's do now a quick critical exercise...





What comes to your mind when you think about Brazil?

Take a minute to write your thoughts down...





Just for the record..the teacher of this course is Brazilian ©, and she is very much aware that you probably thought that...





All Brazilians play soccer very well or love soccer very much...



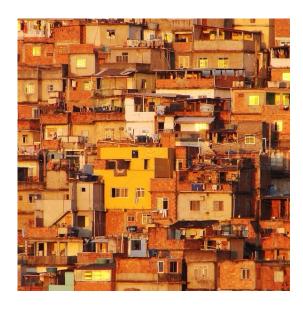
(Well, not exactly the case for the teacher of this course...)





All Brazilians live either in a jungle with wild animals or in favelas....









Well, the teacher of this course grew up in Sao Paulo, and it looks like this:







#### It's carnival de whole year in Brazil....







Hum, Brazil is not on the top of the list of the countries with most public holidays in the world:

#### The countries with the most public holidays

India - 18 days

Colombia - 18 days

Thailand - 16 days

Lebanon - 16 days

South Korea - 16 days

Japan - 16 days

Argentina - 15 days

Chile - 15 days

Finland - 15 days

Source: https://www.telegraph.co.uk/tra

Turkey - 14.5 days

that-have-the-most-bank-holidays/





See? Stereotypes don't always apply to all cases...





Stereotypes can be negative or positive, but they can be very problematic if they are not supported by critical reflection. In this case, they can initiate a critical cycle of prejudice and discrimination as you can see in the next slide.





>>> **stereotype:** negative or positive oversimplified generalizations of people who belong to a particular social group

>>> prejudice: negative feeling toward people who belong to a particular social group

>>> discrimination: behaviours and actions which privilege or exclude certain group

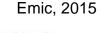
>>> self-fulfilling prophecy: examples where prejudice and discrimination pushes groups to behave in ways to confirm stereotypes

Emic, 2015





- >>> stereotype: Women are weak
- >>> prejudice: Women's performance in physical labour is inferior to men's
  - >>> discrimination: women are misinterpreted in a big segment of jobs which are considered masculine or, when hired, get lower salaries
- >>> self-fulfilling prophecy: Women do not apply for jobs considered masculine because they believe they won't succeed







Now let us move on to the exercise in the sequence to reflect more about the theme.



