



Stereotypes

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Erasmus+

Stereotypes

Although the cognitive processes behind social categorization are yet to be explained in their totality, 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)



Stereotypes

The most common categories we use to categorize people are:

Culture *age* Social class **gender**

race

(Ito & Urland, 2003 - adapted)



Stereotypes

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



Stereotypes

Well-known examples of stereotypes:

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



Stereotypes

Some popular stereotypes related to culture:



Stereotypes

- 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: <http://examples.yourdictionary.com/stereotype-examples.html>



Stereotypes

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



Stereotypes

What comes to your mind when you think
about Brazil?

Take a minute to write your thoughts down...



Stereotypes

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



Stereotypes

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



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



Stereotypes

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



Stereotypes

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



Stereotypes

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



Stereotypes

Hum, Brazil is not on the top of the 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
Turkey - 14.5 days

Source: <https://www.telegraph.co.uk/travel/destinations/europe/india/india-that-have-the-most-bank-holidays/>

[that-have-the-most-bank-holidays/](https://www.telegraph.co.uk/travel/destinations/europe/india/india-that-have-the-most-bank-holidays/)



Stereotypes

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



Stereotypes

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.



Stereotypes

>>> **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



Stereotypes

- >>> **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

Emic, 2015



Stereotypes

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

