

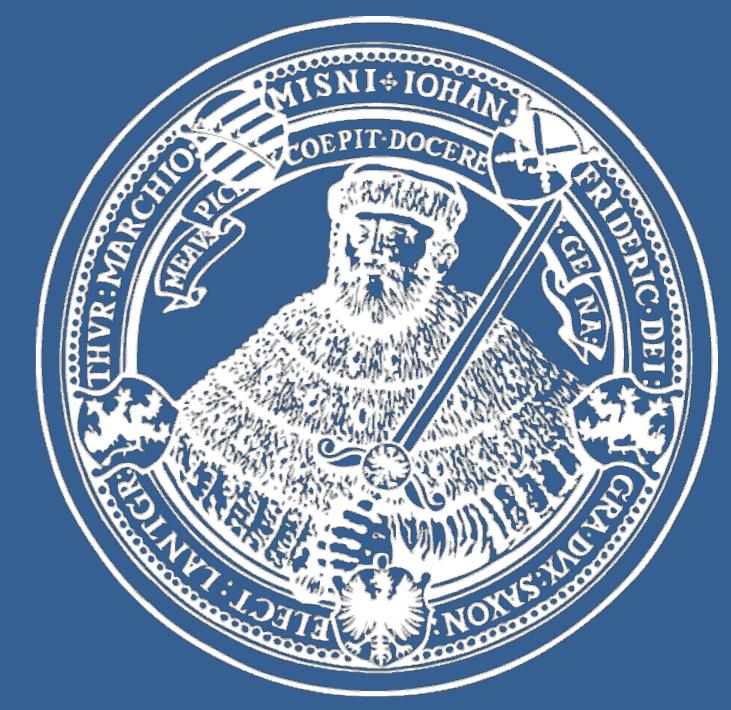
# Smart or not?

## - Understanding the formation of context-dependent stereotypes.

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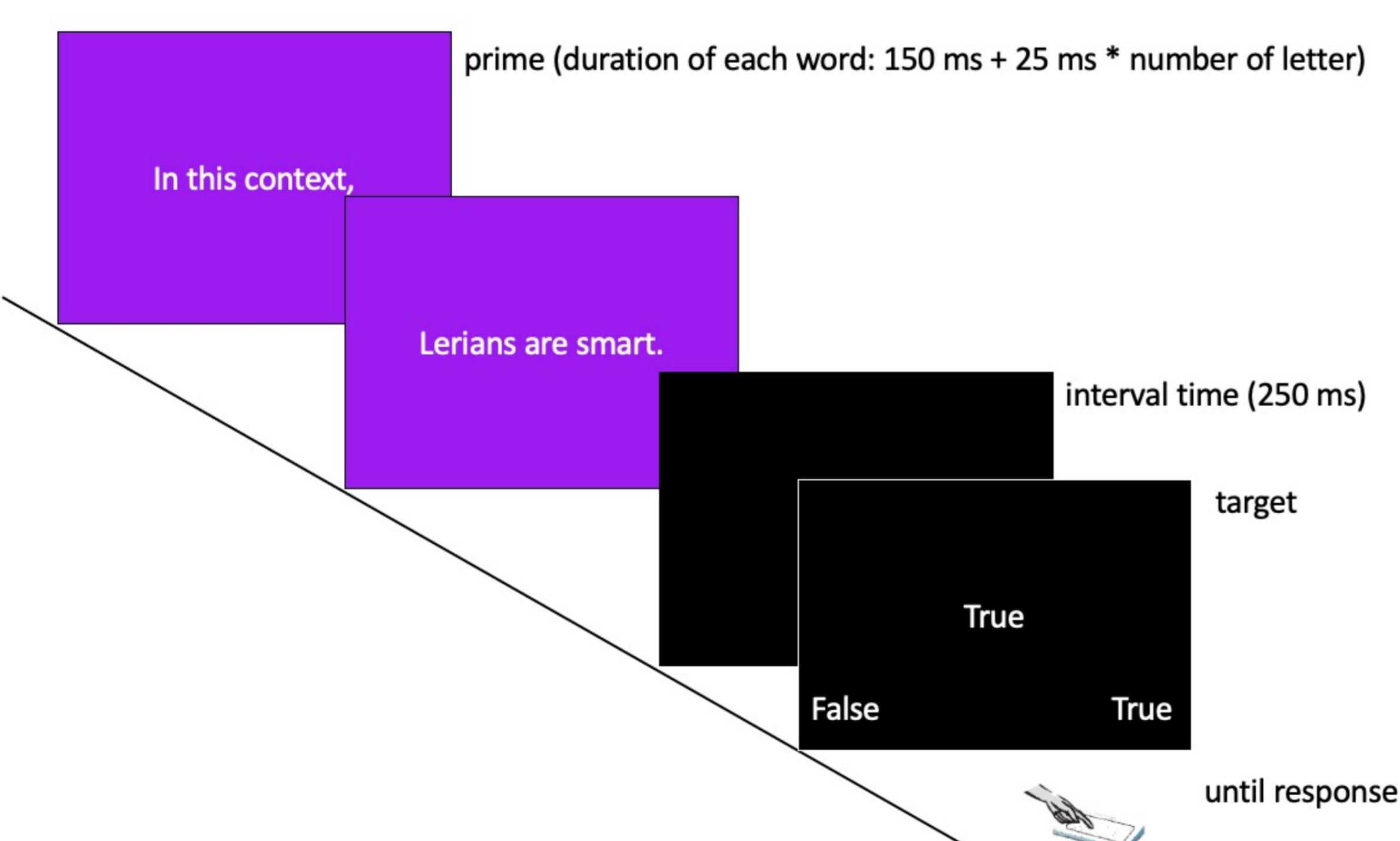
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### Introduction

- Stereotypes can differ in their context dependency.** They can be either context dependent or generalized. (Casper, Rothermund & Wentura, 2011)
- Assumed principle of heterogeneity** (Rydell & Gawronski, 2009):
  - **Homogenous Stereotypes** are formed **context-independent**, if group members behave the same across different contexts
  - **Heterogenous Stereotypes** are formed to be context-dependent if the group members behave differently across different contexts
- The current study aimed to investigate whether:**
  - **Homogenous** characteristic information about novel groups in different contexts leads to the formation of context-independent stereotypes, which should produce **transfer effect (generalization)** from the learned into a **novel context**
  - **Heterogenous** characteristic information about novel groups in different contexts leads to the formation of context-dependent stereotypes, which should produce no transfer effect (contextualization) from the learned into a novel context

### Methods

- Sample:**  
 $N = 46$  ( $N_{\text{homo}} = 19$ ,  $N_{\text{heter}} = 27$ ), 32 female,  $M_{\text{age}} = 21.57 \pm 2.22$  years
- Design:**  
2 (heterogeneity: homogeneous vs. heterogeneous) x 2 (category: Lerian vs. Fenian) x 3 (context: turquoise vs. purple vs. grey) mixed design with heterogeneity varying between participants
- Impression formation paradigm:**  
Participants were asked to form impressions of two novel groups ('Fenian' and 'Lerian') by reading smart related and neutral descriptions of behavior  
**Different background colors** were used to manipulate the context (i.e., turquoise, purple, grey)
- Implicit measure: Propositional evaluation paradigm (PEP)**

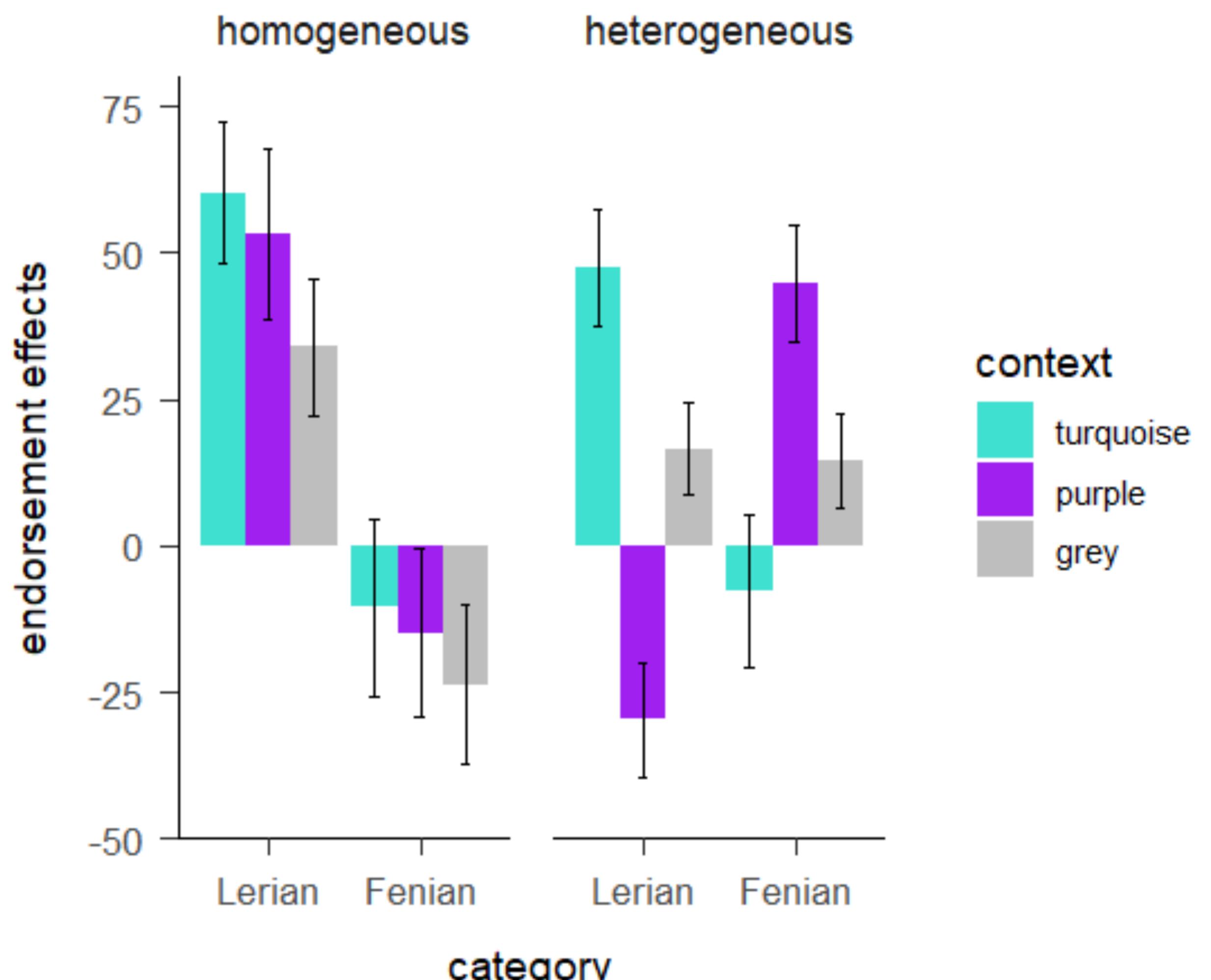


- Explicit measure: Rating for stereotypical statements**  
Participants rated stereotypical statements that were presented against a colored background (e.g. 'In this context, Lerians are smart') on a scale from 1 (totally disagree) to 9 (totally agree).

### Results

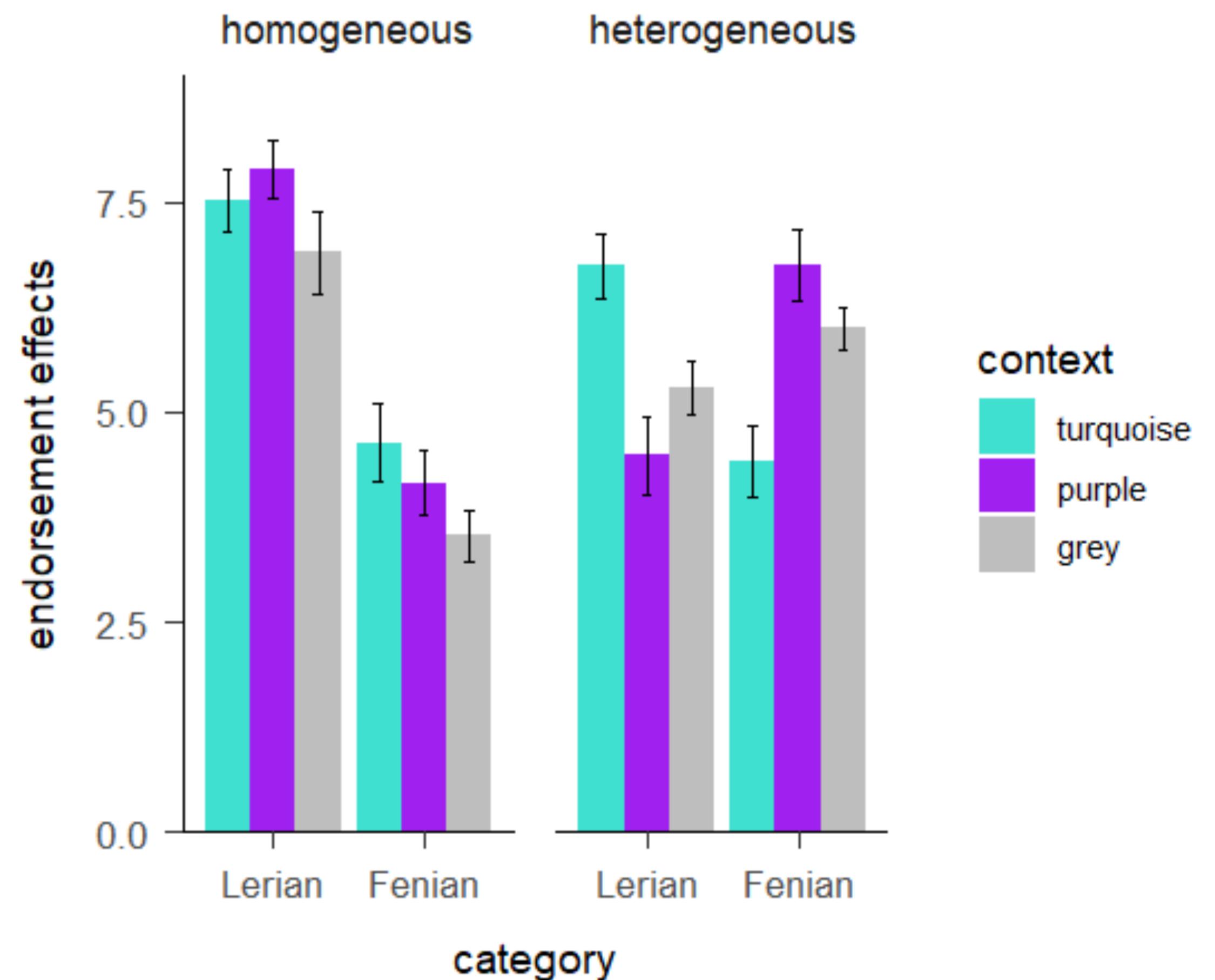
#### Implicit endorsement effects of stereotypes

Heterogeneity \* Category \* Context,  $F(2, 88) = 8.01, p < .01$ , partial  $\eta^2 = .16$ .



#### Explicit endorsement effects of stereotypes

Heterogeneity \* Category \* Context,  $F(2, 88) = 8.41, p < .01$ , partial  $\eta^2 = .16$ .



### Discussion

- Stereotypes** about novel groups **can be acquired** in a short time (**explicitly and even implicitly**) by learning repeated characteristic about single group members
- The **context-dependency** of the newly formed stereotypes can be identified by the **generalization** from the learned contexts into the novel contexts
- We **confirmed our hypothesis** about the **principle of heterogeneity** in the formation of context-dependent vs. context-independent stereotypes

### References

- Rydell, R. J., & Gawronski, B. (2009). I like you, I like you not: Understanding the formation of context-dependent automatic attitudes. *Cognition and Emotion*, 23(6), 1118–1152.
- Müller, F. & Rothermund, K. (2019). The Propositional Evaluation Paradigm: Indirect Assessment of Personal Beliefs and Attitudes. *Frontiers in Psychology*, 10: 2385
- Casper, C., Rothermund, K., & Wentura, D. (2011). The activation of specific facets of age stereotypes depends on individuating information. *Social Cognition*, 29(4), 393–414