

Chapter 11: Stereotyping: Cognition and Bias

1. Explain the differences between multiculturalism and colorblindness, and provide your opinion on which one is more beneficial for reducing intergroup conflict, based on information from the chapter (see page 290).
2. Draw a stereotype content figure where you map at least 6 groups into their typical relative positions in the warmth by competence space (see page 301)
3. List and describe the processes involved in stereotype threat, as well as some potential solutions to prevent it (see page 304)
4. Over time, expressions of prejudice and stereotypes have become less blatant. List and describe two of the theories or psychological constructs that better describe the nature of prejudice and stereotyping in contemporary American society.
5. Why might ambivalent stereotypes be “useful in unequal societies?” Briefly discuss the evidence. (See pages 299–302)
6. What might be a negative consequence of attempting to suppress automatic stereotyping? Describe this effect, including possible reasons why this effect occurs.
 - a. Name: The rebound effect.
 - b. Definition: automatic redoubled stereotypic associations after a conscious attempt to avoid stereotyping.
 - c. Reasons: executive control capacities depleted through attempt to control stereotypes.