Stereotypes Simplify our Social World

Tourism Diversity Matters
What are Stereotypes?

Stereotype
An over-generalized belief about a particular category of people.

The use of stereotypes is a significant way to simplify our social world; since they reduce processing.
What are forms of Stereotypes?

Explicit Stereotypes
Aware, hold and use stereotypes to judge people.

Implicit Stereotypes
Reside within our subconsciousness, we have no control or awareness.

Arbitrary Stereotypes
Ways of categorizing individuals.

Subtyping Stereotypes
Explaining an exception by assigning individual to a subcategory.

Content Stereotype
Attributes that people think characterize a group.
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For More Information

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