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Am I cold? Investigating In-Group Stereotype-Learning

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OBJECTIVES

Overall objective: Can we learn a stereotype about ourselves if...

1. the stereotype is generic (compared to specific, [1])
2. the stereotype is negative
3. self/group belonging is experimentally induced
4. there is no prior knowledge about the groups

PILOT & SIMULATION

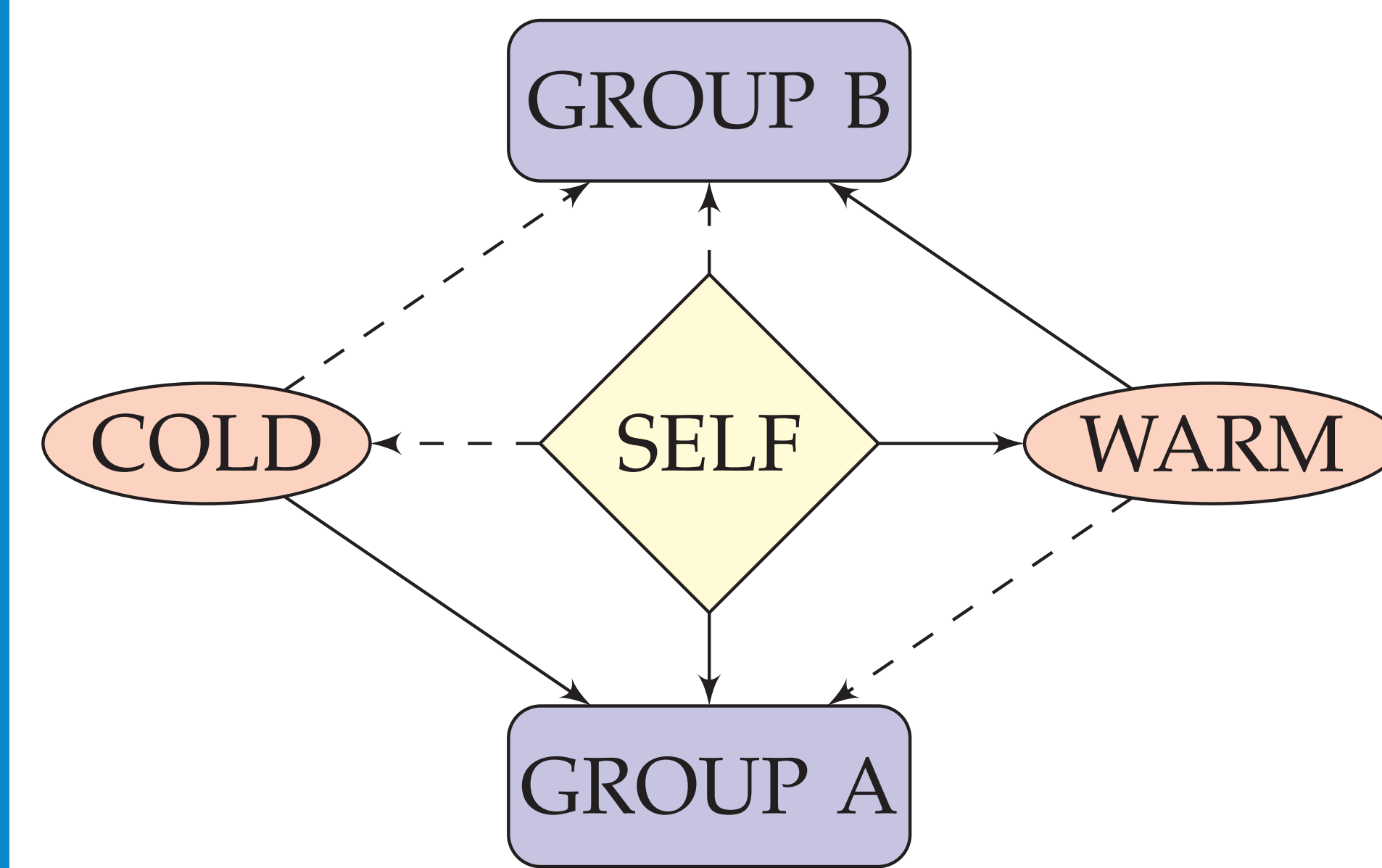
Pilot: is the *minimal group paradigm* [5] sufficient to induce self-positivity bias?

- Avatar assignment: Big5 items [3] bogus feedback
- Self-other categorization
- Warm-cold categorization
- N = 40
- Largely unsuccessful

Simulation: Based on successful self-avatar links

- Successful = 60/80 items classified as self
- Identify smallest effect of interest
- Feasibility of full design
- Power

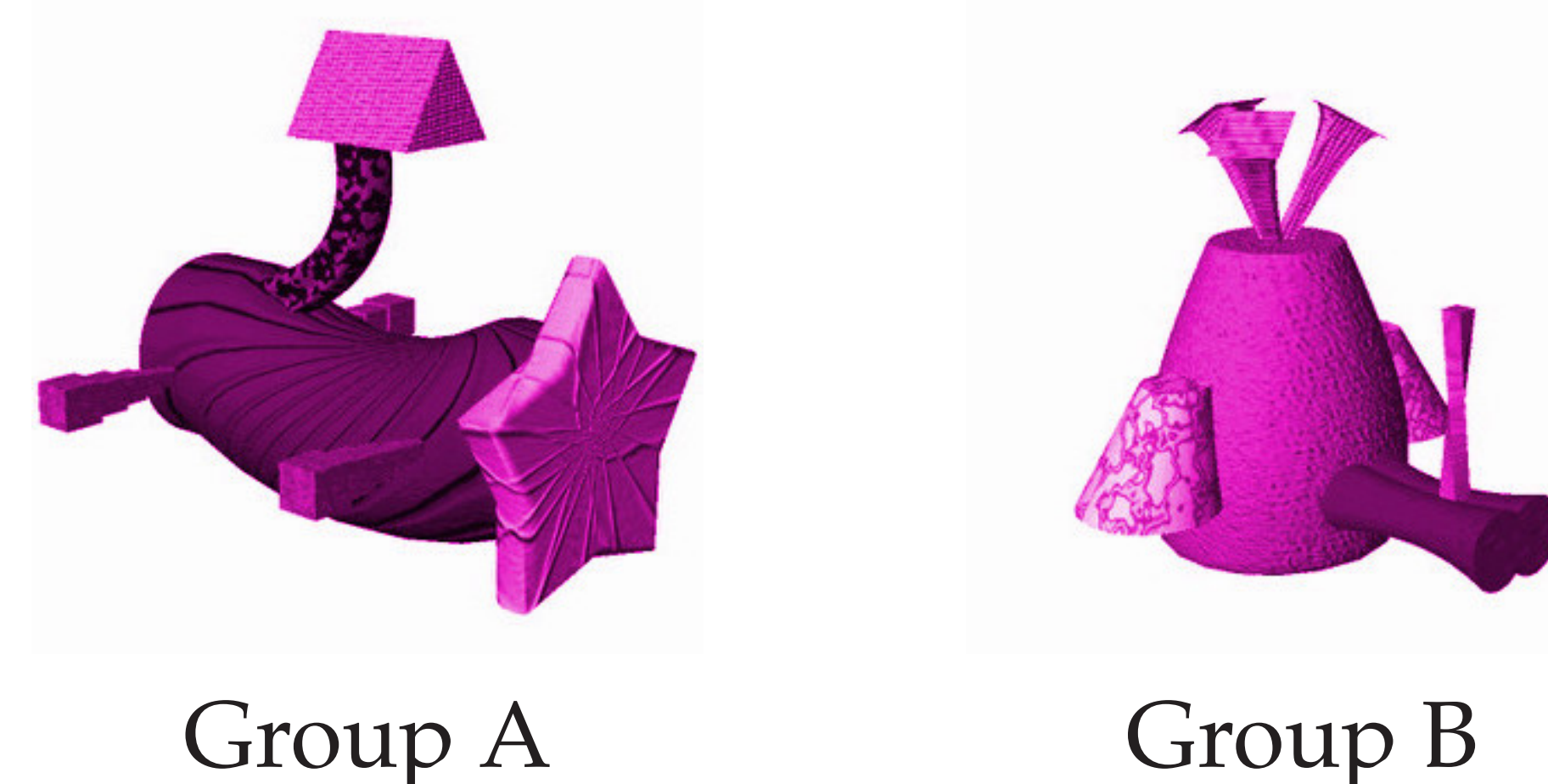
BACKGROUND



Based to Unified Theory [2]

METHOD

- N = 80
- Order:
 1. Avatar assignment
 2. Self-other categorization
 3. Warm-cold categorization
 4. *Stereotype learning*
 5. Self-other categorization
 6. Warm-cold categorization
- Stereotypes: pretested warm and cold adjectives
- Groups: Family A & B Fribbles, recoloured, (tarlab.org)
- Control: Animals (POPORO)



Group A

Group B

RESULTS

Self-Other Categorization:

- Minimal group paradigm successful
- Effect reversed after (negative) stereotype learning
- similar results for counterbalanced condition

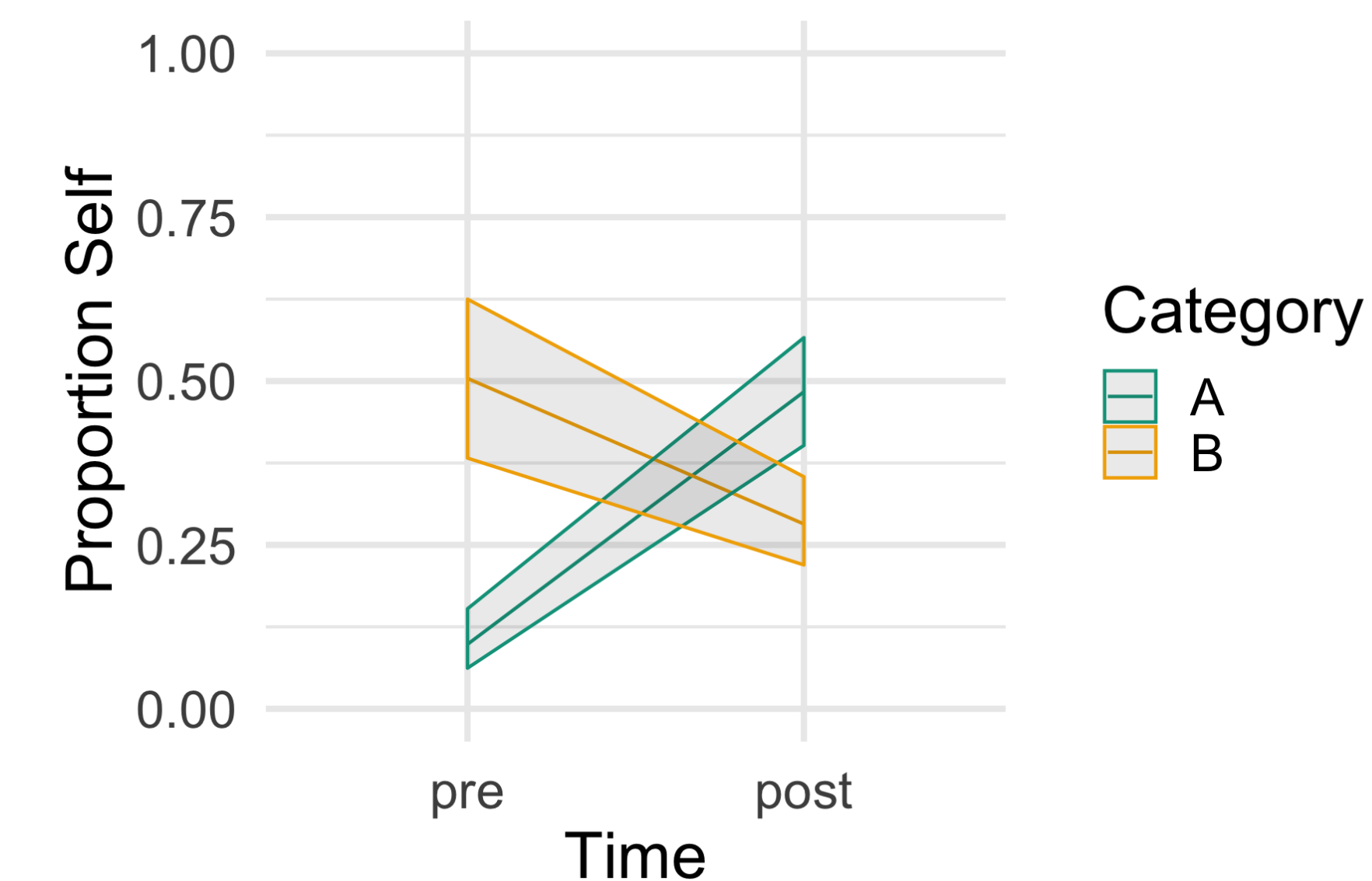


Figure 1: Self-Other Classification

Stereotype - (In-)Group Association

- Self-positivity bias before learning
- Reversed after learning
- Control: no change
- similar results for counterbalanced condition

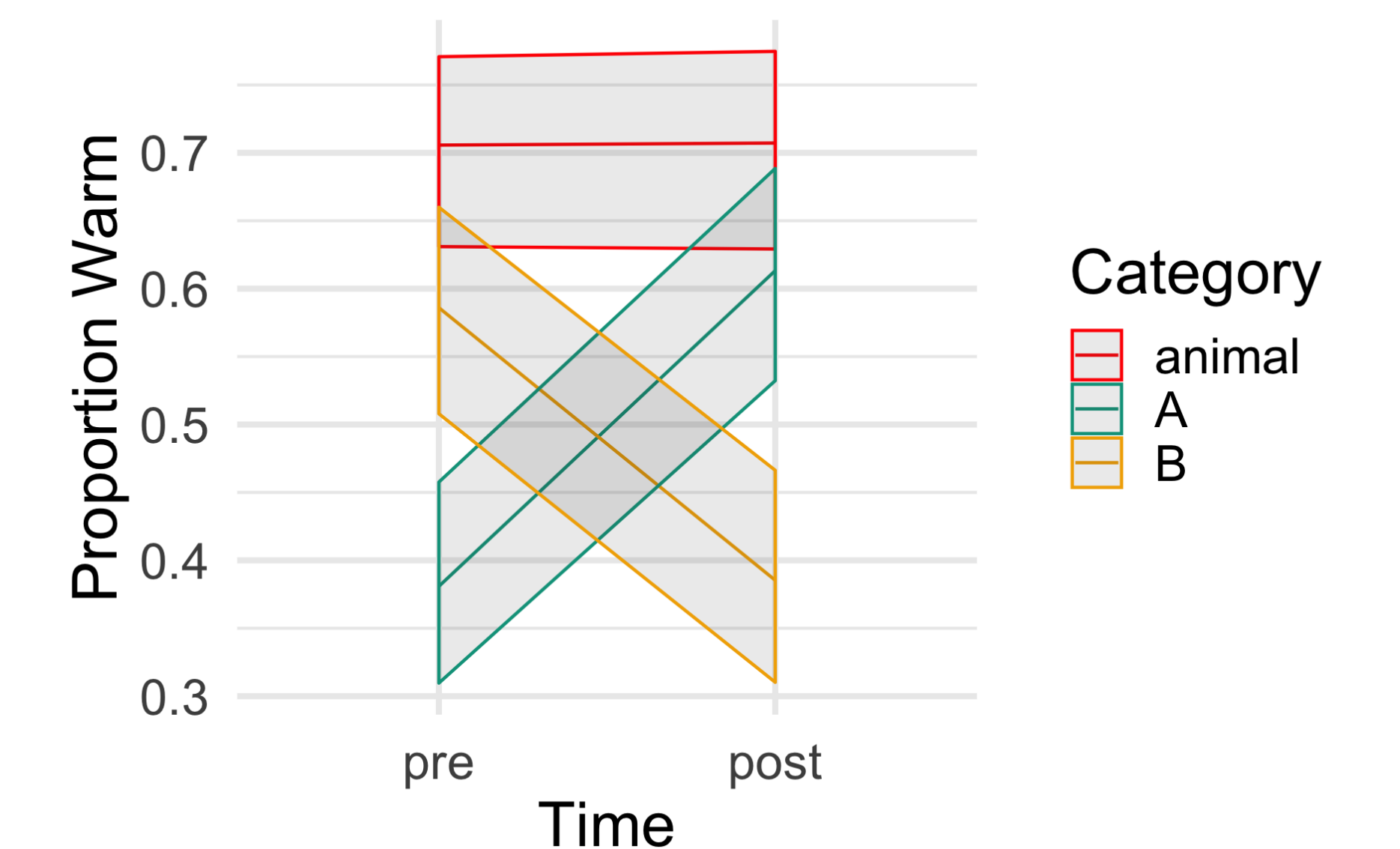


Figure 2: Warm-Cold Classification

CONCLUSION & CHALLENGES

- Self-positivity bias trumps learning of negative ingroup-stereotype
- Interpretation Framework: Situated Social Cognition [4]
- Control Version Self - Warm?
- Implicit Assessment?
- Stronger Self - Avatar association manipulation?

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