

# THE PSYCHOLOGY OF STEREOTYPING

V3-PDF58103 | 2012-01-04 | 33 Pages | Size 1,200 KB

*The first comprehensive treatment of stereotypes and stereotyping, this text synthesizes a vast body of social and cognitive research that has emerged over the past-quarter century. Provided is an unusually broad analysis of stereotypes as products both of individual cognitive activities and of social and cultural forces. While devoting careful attention to harmful aspects of stereotypes, their connections to prejudice and discrimination, and effective strategies for countering them, the volume also examines the positive functions of generalizations in helping people navigate a complex world. Unique features include four chapters addressing the content of stereotypes, which consider such topics as why certain traits are the focus of stereotyping and how they become attributed to particular groups. An outstanding text for advanced undergraduate- and graduate-level courses, the volume is highly readable and features many useful examples.*

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