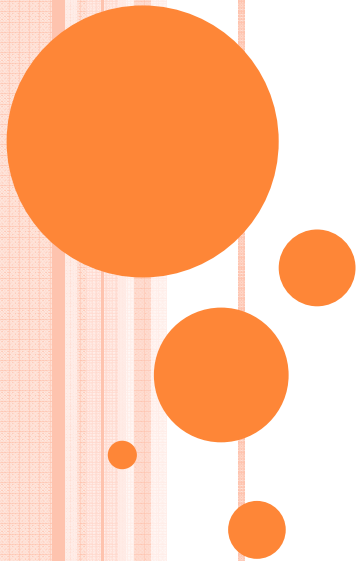


# Prejudices and Stereotypes



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# Prejudices / working sheet

- What kinds of prejudices do you know
- What are they standing for
- Positive aspects vs. negative aspects
  
- 4 groups – 10 minutes



# Prejudices I

- ... a pre-evaluative judgment that directs an action and in this sense is final. It is usually a little reflected opinion - without intellectual proper assessment of all relevant properties of a fact or a person. Unlike a judgment is the judgmental bias for the one who has it, often starting point for motif-driven actions, sometimes useful, other times inexpedient.



# Prejudice II

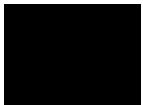
- Despite efforts to the contrary, the term "prejudice" in everyday language is most often referred to pejoratively and any kind of negative criticism, which is practiced in one thing.
- Psychologically, the term an attitude towards groups with negative affective (hostility), cognitive (stereotypes) and behavioral components (discrimination).

Petersen, Six 2008



# Prejudice

- racism
- sexism
- age
- stigma



# Prejudice

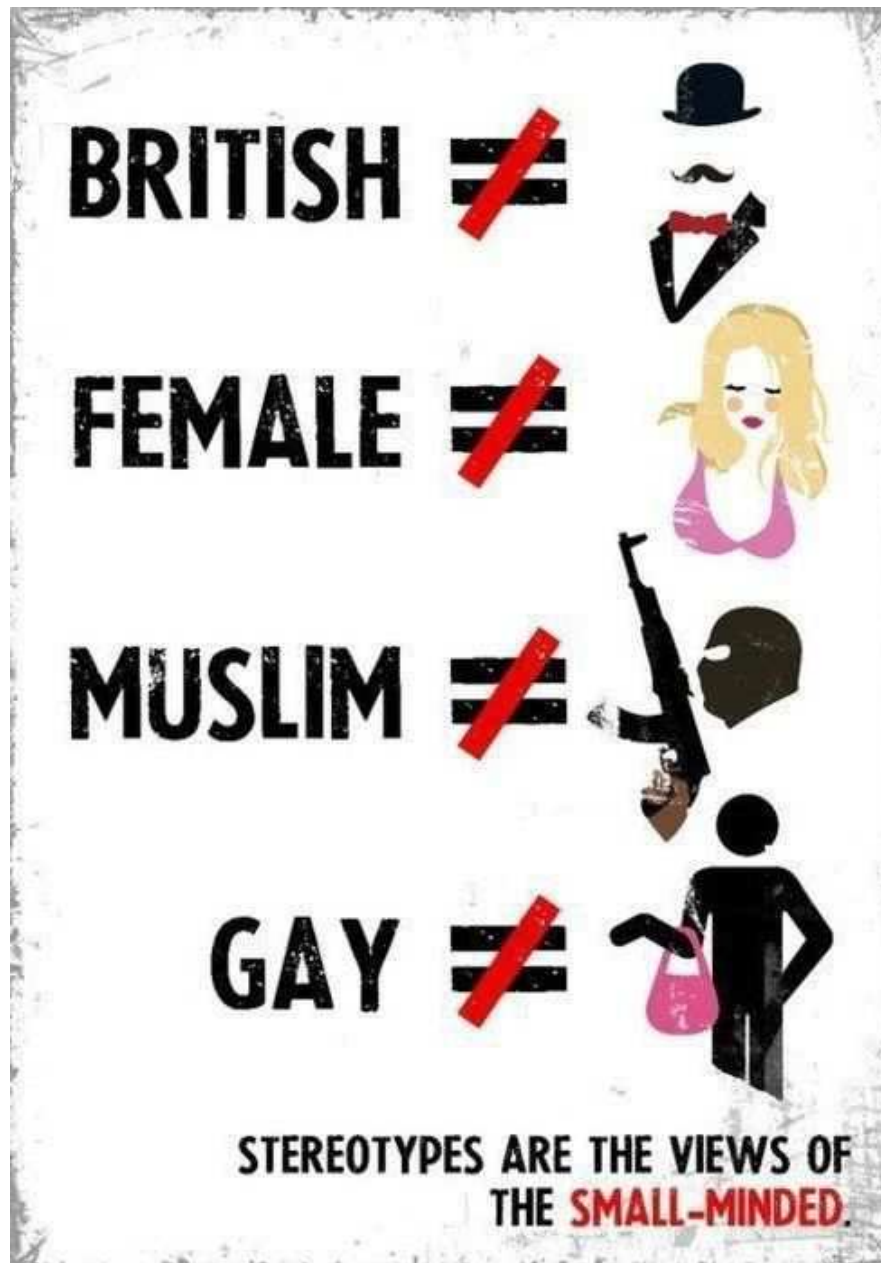
- usually refer to marginalized groups
- usually negatively evaluated Settings
- all member of this group are attributed to the same characteristics
- are usually the motivation processes (self-appreciation)
- are usually the problems (skin color, language, clothes, ...)



# Stereotypes / working sheet

- What kinds of stereotypes do you know
- What are they standing for
- Austrian participants have to think about Italian, Slovakian and German participants
- Italian participants have to think about South Tyrol, Slovakian, German and Austrian participants
- German participants have to think about Italian, Austrian and Slovakian participants
- Slovakian participants have to think about Italian, German and Austrian participants





<http://iwastesomuchtime.com/on/?i=6230>



# Stereotypes

... (griech. στερεός, *stereós*, „solid, durable, spatially“ and τύπος, *týpos*, „-behaved“) is a constant or frequently occurring pattern. Within this framework, it appears in different contexts with different meanings. A stereotype can be used as a catchy summary of characteristics or behaviors are considered, which often has a high recognition value, but it made a rule for himself the facts meant very simplified. Thus, it is closely related to the importance stereotype or prejudice.

# Stereotypes I

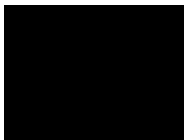
- Person perception: processes that lead to the formation of opinions and / or reviews (Settings) with respect to other people.
- For some observed stimuli (facial expression, behavior) is closed on unobservable variables (mood, personality).



# Stereotypes II

Opinions and attitudes towards other people influence the behavior of people towards this:

- negatively evaluated person is shunned
- nice people is rather helpful
- collaboration with a cooperative rather than people with an aggressive



# Stereotypes III



aggressive, less sensitive, poorly educated, ...



# Stereotypes IV



formed, helpful, polite, ...



# Stereotypes V



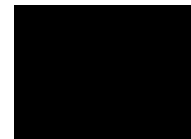
aggressive, combative, murderer, ...

# National Stereotypes



- e.g.: American, Jew, German, ...
- of this classification far-reaching conclusions are drawn on the personality of a person, ignoring more information about the concrete individual - prejudices







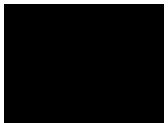
# Dealing with Stereotypes

- are usually very resistant to change:  
supposedly aggressive person who is  
friendly adjusted is doing it
- there is a tendency to avoid negative  
feedback persons
- actions will be increasingly performed  
confirming the opinion of a person



# cultural differences

- both partners have different orientation systems, thereby one's own culture and their own life context (natural and social environment) understandable, manageable, influenced and controlled.
- each orientation system differs significantly from other people



# generalization

both partners believe that their orientation system for all others is equally valid, and has to be valid.



# routinization

both partners has become their culture-specific orientation system for granted and requires no reflection or critical control (more).



# mental images

- external image
  - knowledge, assumptions, information about the other
- self-image
  - what I put in the encounter
- suspected foreign Pictures
  - what does the other mean about me

influences thinking, judge, act



# Intercultural Experience

- deal with each other, talk to each other, make arrangements to conduct negotiations ...
- their own orientation system is provided here to the test
- Problems are the prejudices and stereotypes



# Problems of Intercultural Encounter

- language, character
- social community of the interlocutors (nation, culture)
- different valuation of symbols (rites, rituals, religion, tradition, customs)
- misperception
- misinterpretations
- misunderstandings



# Consequences I

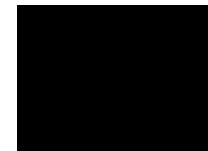
- beware of hasty and ill-considered judgments
- beware of accusations and hasty attempts at explanation, which imply the inability and unwillingness partners
- conscious and careful observation
- power, status, abilities, note ... (rank)





# Consequences II

- intercultural competence is reflected in the ability cultural conditions and influencing factors in perception, judgments, feelings and actions to detect in himself and in other people, to respect, appreciate and productively use
- mutual adaptation
- tolerance of opposites
- development of synergistic forms of cohabitation, the world orientation and the design situation



# Norms and values of young Muslims (1)

- religion / faith
- respect for parents
- loyalty to family / relatives
- Obedience
- Hospitality
- good manners



# Norms and values of young Muslims(2)

- Helpfulness
- their own "mother" language
- a good education
- Honesty
- autonomy / independence
- self-esteem as an individual personality
- other languages



# Code of Conduct I

particularly respect:

- the importance of religion and family
- the pride of a freedom-loving and tradition-conscious people
- the vulnerability and the recent experience of suffering of the people



# Code of Conduct II

- Avoid making:
  - disdainful and discriminating remarks
  - undisciplined or improper conduct (under the influence of alcohol)
  - suggestive or obscene statements and gestures
  - many locals understand the German language!



# Code of Conduct III

Discussions with attention to:

- salutation
- polite and cooperative style of behavior
- formulation of statements (please, thank you)
- basic vocabulary

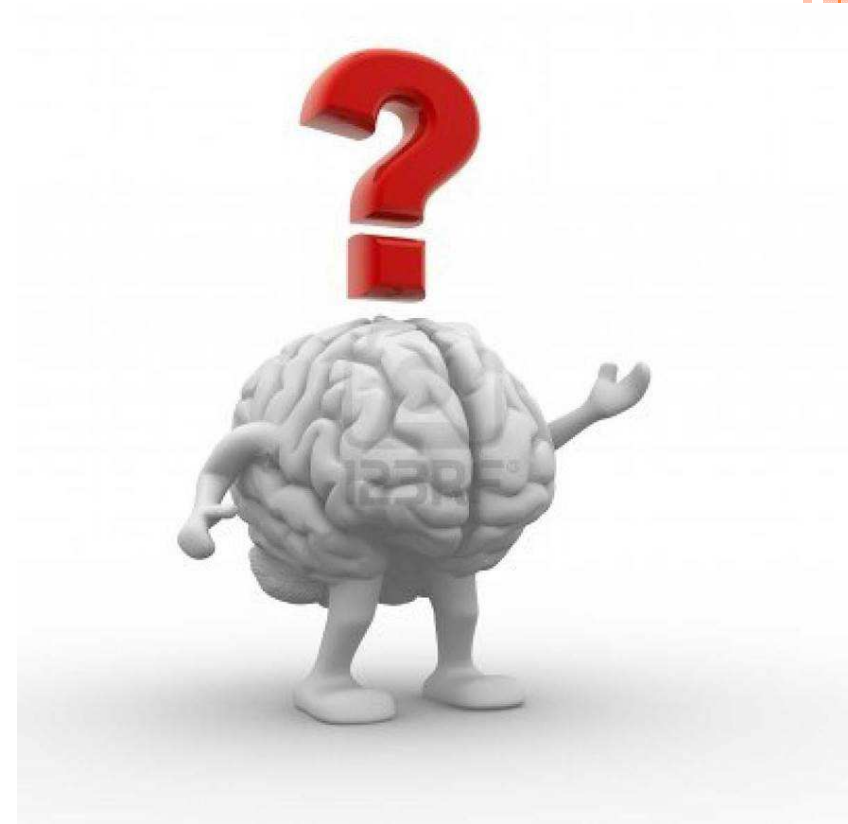


# Reduction of Prejudice

- diversity management (social diversity)
- information Management
- preparing for use
- countries and people
- culture
- language
- etc.



- Thank you for your attention
- Remarks, questions?







# Literature

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