Prejudice and Culture - BrainMass

While the cognitive approach cannot replace the earlier emphases on the motivational, affective, and moral aspects of prejudice and discrimination, it offers new insights into the ways in which prejudice, discrimination, and especially stereotypes develop and change. 

Cognitive Processes in Stereotyping and Intergroup Behavior

Prejudice and stereotyping are generally considered to be the product of adaptive processes that simplify an otherwise complex world so that people can devote more cognitive resources to other tasks.

Prejudice, Stereotyping and Discrimination: Theoretical Approaches

Stereotyping and prejudice begin from social categorization—the natural cognitive process by which we place individuals into social categories and think of them in terms of typical traits and qualities. Social categorization influences our perceptions of groups—for instance, the perception of outgroup homogeneity.

Critically Evaluate the Cognitive Theory of Stereotyping

A Cognitive Approach to Stereotyping | SpringerLink

Of course, stereotyping is a social as well as a cognitive process. The culture, characteristics, and views of the target group can affect the degree to which a stereotype is activated. For example, stereotypes are more likely to be activated if the target group is viewed as deviating from the ingroup on the trait in question. 

Affect, Cognition and Stereotyping | ScienceDirect

Cognitive Processes in Stereotyping and Intergroup Behavior... 

Cognitive Structure and Stereotype Change by Jennifer L. Kroll

The cognitive processes that give reason to stereotyping are much deeper than this, giving rise to the above theoretical perspectives. 


Social Categorization and Stereotyping – Principles of Social Perception

The processes of stereotype change in response to discrepant information have been largely ignored by researchers taking a cognitive perspective. This experiment demonstrated that it is possible to facilitate stereotype change within social perception. The results of this experiment were also consistent with the idea that stereotype change can occur without a change in the underlying cognitive representation of the target group.

Interaction of Affective and Cognitive Processes as Antecedents of Stereotyping and Prejudice

Affective and cognitive processes are both important in the development of stereotypes and prejudice. While the affective approach focuses on the emotional reactions to the target group, the cognitive approach emphasizes the role of cognitive processes in the formation and maintenance of stereotypes.

Stereotype - Counseling Psychology - IResearchNet

The circuits for stereotyping are different from those of perception: perception uses, for instance, bottom-up, gist-based forms of processing, whereas stereotyping relies on top-down, rule-based, and rule-governed forms of processing. 

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Stereotyping Involves Circuits of Cognition and Evaluation. Stereotyped impressions and concepts are activated into ... Temporal lobe, Inferior frontal gyrus and Medial PFC.

Prejudice and Stereotyping - Psychology - Oxford

Stereotypical impressions and concepts are activated into the affective limbic system and into the cognitive-perceptual areas of the brain. The circuits for stereotyping are different than that of prejudice: temporal lobe, inferior frontal gyrus and medial PFC.

Where Prejudice and Stereotypes Reside in the Brain

Prejudice: The Interplay of Personality, Cognition, and Emotion

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