

David J. Schneider

The first comprehensive treatment of stereotypes and stereotyping, this volume synthesizes a vast body of social and cognitive research that has emerged over the past quarter century. Distinguished researcher David J. Schneider provides 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 and strategies for countering them, the volume also examines the positive functions of generalizations in helping people navigate a complex world. Highly readable and up to date, the book's balanced coverage of major theories and findings makes it an indispensable sourcebook and text.

The volume begins by defining key terms and outlining classic and contemporary issues in research. Core questions facing investigators are summarized and approaches to measuring stereotypes evaluated. Subsequent chapters examine the structure of stereotypes, their role in everyday information processing, and their effects on how we perceive, judge, remember, and respond to other people. With attention to positive as well as negative stereotypes, the text explores how generalizations based on group membership develop and when they become personally and socially damaging. Compelling topics addressed include:

- Processes of stereotyping among ingroups and outgroups
- How stereotypes develop: personal experiences and cultural contexts
- Links between stereotyping and prejudice and discrimination
- Why some individuals are more likely than others to behave in a prejudiced fashion
- Interventions for changing stereotypes—which approaches work, and why?

Among the book's unique features are four chapters addressing the content of stereotypes, an area that has been relatively ignored in contemporary treatments. Considered are the characteristics associated with over a dozen groups that have traditionally been the victims of stereotypes; why certain traits tend to be stereotyped more often than others; and how traits become attributed to particular groups,

Including many useful examples, and identifying important directions for future research, this lively, accessible book belongs on the desks of all researchers, professors, and students interested in stereotyping, prejudice, and discrimination. It serves as an outstanding text for advanced undergraduate- and graduate-level courses,