

How Reference Groups Shape Stereotype Perception: The Colombian Case.

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Bogotá, Colombia

The Colombian case: A diverse country.



Bogotá

2600 meters of altitude.

7,7 million habitants.

Mean temperature: 15°.

Frequent rains, cloudy.

98% White and mixed, 2% Indigenous people or of African descent (DANE, 2006).

Cartagena:

Sea-level.

1,2 million habitants.

Mean temperature: 28°.

Relatively dry and very sunny.

72 % White and mixed.

27% African descent (DANE, 2006).



⇒ How does this great cultural variation shape stereotypes?

Stereotype Content Model (Fiske, Cuddy, Glick & Xu, 2002).

2 dimensions guide stereotype content: Warmth and Competence.

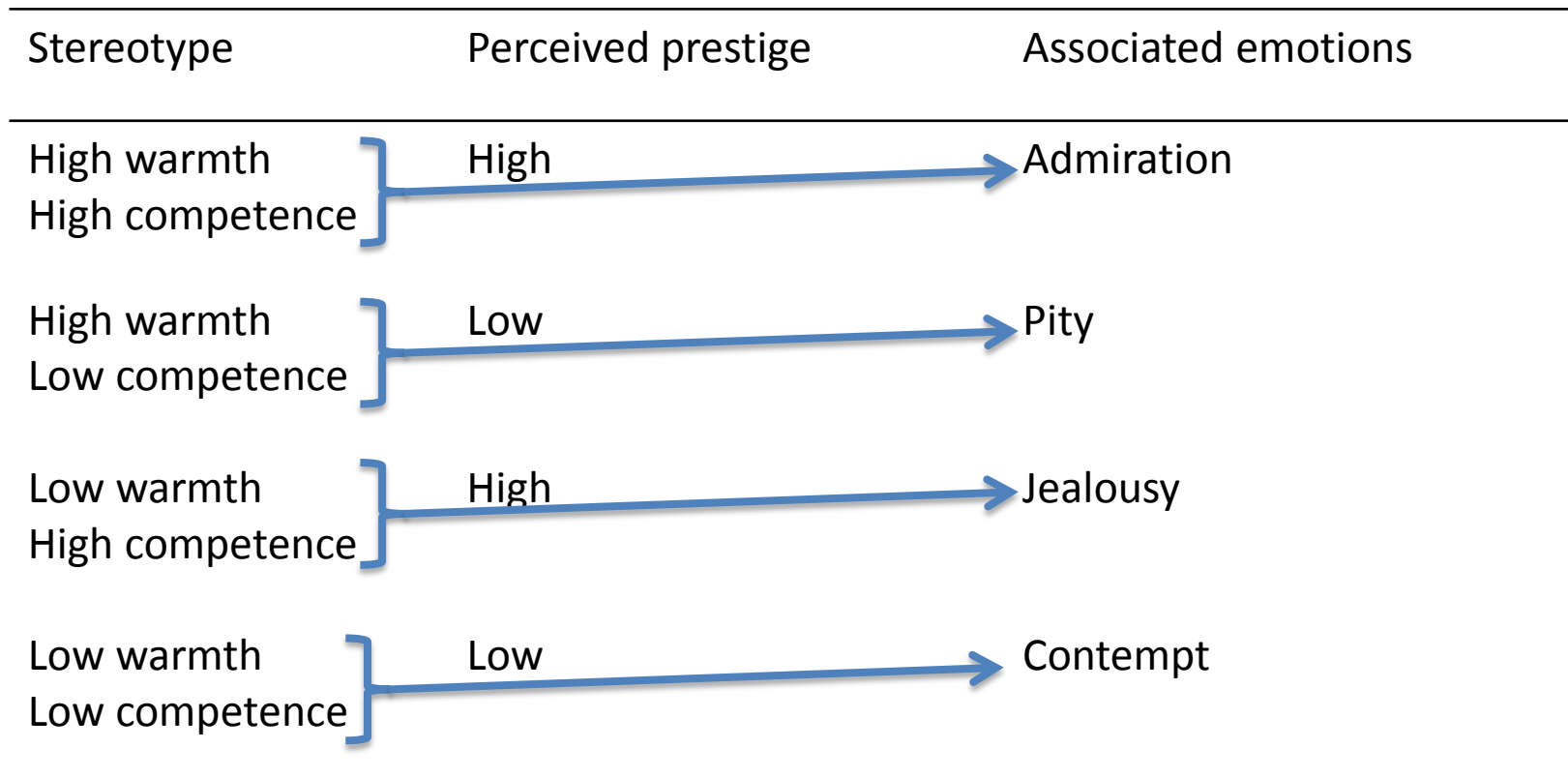
Consistent stereotypes (eg: in-group) or ambivalent stereotypes (eg: african-american).

	Low competence	High competence
High warmth	Elderly people, disabled people...	In-group, close allies...
Low warmth	Poor people, Welfare recipients...	Jews, Asians, Rich people...

Effect of group prestige (Fiske, Cuddy, Glick & Xu, 2002) and associated emotions (Cuddy, Fiske & Glick, 2007).

Stereotype	Perceived prestige	Associated emotions
High warmth High competence	High	Admiration
High warmth Low competence	Low	Pity
Low warmth High competence	High	Jealousy
Low warmth Low competence	Low	Contempt

Effect of group prestige (Fiske, Cuddy, Glick & Xu, 2002) and associated emotions (Cuddy, Fiske & Glick, 2007).



General Aim:

- How does Colombian cultural variation interacts with the stereotype content model?

Aims:

- Establish most relevant groups in Colombian society.
- Determine the stereotype content for those groups.
- Relate stereotype content with perceived prestige and associated emotions.
- Investigate in-group bias in a Colombian student sample.

Method: First part.

Based in Ashbrock, 2007.

85 participants recruited in Bogotá.

Sampling based on most recent census for socioeconomic status, age and sex.

“Tell us any number of groups you consider to be important in Colombian society”.

⇒ 16 most cited groups:

Criteria	Group
Occupations	Left-wing guerrilla, Right-wing paramilitary, Soldiers, Students and Peasants.
Race	Black people and Native-Americans.
Social Status	Rich people and Poor people.
Conditions	LGBTQ and Refugees.
Beliefs	Catholics, Christians and Atheists.
Regional	“Costeños” and “Paisas”.



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Second part:

210 students of the Universidad de los Andes in Bogotá (144 women, 53 men).

Each participant answered a 19-question survey concerning 4 groups.

Society's attitude towards the selected groups.

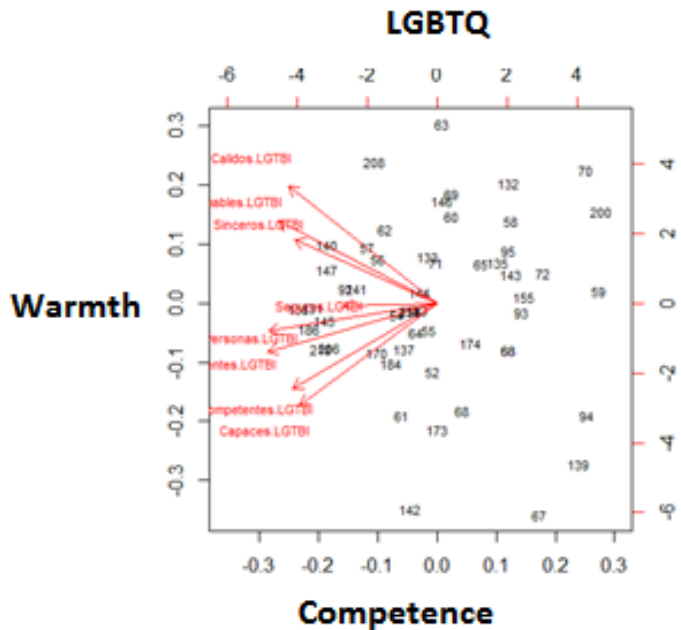
- Warmth (4 questions) Ex: “How warm are the members of this group?”.
- Competence (4 questions). Ex: “How intelligent are the members of this group?”
- Associated emotions: positive (3 questions) and negative (4 questions) Ex: “How likely is it that people feel admiration/ envy towards this group?”
- Perceived prestige (5 questions) Ex: “Do members of this group have a good image in society's eyes?”.

Analysis

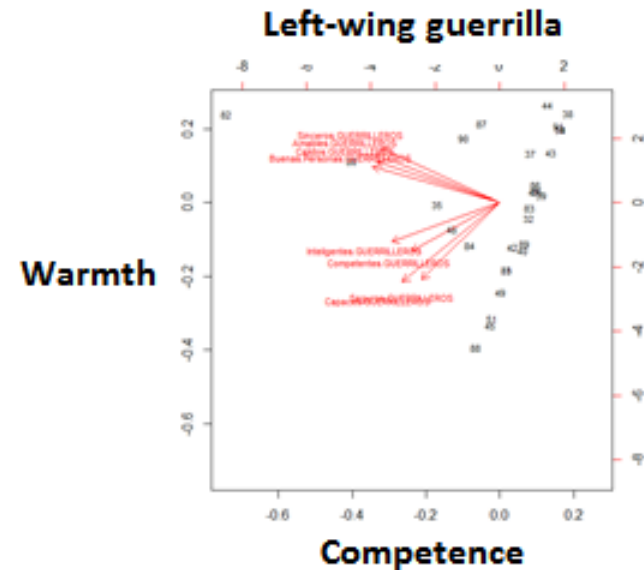
- 1) Exploratory Factorial analysis.
- 2) Clusters.
- 3) Multiple regressions to predict perceived warmth and competence.
- 4) In-group bias for a student sample.

Exploratory factorial analysis.

More than 50% of explained variance by two components: Competence and Warmth.

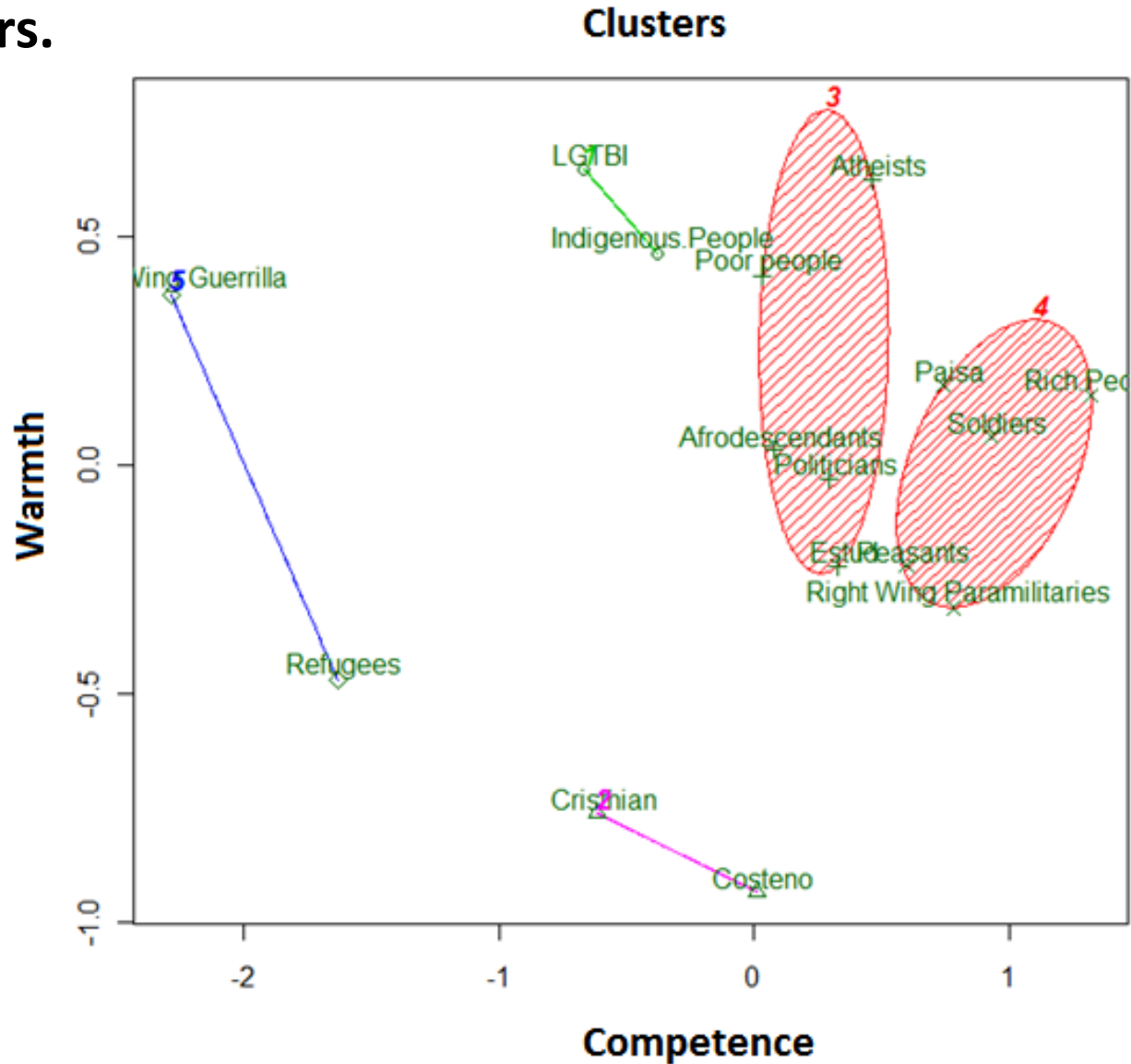


High warmth and medium competence.















High warmth and low competence
















Clusters.



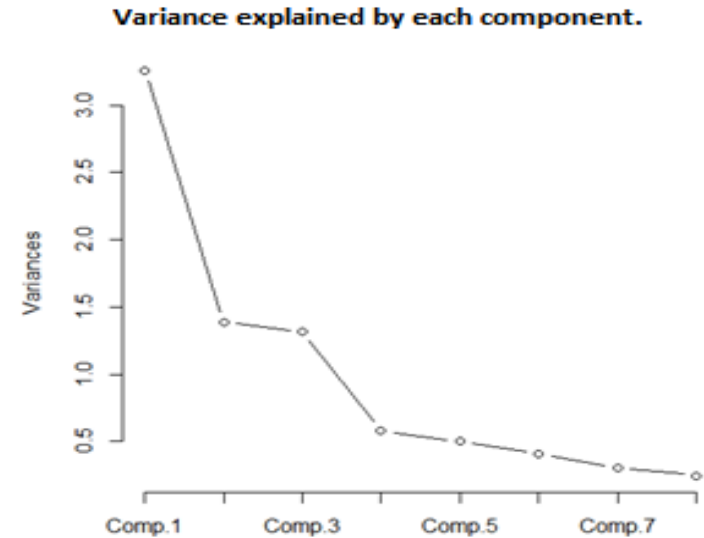
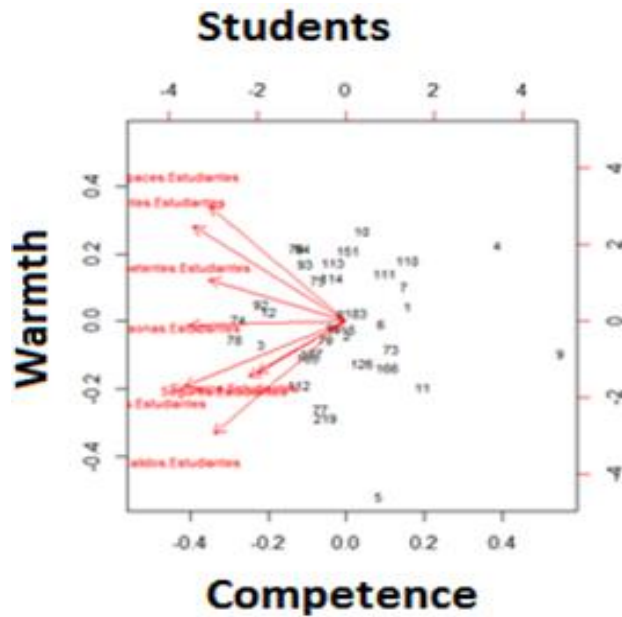
Regression analysis: Competence

Group	β (Prestige)	p.	β (Emotions)	p.
Black people	0,55	 0,004	-0,22	NS
Rich people	0,27	NS	0,04	NS
Soldiers	0,45	 0,01	0,32	NS
LGBTQ	0,58	 0,002	0,11	 0,05
Students	0,02	NS	0,66	 0,0005
Poor people	0,68	 0,001	-0,01	NS
“Paisas”	0,29	NS	-0,04	NS
Right-wing guerrilla	0,32	NS	0,52	NS
Peasants	0,37	NS	0,001	NS
Atheists	0,51	 0,01	0,37	NS
Native	1,25	 <0,001	0,2	 <0,001
Christians	0,55	 0,009	0,43	NS
“Costeños”	0,3	NS	0,14	NS
Politicians	0,3	NS	0,37	NS
“Desplazados”	0,51	 <0,001	0,23	 0,04
Left-wing guerrilla	-	-	-	-

Regression analysis: Warmth

Group	β (Prestige)	p.	β (Emotions)	p.
Black people	0,3	 0,01	0,29	 0,01
Rich people	0,16	NS	-0,13	 0,05
Soldiers	0,26	NS	0,61	 0,01
LGBTQ	0,32	 0,05	0	NS
Students	0	NS	0,42	 0,05
Poor people	0,6	NS	0,5	 0,01
“Paisas”	0,17	NS	0,55	 0,01
Right-wing guerrilla	0,23	NS	0,77	 0,01
Peasants	0,08	NS	0,003	NS
Atheists	0,47	NS	0,01	NS
Natives	0,62	 0,01	0,36	NS
Christians	0,4	 0,05	0,57	 0,01
“Costeños”	0,12	NS	1,29	 0,05
Politicians	-0,13	NS	0,64	 0,01
“Desplazados”	-0,02	NS	0,2	NS
Left-wing guerrilla	0,72	 0,05	0,07	NS

In-group bias.



Failed to observe a clear-cut in-group bias.

Comp 2 explains 17% of the variance; Comp 3 explains 16% of the variance.

=> Stereotype might be best explained a three-factors solution.

Conclusion

Bi-factorial organization of stereotypes (Fiske et al, 2002).

Competence is predicted by perceived prestige (8/16 groups).

Warmth is predicted by associated emotions (10/16 groups).

Consistent with the
literature.

Competence is predicted by emotions (4/16 groups).

Warmth is predicted by prestige (5/ 16 groups).

No In-group bias.

Inconsistent with the
literature.

Cultural shaping of stereotypes

Stereotype content in Colombia are mostly consistent with the literature.

However...

Cultural specificity of the stereotypes

- Competence and warmth were predicted by *both* associated emotions and perceived prestige.

=> For minorities groups. Why?

- No student In-group bias.

=> Collectivist society? Political or incidental factors at play?

New projects:

- Replicate study in different cities in Colombia:
 - Different groups?
 - Different stereotypes of the same group?
- Differentiate emotions and link to behaviors towards a particular group (Cuddy et al, 2007) .
- Include competition with a particular group (Fiske et al, 2002).

Thank you!