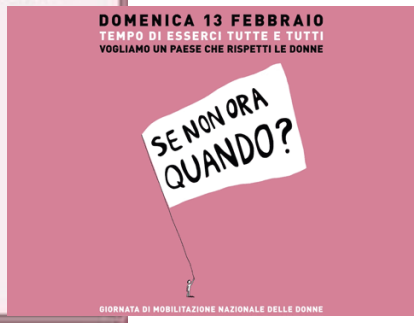
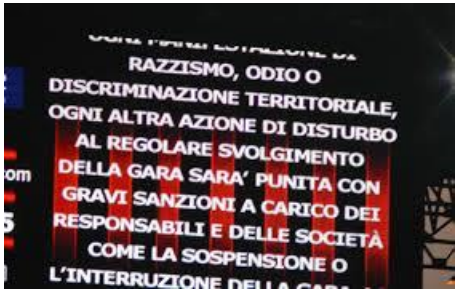
Socio-cognitive strategies to reduce intergroup prejudice

Multiple categorization, counter-stereotypic categorization

In modern multi-cultural societies still persist prejudices and discriminations…



What is social categorization?



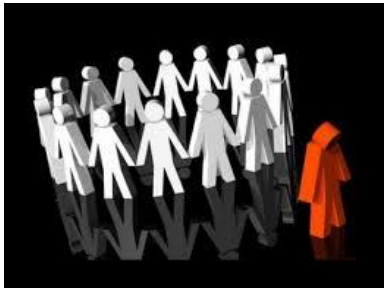
- A socio-cognitive process at the basis of social preception (Allport, 1954)
- Provides meaningful information from memory, reduces uncertainty, preserve cognitive resources and provides quickly information about others (Tajfel et al., 1971; Tajfel e Wilkes, 1963)
- *It is at the basis of stereotypes and differentiations in favour of perceiver's ingroup* (Tajfel e Turner, 1979)
- People tend to rely on one dimension of categorization in forming impressions of others

Simple categorizatione effects (Turner et al., 1987)

Simple categorization (ingroup vs. outgroup):

- Increases intergroup differentation
- Increases intragroup homogeneity

Thus enhances prejudice towards outgroup members
In favour of ingroup members



Multiple categorization (Crisp et al., 2001a; Crisp et al., 2001b; Hall e Crisp, 2005)

- When 5 vs. 1 social categories are salient simultaneously (e.g., *Oxford vs. Cambridge student; Oxford vs. Cambridge female, young, english, living in campus, student*)

  (Crisp, Hewstone e Cairns, 2001); Crisp, Hewstone e Rubin, 2001)

- When people generate more than 4 categories to attribute to the same target (Hall e Crisp, 2005)

  there is a reduction of intergroup bias

We are able to consider up to 4 categories simultaneously (Vanbeselaere, 1987): considering more than 4 categories leads to decategorization

Multiple social categorization (Crisp et al., 2001a; Crisp et al., 2001b; Hall e Crisp, 2005)

- Increases individualization process
- **Reduces the use of stereotypes**
- **This happens independently of ingroup and outgroup categories**

Counter-stereotypic categorizations

Counter-stereotypic categorization (Hastie et al., 1990; Kunda et al., 1990; Hutter & Crisp, 2005; 2006)

Surprising and unusual association of two categories:

Female mechanic, gay soldier, fat top-model

- Denial of expectations, inhibit the use of single categorization and thus stereotypes and biases
- Increases the use of new attributes(**personalization**)
- Increases the use of cognitive resources

Counter-stereotypic categorization (Gocłowska et al., 2012; Leicht et al., 2013; Vasiljevic e Crisp, 2013)

- Increases cognitive flexibility and creativity
- *Reduces the use fo gender stereotypes in selection for leadership roles*

- increases tolerance and generalizes to different groups