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# Expanding Stereotype Content Beyond Warmth and Competence

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Muslims
are not all
terrorists


I can
actually
SEE you


MY HAIR
IS REAL


I'll MARRY
whoever
I WANT.


I AM NOT
A
COLOR


I will
NOT CUT
YOUR GRASS

# Origins of stereotyping

| Nature | Nurture |
| --- | --- |
| Dual process theory<br><br>Evolutionary perspectives | Intergroup relations<br><br>Socialization |

# Stereotype Content Model (Fiske et al., 2002)

| | | Competence: Low | Competence: High |
|---|---|---|---|
| **Warmth** | High | **Pity**<br>Low status, not competitive<br>(e.g., housewives, elderly people, people with disabilities) | **Pride/Admiration**<br>High status, not competitive<br>(e.g., ingroup, close allies) |
| | Low | **Disgust**<br>Low status, competitive<br>(e.g., welfare recipients, poor people) | **Envy**<br>High status, competitive<br>(e.g., Asians, Jews, rich people, feminists) |

*Adapted from Fiske et al. (2002)*


TO ALL OF OUR ATHEIST FRIENDS:
THANK GOD YOU'RE WRONG.
1:1 AnswersInGenesis.org

Does Fiske et al.’s (2002) stereotype content model explain the stereotype content of all groups?

Can adding perceived morality better explain stereotype content than simply the two-dimensional model alone?

# STUDY 1

Exploratory Factor Analysis

# Study 1: Method

- 288 participants from Amazon's Mechanical Turk
- 9 items by Fiske et al. (2002)
  - *As viewed by society, how [competent, warm] are members of this group?*
- 4 morality items
  - *As viewed by society, how **moral** are members of this group?*
  - *As viewed by society, how **ethical** are members of this group?*
  - *As viewed by society, how **honest** are members of this group?*
  - *As viewed by society, do members of this group **have integrity?***
- Examined 8 target groups

# Study 1: Target Groups

## Fiske et al. (2002)

- Asian people
- Elderly people
- White people
- Poor people

## New groups

- Atheists
- Ex-convicts
- Cancer survivors
- People with disabilities

# Study 1: Results

| | | Competence | |
|---|---|---|---|
| | | Low | High |
| **Warmth** | High | *Cancer survivors*<br>*People with disabilities*<br>*Elderly people* | **White people** |
| | Low | **Atheists**<br>**Ex-convicts**<br>**Poor people** | *Asian people* |

**3-Factor Model**

Cancer survivors
People with disabilities
Elderly people
Asian people

# STUDY 2

Confirmatory Factor Analysis

# Study 2: Methods

- 403 participants from Amazon's Mechanical Turk
- 9 items by Fiske et al. (2002)
  - *As viewed by society, how [competent, warm] are members of this group?*
- 4 morality items
  - *As viewed by society, how [moral, ethical] are members of this group?*
- Target groups

# Study 2: Results

## Cancer Survivors

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **116.91** | **51** | | **.96** | **.04** | **.08** |
| Two-factor (Competence, Warmth + Morality | 140.00 | 53 | 23.09** | .94 | .05 | .09 |
| Two-factor (Competence + Warmth, Morality) | 150.33 | 53 | 33.42** | .94 | .05 | .10 |
| Two-factor (Competence + Morality, Warmth) | 140.74 | 53 | 23.83** | .94 | .05 | .09 |
| One-factor (Competence + Warmth + Morality) | 166.17 | 54 | 49.26** | .93 | .05 | .11 |

*Note: All models compared against the hypothesized 3-factor model (as shown in bold-faced text) for each group.*
*† = p < .10, * = p < .05, ** = p < .01*

# Study 2: Results

## Atheists

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **116.95** | **51** | | **.96** | **.05** | **.08** |
| Two-factor (Competence, Warmth + Morality | 121.87 | 53 | 4.92† | .96 | .05 | .08 |
| Two-factor (Competence + Warmth, Morality) | 160.01 | 53 | 43.06** | .93 | .06 | .11 |
| Two-factor (Competence + Morality, Warmth) | 154.81 | 53 | 37.87** | .94 | .06 | .10 |
| One-factor (Competence + Warmth + Morality) | 160.78 | 54 | 43.83** | .93 | .06 | .10 |

*Note: All models compared against the hypothesized 3-factor model (as shown in bold-faced text) for each group.*
*† = p < .10, * = p < .05, ** = p < .01*

# People with Disabilities

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **83.88** | **51** | | **.98** | **.05** | **.06** |
| Two-factor (Competence, Warmth + Morality | 92.23 | 53 | 8.35** | .97 | .06 | .06 |
| Two-factor (Competence + Warmth, Morality) | 296.36 | 53 | 212.48** | .92 | .11 | .16 |
| Two-factor (Competence + Morality, Warmth) | 286.81 | 53 | 202.93** | .83 | .10 | .16 |
| One-factor (Competence + Warmth + Morality) | 296.97 | 54 | 213.09** | .82 | .11 | .16 |

# Ex-Convicts

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **106.72** | **51** | | **.95** | **.06** | **.08** |
| Two-factor (Competence, Warmth + Morality | 134.00 | 53 | 27.28** | .93 | .07 | .09 |
| Two-factor (Competence + Warmth, Morality) | 162.07 | 53 | 55.35** | .90 | .08 | .11 |
| Two-factor (Competence + Morality, Warmth) | 187.88 | 53 | 81.16** | .88 | .09 | .12 |
| One-factor (Competence + Warmth + Morality) | 203.55 | 54 | 96.83** | .87 | .09 | .13 |

*Note: All models compared against the hypothesized 3-factor model (as shown in bold-faced text) for each group.*
*† = p < .10, * = p < .05, ** = p < .01*

# White People

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **59.93** | **51** | | **.99** | **.03** | **.03** |
| Two-factor (Competence, Warmth + Morality | 68.01 | 53 | 8.08* | .99 | .03 | .04 |
| Two-factor (Competence + Warmth, Morality) | 174.27 | 53 | 114.34** | .92 | .07 | .11 |
| Two-factor (Competence + Morality, Warmth) | 187.11 | 53 | 127.18** | .91 | .07 | .12 |
| One-factor (Competence + Warmth + Morality) | 191.30 | 54 | 131.37 | .91 | .07 | .12 |

# Asian People

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **132.68** | **51** | | **.92** | **.07** | **.09** |
| Two-factor (Competence, Warmth + Morality | 176.63 | 53 | 43.95** | .88 | .08 | .11 |
| Two-factor (Competence + Warmth, Morality) | 207.31 | 53 | 74.63** | .85 | .09 | .13 |
| Two-factor (Competence + Morality, Warmth) | 176.48 | 53 | 43.80** | .88 | .08 | .11 |
| One-factor (Competence + Warmth + Morality) | 226.74 | 54 | 94.06** | .83 | .09 | .13 |

*Note: All models compared against the hypothesized 3-factor model (as shown in bold-faced text) for each group.*
*† = p < .10, * = p < .05, ** = p < .01*

# Poor People

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **61.41** | **51** | | **.99** | **.03** | **.03** |
| Two-factor (Competence, Warmth + Morality | 82.06 | .53 | 20.65** | .98 | .03 | .06 |
| Two-factor (Competence + Warmth, Morality) | 146.19 | 53 | 84.78** | .94 | .05 | .10 |
| Two-factor (Competence + Morality, Warmth) | 120.60 | 53 | 59.19** | .96 | .04 | .09 |
| One-factor (Competence + Warmth + Morality) | 146.20 | 54 | 84.79** | .94 | .05 | .10 |

# Elderly People

| Model | $X^2$ | *df* | $\Delta X^2$ | CFI | SRMR | RMSEA |
|---|---|---|---|---|---|---|
| **Three-factor (Competence, Warmth, Morality)** | **171.90** | **51** | | **.89** | **.08** | **.12** |
| Two-factor (Competence, Warmth + Morality | 192.00 | 53 | 20.10** | .87 | .09 | .12 |
| Two-factor (Competence + Warmth, Morality) | 252.12 | 53 | 80.22** | .81 | .10 | .14 |
| Two-factor (Competence + Morality, Warmth) | 280.71 | 53 | 108.81** | .78 | .11 | .15 |
| One-factor (Competence + Warmth + Morality) | 291.38 | 54 | 119.48** | .77 | .11 | .16 |

*Note: All models compared against the hypothesized 3-factor model (as shown in bold-faced text) for each group.*
*† = p < .10, * = p < .05, ** = p < .01*

# DISCUSSION

Does Fiske et al.’s (2002) stereotype content model explain the stereotype content of all groups?

No!

Can adding perceived morality better explain stereotype content than simply the two-dimensional model alone?

Yes!

# Implications & Future Research

- Understanding of stereotypes
- Strategies for counteracting bias
- Future research:
  - Different target groups
  - Implicit measures
  - Behavioral outcomes

# Questions?

# Sample Characteristics

## Study 1

- 288 US participants
- Gender
  - 53% female
  - 47% male
  - One “Other”
- 32.62 years old (*SD* = 10.97)
- Race
  - 73% White
  - 6% Black
  - 7% Hispanic
  - 9% Asian
  - 1% Middle Eastern
  - 1% Indian/South Asian
  - 1% Native American
  - 2% Other
- Employment
  - 64% currently working
  - 7% working in the last 6 months
  - 26% not currently or recently employed
  - 3% retired

## Study 2

- 401 US participants
- Gender
  - 55% female
  - 45% male
  - One “Other”
- 34.63 years old (*SD* = 12.28)
- Race
  - 73% White
  - 10% Black
  - 7% Hispanic
  - 7% Asian
  - 1% Middle Eastern
  - 2% Other
- Employment
  - 67% currently working
  - 7% working in the last 6 months
  - 22% not currently or recently employed
  - 4% retired