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CICLO DE CONFERÊNCIAS ISPA-IU

EXTRAORDINÁRIAS

Centro de Investigação e Intervenção

3 DE MAIO > 12:30H > SALA DE ACTOS



WHY BARACK OBAMA IS BLACK: USING THE ATTENTION SHIFT MODEL TO EXPLAIN STEREOTYPES AND THE RACIAL CATEGORIZATION OF FACES

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My colleagues and I have used Kruschke's Attention Theory to account for several aspects of stereotyping and racial category assignment. According to the theory, majority group attributes are learned first. Subsequently, the attributes of minority groups are learned by attending to the features that best distinguish them from the already-learned majority group. Such attention creates a stronger link between minority groups and their attributes than between majority groups and their attributes. This process can account for why people have much stronger stereotypes of minority groups. It can also account for hypodescent, the tendency to assign mixed-race individuals, such as Barack Obama, to the minority category of the mixed-race. Other implications of Attention Theory for stereotyping and impression formation will be discussed.

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