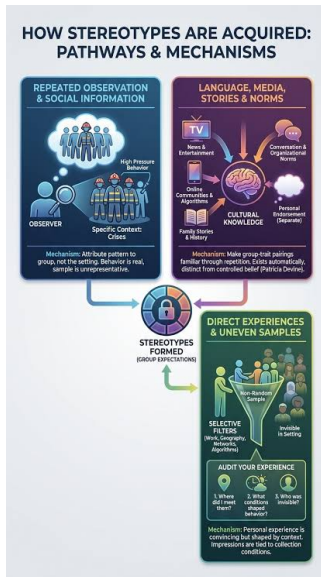


121. Stereotyping | 고정관념 (범주화를 통한 간소화)

1. Stereotype and Categorization 고정관념과 범주화



Stereotypes can help make sense of 이해하다 the world. They are a form of categorization that helps to simplify and systematize information. Thus, information is more easily identified, recalled, and predicted. Stereotypes are categories of objects or people.

Gordon Allport has suggested possible answers to why people find it easier to understand categorized information.

First, people can take advantage of 이용하다 a category to identify patterns. Second, categorized information is more specific than non-categorized information, as categorization **[undermines/underlines] [properties/prosperities]** that are shared

by all members of a group. Third, people can readily describe object in a category because objects in the same category have **[distinct/ambiguous]** characteristics. Finally, people can take the characteristics of a particular category for granted 당연히 여기다 because the category itself may be a(an) **[logical/arbitrary]** grouping.

2. Stereotype and Simplification 고정관념과 간소화 1



One way stereotypes influence competence 유능함 is that they cause stereotype targets to be perceived and treated **[different/differently]** than non-targets. Stereotypes were nicely described long ago by Walter Lippman as “the pictures in our heads” that **[tangle/simplify]** the world

by saving us the trouble of thinking when we meet people. **These pictures function as expectations of [how/what] people in particular categories will be like and what they can and cannot do.** Thus they allow us to fill in the blanks when information is **[obvious/ambiguous]**. In this view, people use stereotypes as shortcuts to make sense of their social contexts, and **this makes a person’s task of understanding his or her world less cognitively [hard/easy].**

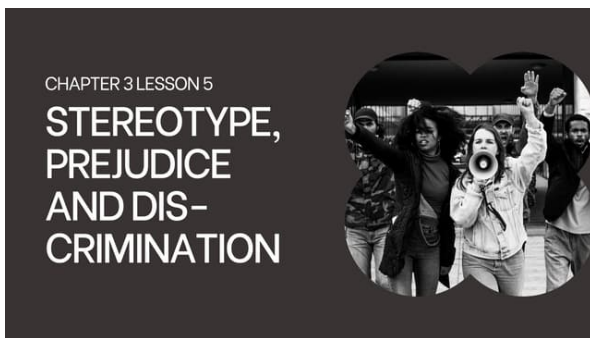
3. Stereotype and Simplification 고정관념과 간소화 2



Imagine you are walking along a path in the jungle and you hear the roar of a tiger. You turn and, behind a nearby bush, you see the tail of the tiger. **Although you don't see the whole beast yet, it's a good bet that you're in danger of encountering a tiger, not a hitherto**지금까지 **[discovered/undiscovered]**

species of shrew두더지 **with the tail and roar of a tiger.** You would be wise to make a run for it, or do **[however/whatever]** you are supposed to do when encountering a tiger. The example shows that we use stereotypes to **[fill in/get rid of]** the gaps when we are unable to gather all the information. And most everyday opportunities for perception are entangled^{얽혀있다} with gaps. **If you [didn't use/had not used] stereotypes, you would be [overwhelmed/relaxed],** because every item, person, and experience in life would have to be treated as though it **[was/were]** a totally new experience, not part of a broader class.

4. Stereotype and Discrimination 고정관념과 차별



Stereotypes can be efficient shortcuts. Because stereotypes **[confuse/simplify]** social reality, they have potentially powerful effects on **[what/how]** people perceive and treat one another. They can, **[likewise/however],** keep people **[processing/from processing]** new or unexpected information about each

individual, thus biasing the formation process. As a result, stereotypes can lead to discrimination^{차별} in many domains^{영역}.