Stereotype Contents of Social Groups in Turkey and Stereotype Contents Link to Individual Values

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Introduction

Stereotype Content Model (SCM) states that the most important universal dimensions of social perception are the dimensions of warmth and competence (Fiske, Cuddy & Glick, 2007). According to the SCM, stereotype contents differ depending on perceived status and competition of social groups and groups are placed into four clusters in many societies.

The present research aims to examine the clusters of different social groups in Turkey and the relations between stereotype contents individual values within Schwartz's model (Schwartz, et al., 2012).

Method

In Study 1, the most commonly mentioned social groups in society were defined by the 341 college students (69% female, $M = 22.29$, $SD = 4.83$) with an open-ended questionnaire. In Study 2, students ($n = 436$, $M = 21.5$, $SD = 3.3$ and nonstudents ($n = 420$ nonstudents, $M = 37.9$, $SD = 9.3$). were surveyed on society's perceptions of 36 different social groups in Turkey, perceived social structure (status and competition) of the groups and individual values. Two levels of analysis were conducted which are group and individual levels.

Results

Most frequently listed groups were poor people (45%), Kurdish (32%), students (32%), women (29%), rich people (27 %) blue-collar workers (25%). For each of the 36 groups, the competence and warmth ratings each were averaged across participants and as predicted, high and low clusters significantly different from each other (see Table 1).

To examine the structure of warmth-competence space cluster analyses were conducted. For both student and nonstudent samples in this study, four-cluster solution was the best fit. 27 out of 36 groups were placed in the same clusters across the different samples consistently (see Figure 1).

Table 1. Competence and Warmth Means for Each Cluster

Clusters	Students (n = 436)		Nonstudents (n = 420)	
	Warmth M	Competence M	Warmth M	Competence M
HC/HW	3.57b =	3.38a	3.38b =	3.37a
LC/HW	3.11d >	2.68c	3.11b >	2.53d
HC/LW	2.61a <	3.59a	2.64a <	3.23a
LC/LW	2.10c =	2.17b	2.19c =	2.05b

Note. Within each row, within each sample, means differ ($p .05$) if < or > is indicated or is indicated. Within each column, means that do not share a subscript differ ($p .05$).

Figure 1. Clusters of social groups across the dimensions of warmth and competence.

Table 2. Simple Linear Regression Analysis Result Predictive Effect of Competition on Warmth

Model	B	SH	β	R ²
1	Constant	-1,5	0,13	
	Competition	-0,67	0,13	-0,67***

Table 3. Simple Linear Regression Analysis Result Predictive Effect of Status on Competence

Model	B	SH	β	R ²
1	Constant	-1,63	0,07	
	Status	0,91	0,071	,91***

*** $p < 0.001$

Results continued

At the group level of regression analysis, perceived group status predicted competence and perceived competition toward groups predicted lack of warmth (see Table 2 and Table 3). Individual-level analysis replicated these results for status and competence for all groups, but not for warmth and competitiveness for 11 groups, which were mostly placed high on warmth (i.e., Ataturkist, Gypsy, blue-collar, middle-class, housekeeper, young, unemployed).

The relationship between stereotype contents and anxiety-based self-protection values (power, success, security, conformity, and tradition) were found related to stereotype contents for some social groups. The values were negatively correlated with perceived competence for homosexuals $r(155) = -.17$, $p < .05$ and man $r(150) = -.22$, $p < .01$ and positively correlated for disabled people $r(157) = .16$, $p < .05$ and Syrians $r(148) = .17$, $p < .05$.

In terms of perceived social context, the same values were negatively correlated with perceived competitiveness for Muslim $r(140) = -.25$, $p < .01$, uneducated people $r(141) = -.19$, $p < .05$, and Arabs $r(143) = -.27$, $p < .01$. Finally, values were found negatively correlated with perceived status for some groups like homosexuals $r(155) = -.25$, $p < .01$ and leftists $r(152) = -.21$, $p < .05$.

Conclusion

Stereotypes are the first step before prejudice and discrimination. This approach emphasizes, how status and competition together create different forms of prejudice. But the results show that competitiveness doesn't predict lack of warmth for all social groups. Finally, the results show that anxiety based self-protecting values were not related to stereotype contents and perceived social contextual factors for most of the social groups.

References

- Fiske, S. T., Cuddy, A. J., & Glick, P. (2007). Universal dimensions of social cognition: Warmth and competence. *Trends in cognitive sciences*, 11(2), 77-83.
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