Title
Stereotype Suppression and Recognition Memory for Stereotypical and Nonstereotypical Information

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that social norms against stereotyping are not transgressed (Stroessner, 1994). However, depression and sadness reduce people's ability to inhibit stereotypical thinking, leading to a greater tendency to endorse stereotypical views (Stroessner & Sherman, 1993). Therefore, people may find it more difficult to resist these views when they are depressed.

People's ability to inhibit stereotypical thinking also depends on their beliefs about the beliefs of others. For example, if people believe that others will be prejudiced against them, they may be less likely to resist stereotypic thinking (Stroessner & Sherman, 1993). This is because people may feel that they need to conform to stereotypes in order to avoid negative consequences.
STEREOTYPE SUPPRESSION AND ENCODING OF STEREOTYPE-PREVENTED MATERIAL
The present experiment...

Encoding Versus Retrieval...

You will be asked to...
RESULTS

...participants wore birthday hats for their participation. After completing the procedure, participants were told... no key. If they believed their personal lives were not part of the experiment, their...The proportion of participants who correctly identified old items and false alarms was not significantly different.

PROCEDURE

Participants were welcomed by the experimenter and were told...
more discrimination for stereotypical items, $t(25) = 1.65, p < .10$, and less discrimination for nonstereotypic items, $t(25) = 1.91, p < .05$, than did participants who did not suppress (one-tailed tests).

**DISCUSSION**

The results of this experiment replicate and extend the findings of Macrae et al. (1996). Participants who attempted to suppress their stereotypes demonstrated greater memory for stereotypical than nonstereotypical information. By contrast, nonsuppressors recognized stereotypical and nonstereotypical information equally well. In addition, whereas suppressors recognized stereotypical information more accurately than nonsuppressors, nonsuppressors recognized nonstereotypical information more accurately than suppressors. We demonstrated these findings despite using a target person from a socially sensitive group that might be likely to initiate spontaneous attempts at stereotype suppression in the absence of explicit instructions to do so. In addition, by measuring memory with a recognition task, we minimized the possibility that these results were due to the differential effectiveness of the stereotype as a retrieval cue for suppressors and nonsuppressors. Instead, our results suggest that there are important differences in the extent to which suppressors and nonsuppressors encode and store stereotypical and nonstereotypical information about a target person.

These results highlight some unintended consequences and costs of stereotype suppression. First, it appears that attempts at stereotype suppression not only increase the accessibility of the stereotype in perceivers' minds, as has been demonstrated in other research (e.g., Macrae et al., 1994; Sherman et al., 1996), but that suppression also increases the encoding of the stereotypical behaviors of others as well as memory for them. Ironically, it is the implications of these very behaviors that suppressors are trying to minimize as they form their impressions of the target. Moreover, to the extent that attention is differentially directed toward stereotypical information during suppression, then fewer resources are available to allocate toward nonstereotypical information that might facilitate the formation of an individuated impression of the target. Because suppressors direct so much of their attention toward stereotypical behaviors, they cannot thoroughly encode the nonstereotypical information and therefore recognize it with less accuracy.

The greater availability of stereotypical information also may have serious implications for the judgments that suppressors make about the targets of their suppression attempts. Our results indicate that the knowledge base on which suppressors may base their judgments likely will include more stereotypical than nonstereotypical information.
REFERENCES

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ERRATUM


On p. 211, under the section RESULTS, paragraph 1, the equation for $A'$ is incorrectly given as:

$$A' = \frac{.5 + (\text{hits} - \text{false alarms})(1 + \text{hits} - \text{false alarms})}{4((\text{hits}(1 - \text{false alarms}))}$$

The text should read:

$$A' = .5 + \frac{(\text{hits} - \text{false alarms})(1 + \text{hits} - \text{false alarms})}{4 \text{hits}(1 - \text{false alarms})}$$

We apologize for the inconvenience.