

Identifying Social Groups and Stereotypes; Using Stereotype Content Model (Case of Ankara)

Sosyal Grup ve Kalıp Yargıların Belirlenmesi: Kalıpyargı İçerik Modeli Kullanımı

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ABSTRACT

Conflicts initiated by issues related with identity are causing significant damage in human life and resources. Studies indicated that the contribution of stereotypes beliefs, prejudices and discriminations in either initiating and/or aggravating such conflict is enormous. In this contemporary time, where conflicts between social groups are more prevailing, study which focus on stereotypes exist among social groups have important contribution for understanding the issue in proper manner and designing meaningful intervention mechanism. Holding such ambition in mind, this study focused on identifying stereotypical beliefs attributed to various social groups among Turkey's population. This study consists two different studies. Study 1 address identifying relevant social groups in Turkey's population, and study 2 addressed dimensions of stereotypic beliefs between groups identified in study 1. Following the idea of Fiske et al (2002), the stereotypic traits were examined as a function of social structural variable such as status and competition. Result obtained from this study illustrate perceived groups fall into four clusters; groups perceived with high competence but low warmth and vice versa. The rest two groups construed with either low competence and warmth and/or high on both dimensions. Following that, discussion and comparison were drawn on these four clusters in line with convergence and divergence between current result and Fiske's result.

Keywords: Competence, Competition, Status, Stereotype, Warm

ÖZ

Kimlikle ilgili sorunların başlattığı çatışmalar, insan yaşamında ve kaynaklarında önemli tahribatlara neden olmaktadır. Çalışmalar, basmakalıp inançların, önyargıların ve ayrımcılığın bu tür bir çatışmayı başlatmada veya şiddetlendirmede katkısının çok büyük olduğunu göstermiştir. Toplumsal gruplar arası çatışmaların daha da yaygınlaştığı günümüzde, toplumsal gruplardaki mevcut kalıp yargılara odaklanan araştırmaların, konunun doğru anlaşılması ve yerinde müdahale mekanizmalarının tasarlanabilmesi açısından önemli katkılarının olacağı düşünülmektedir. Bu durumu göz önüne alarak mevcut çalışmada, Türkiye nüfusu içindeki çeşitli sosyal gruplara atfedilen basmakalıp inançlar belirlenmeye çalışılmıştır. Çalışma iki farklı aşamadan oluşmaktadır. Çalışma 1, Türkiye popülasyonundaki ilgili sosyal grupları belirlemeye yönelik iken, Çalışma 2'de, Çalışma 1'de tanımlanan gruplar arası kalıpyargı inançlarının boyutları ele alınmıştır. Fiske ve arkadaşlarının fikrini takiben, basmakalıp özellikler sosyal yapısal değişkenin bir fonksiyonu olarak incelenmiştir. Bu çalışmadan elde edilen sonuçlar, algılanan grupların dört kümeye ayrıldığını göstermektedir. Gruplar yüksek yetkinlik ancak düşük sevecenlik olarak algılanmıştır ve bunun tersi de geçerlidir. Geri kalan iki grup, her iki boyutta da ya düşük yetkinlik ve sevecenlik yada her iki boyutta da yüksek olarak yorumlandı. Akabinde Fiske ile mevcut araştırma mukayese edilerek yakınsama ve farklılık boyutlarında bu dört küme üzerinden tartışma ve karşılaştırma yapılmıştır.

Anahtar Kelimeler: Kalıpyargı, Rekabet, Sevecenlik, Statü, Yetkinlik

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INTRODUCTION

As species, we are evolved to rely on collaboration and interdependence for survival. The desires and difficulties of life necessitate a need to work in groups. Much of our needs and desires accomplish only through interactions and collective actions¹. Social groups can be considered as an answer for our complex needs and desires. They are often a source of security, cooperation and power. Though the importance of having positive concept regarding one's social group is clear, it is also important not to discount the damages which often arise related with it. Conflicts between groups are common features of all forms of social groups. Conflict and hostilities between social groups such as different religion, sport teams and ethnic groups are common. Literature reveals that groups based conflicts caused numerous fatalities and destructions². As Kuafman (2006) indicated out of twenty armed conflicts in 2005 fifteen was related with ethnic and communal case³. The gravity of the problem necessitates efforts from various professions and fields. Among such fields, Social Psychology in particular contributed numerous theories and research findings to better understand the concept of group and intergroup interaction. Of the various constructs which are considered to be predictors of intergroup behavior, stereotypes and prejudice attract the attention of scholars in the field of social psychology⁴. Since Lippman (2017) introduced the word stereotype in the field of social sciences, it has got huge scholarly attention^{5,6}. Due to variation in the theoretical orientations of the scholars, stereotype has got different definitions. However, there are communalities among the definitions. Taking the communalities, stereotype can be considered as overgeneralized, exaggerated and rigid beliefs an individual has about a certain social group⁷. Stereotypic belief consist various traits, roles, and characteristics attributed to certain outgroup members. Such beliefs used as a short cut for an individual to make quick decisions. People relay on such readymade mind sets to judge the members of outgroup⁷⁻

⁸. Various studies postulated that stereotypic belief determine how individuals appraise an out-group and how he/she interact with them. Furthermore, studies indicated that contents of stereotype are mostly negative to the out-group while positive to the in-group or groups considered as allies to the in-group. Hence, stereotypic beliefs are considered to be a precursor for negative prejudice and discrimination. With this conviction social psychologists conducted numerous studies⁹. Starting from Katz and Braly's (1933) study on racial stereotype, numerous studies and theories indicated the nature of stereotype and how it affects intergroup behavior¹⁰. From such theories, Stereotype Content Model (SCM) is among the recently developed comprehensive theory which has inspired an extensive body of research. Cuddy, Fiske, & Glick, (2008) proposed a model that can potentially considered as comprehensive and universal. On the base of the result of consecutive studies, the authors suggested two main dimensions (Warmth-Competence) that captures interpersonal and intergroup stereotypes¹¹. They argued that, stereotype stems from two main social structural factors namely socioeconomic status and perceived competition^{12,13}. These two factors considered to predict stereotypes summarized under the two warm-competence dimensions. The authors indicated that people appraise the intention (warm) and capacity (competence) of an out-group. First; individuals appraise the intention of the out-group as either harm or cooperative. Following this, they evaluate the capacity of the out-group to implement its intention. These two warm-competence combination produce four taxonomies, the first taxonomy refers to groups stereotyped as having high warm (cooperative) and high competence (capable) while the second taxonomy consist social groups stereotyped as having low competence and low warm. The third taxonomy includes social groups appraised as possessing high competence but low warm and the fourth taxonomy includes social groups stereotyped as low competence and high warm^{12,13}. Unlike to the traditional

approaches of considering stereotype as unidimensional aspect, the authors suggested that content of stereotype mostly mixed; high in one dimension (e.g. warm) and low in the other (e.g. competence). Furthermore, their study also indicated the link between stereotype, emotion, and behavior. As the author validated in empirical studies, each taxonomy predicts different emotions and behaviors. When appraising an out-group as high warmth and high competent elicited admiration emotion and associating and cooperative intergroup interaction, construing an out-group as low in dimensions, on the other hand, elicited contempt feeling and hostile intergroup interaction. Moreover, construing an out-group as high in warm and low competence dimension predict patronizing behavior such as helping but combined with neglect/undermining. Finally, appraising an out-group as low warmth and high competence predict envy related emotion and passive facilitation and need for active harm. The authors substantiated their model through empirical studies conducted in different places¹².

The present study will focus primarily on testing the core dimensions of SCM among Turkish community. Generally, this study will consist of two different studies. The first study focuses on identifying relevant social groups among Turkish population. The second study will address contents of stereotype attributed to each groups identified in the first study. Note that, the present study will center its examination on identifying groups that exist in Ankara and stereotype may transpire among these groups while excluding emotional and behavioral components of the model.

Objective of the Study

The objective of this study will be identifying relevant social group among Turkish population and stereotypes attached to those groups.

Rationale of the Study

As it is stated above, studies in social psychology provide a significant contribution for understanding the concept of identity, stereotype, prejudice and discrimination. Various theories and models which explain the nature of intergroup relation are developed from numerous studies. In most countries, including Turkey, conflict between social groups is costing precious life of human beings and causing socio economic crisis. Though, this is the fact, it is hardly easy to find studies conducted in Turkey that address the issue of social groups, contents of stereotypes between those social groups, and how these stereotypes affect intergroup behavior from social psychological perspectives. This gap and the gravity of the problem indicate the need for research on the topic. Furthermore, effective intergroup prejudice reduction programs and conflict resolution strategies are product of deep knowledge of the social groups exist in the country and stereotypes associated with each of these groups¹⁴.

Hence, studies on the concept of stereotype, prejudice and intergroup relationship are the main tools for understanding how social judgment and impression is formed and they also provide a direction on how to tackle the challenges imposed by intergroup conflict. Therefore, to conduct a study in such topic, it is important to identify the fitting theoretical base and the appropriate methods¹⁵. My reason for choosing SCM for this study relies on the comprehensiveness of the model and its richness in theory and research support. In this regard, SCM gives valuable base both in terms of theory and methodologies to study stereotype, prejudice and behavior.

METHOD

Description of Present study

This study will try to test SCM among Turkish population. To do so, two different studies were conducted. Study 1 focused on identifying social groups relevant in Turkey's society. Study 2 focused on identifying warm-competence dimensions (stereotype content) attached to social groups identified in study 1.

Study 1

Participants and Instrument of Data Collection

The participants for this study consists of 100 students studying at Yıldırım Beyazıt University (women, 65, men, 35 mean age= 21). Participants had no knowledge of hypothesis of the resent study and never familiarized with such research exploring stereotype. After this, as Fiske et. al. (2002) employed, to identify a representative and relevant groups for the study, the participants were asked to answer the following open ended question:

- Off the top of your head, what various types of people do you think today's society categorizes into groups (i.e., based on ethnicity, ability, age, gender, occupation, religion, etc.)?
- What groups, based on the same kinds of criteria used in the first question, do you consider yourself to be a member of?

Data Analysis, Result and Discussion

With respect of identifying consensus group relevant in Turkish society, descriptive analysis was conducted. According to result obtained from frequency analysis revealed that 12 groups emerged as relevant groups. That rated groups follows as poor (10.6%), rich (10%), jobless (9%), doctor (4.4%), teacher (4.3%), housewife (3.8%), women (3.5%), Kurd (3.55%), elder (3.3%), young (3.3%) and Turk (3.2%). There were diverse groups cited by participants, however, yielded insignificant frequency hence obliterated from the list of relevant group. That includes security, soldiers, athlete, workers, farmer, for instance.

Placing our listed relevant group on contrast with Fiske's relevant appears that there are convergent and divergent points between groups. Among group that listed as relevant in both Fiske and ours are poor people, rich people, elderly people and housewives. This taxonomy constitutes convergent points between two studies. Coming to group seem being relevant in the present study but not in Fiske includes, for instance, doctors and jobless. Note that group relevance could by much far be influenced by the nature of concerns have essence to participants of study. Meaning that types of matters that concern profoundly participants in their daily life will easily be retained when asked "off the top your head, which group do exist in current society?" theory of heuristic attributes bias to availability and representativeness¹⁶. In effect, pressing matters are retrieved quite seamlessly as they occupy considerable space in memory. Therefore, it is plausible to anticipate getting different relevant group from one participant sampling to another.

Study 2

The objective of study 2 geared to identifying how those groups identified in the study 1 will be rated in stereotype contents (warm-competence dimensions) and social structural variables (status and competition) . From groups identified in study 1, twelve social groups were selected for study 2. Following the findings of Fiske et al., (2002), I expected that perceived competition would predict warm dimension while perceived status of the group would predict competence dimension. Furthermore, numerous studies indicated that mixed stereotyping is more prevalent than unidimensional stereotyping. The stereotype of one group can consist high in one dimension and low in the other dimension. For instance, Israelis are mostly perceived as competent, skillful, and intelligent, while as the same time perceived as unfriendly, greedy¹³. Hence, I also expected that most of the social groups in Turkey would fall in mixed stereotype dimension.

Hypothesis

Perceived competence and warmth differentiate group stereotypes;

1. Many stereotypes include mixed ascriptions of competence and warmth;
2. Perceived status of outgroup predict judgments of competence
3. Perceptions of competition predict judgments of warmth

Participants and Data Collection Tools

A total of 360 participants were selected from Ankara Yıldırım Beyazıt University, Turkey (women= 228, men= 122 mean age= 20).Using questionnaire used by Fiske et. al. (2002), participants were asked to rate the groups identified in the study 1 on the scales that measure warm, competence, perceived status, and perceived competition. After completing this, participants were asked to report their social demographic information.

Participants rated the groups based on how they think these groups are viewed by Turkey society using 5 point Likert scale ranging

from 1-not at all to 5 extremely. To make the intention of the study clear and to reduce social desirability bias, the participants read the following sentences: “We are not interested in your personal beliefs, but in how you think they are viewed by others.”

Limitations of the Study

The generalizability of the current study is circumscribed by its focus on Ankara participants therefore it cannot extend to the whole population of Turkey. Moreover, although the current study predicated on stereotypy content model, but it is confined on identifying groups that exist as well as stereotypes seem to be imputed to those groups. Hence, the subsequent emotion and behavioral components are out of the realm of this study.

Ethics of The Study

The ethics committee approval of this research was obtained with the decision of the ethics committee of Ankara Yıldırım Beyazıt University, numbered 2018-438 and dated 02.01.2019-11.

RESULTS AND DISCUSSION

Hypothesis 1

Perceived competence and warmth differentiate group stereotypes.

To test this hypothesis that aim to establish traits and predictor scales for each identified group, principal factor analysis was ran. Since there are 12 group identified in study 1, hence 12 factor analyses computed on responses items. There was variability of factors yielded from 12 factor analyses ranging from five to eight factors with eigenvalues great than 1.0. All in all, four factors emerged as shared factors across all groups that include warmth, competence, status and competition. These four main factors of result of factor analysis dovetailing with Fiske’s result where their result yielded five up to eight factors of which four concluded as consensus across computed 23 factor analysis. Furthermore, rating of each participant on 12 groups according to competence and warmth scales rendered internal consistency of items. The competence

scale (competent, confident, independent, competitive, intelligent) obtained Cronbach Alfa/McDonald’s Omega ($\alpha = .71 / \omega = .71,3$), while warmth scale (tolerant, warm, good-natured, sincere) obtained Cronbach Alfa/McDonald’s Omega ($\alpha = .77 / \omega = .77,6$). In general, average score of competence and warmth constitute a way of arraying each of 12 groups on the bases of competence X warmth dimension. Hence, perceived competence and warmth differentiated groups. Following Fiske’s four cluster as the best fitting number of clusters, four clusters were determined. Hence, there was no need for running hierarchical cluster since its use based on the absence of theory¹⁵ to examine which groups fit into which cluster, K-means cluster analysis was used.

The first cluster comprised two groups: Kurd people and jobless people. The second cluster encompassed of two groups also: Turks and teachers. The third group

comprised three groups: doctors, rich people and men. The final cluster encompassed of elderly people, poor people and housewives. Note that two groups (women and young) omitted from cluster due to unclear belonging to a certain cluster. Overall, the data analyses espoused the proposition that perceived competence and warmth are distinct dimension tend to be significant and meaningful across clusters. This result coincides with premise made by Fiske and her colleagues (2002).

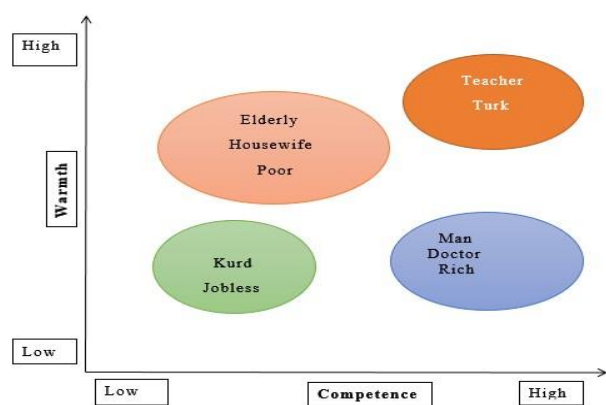


Figure 1. Four-cluster Solution, Study 2, Long Survey

Hypothesis 2

Many stereotypes include mixed ascriptions of competence and warmth. As it is defined by Fiske et. al. (2002), mixed stereotype refers to a condition where high ratings on one dimension (either warmth or competence) are coupled with high ratings on the other. As done by the authors, to address this hypothesis, I compare the identified clusters' centroids and paired t-test.

A comparison between four clusters based on their means shows that a cluster constituting of doctors, rich people and men scores highest competence rating ($M= 19.77$). The rating of competence attained by this cluster discriminates from the rest of clusters ($M= 11.93$ to $M= 13.69$, $p<.05$).

Table 1. Competence and Warmth Means for Each Cluster, Study2

Cluster	Students (n=180)	
	Competence	Warmth
Kurd, Jobless	11.93<	10.74
Turk, Teacher	20.20>	16.84
Doctor, Rich, Man	19.77>	9.94
Elderly, Poor, Housewife	13.69>	15.65

Note. Groups clustered reliably across solutions and across samples, except for the variants noted parenthetically. Within each row, within each sample, means differ ($p < .05$) if >or < is indicated. Within each column, means that do not share a subscript differ ($p < .05$).

For striking contrast between center's score on competence and warmth of this cluster, it appears this clusters scored high on competence dimension ($M= 19.77$) and low on warmth dimension ($M= 9.94$). As predicted, this cluster reflects mixed combination wherein it scored highest on competence and low on warmth. Note that, rich people perceived to be high competent but low warm in both our study and study and Fiske. There is consistency, therefore, of stereotyping rich people as competent on the expense of being lowest warm across diverse societies. Of course there is shared perception among various societies about associating wealth with agentic trait such as intelligence and courageousness. In terms of likeness rich people assumed to have unfriend attitude and low profile of close relationship with those who dint belong their categories.

The cluster that contains reliably of elderly people, poor people and housewives was the one with highest rating of warmth ($M=15.65$). This cluster's rating of warmth varied from all the clusters ($M=9.94$ to 16.84 , $p<.05$). Matched pair t test elicits that this cluster to have obtained highest scores on warmth but low scores on competence. This is compatible with the hypothesized mixed ascription of high on one dimension while low on the other. Note that, the mixed groups comprised 6 groups which represent prejudice and not fit pure antipathy dimension.

Once again, this cluster contains group viewed being honesty and sincere in Fiske's cluster, those who are elderly people and housewives. According to result of the present study, however, poor people fell in a cluster of

high warmth but low competence in contrast to Fiske' result. Thus, poor people perceived as lowest on both competence and warmth dimension in Fiske' cluster. The present result suggests that poor people not invariably derogated rather the issue contingents upon society. Even though poor people lack agentic traits, yet they are considered to be high friendly with respect to current result. Having noted that, subsequent emotion and behavior individual in society may have toward poor people is expected to be definitely different from societies tend to perceive them low competent and warm. Therefore, which outgroup fit pure antipathy? The result of the present study exhibit that the cluster that contains Kurd and jobless ascribed being pure antipathy outgroup that was due to low rating of competence ($M=11.93$) and warmth ($M=10.74$). Hence this cluster differed significantly from the other clusters. Interestingly, stereotype ascribed to group considered minority is the same with stereotype of jobless people. Moreover, jobless and poor people fall into different cluster although both of them occupy less significant position in society. While the latter viewed less competent but high warm, the former viewed less competent and warm.

The final cluster, following Fiske' definition, is identified being representing neither pure derogation nor mixed prejudice. This cluster contains Turk and Teachers whose score were high on both competence dimension ($M=20.20$) and warmth dimension ($M=16.84$). Note that, the classification of four clusters displayed here is consistent with clusters obtained by Fisk and her colleagues in terms of rating on competence and warmth dimension. The final comparison predicated on the individual level of each group using matched pair t test. Five groups were rated highest on competence and lowest on warmth relative to the rest of group. This category contains Turk, teacher, doctors, rich people and men. On the other hand, group rated highest on warmth dimension but low on competence dimension composed of old

people, poor people and housewives, Turk and teacher. Competence and warmth dimension didn't vary when it comes about Kurd and jobless people as the rating was low in both dimensions.

Hypothesis 3 and 4

To test these hypotheses, Pearson correlation was ran using two procedures of analyses. The first correlational analyses predicated on group-level procedure, in which ratings of trait and social structure were computed based on mean for each of 12 groups then these means of each group established the underlying of analyses. The second correlation analysis predicated on individual procedure, wherein correlation between trait and social structure was explored using score of participants in each 12 group. See the table 2. The result elicited high correlation between perceived status and perceived competence in both procedures; group-level $r(11) = .96, p < .05$ individual level $r(174) = .75, p < .05$. On the other hand, perceived competition was negatively associated with perceived warmth group-level $r(11) = -.62, p < .05$; individual level $r(174) = -.26, p < .05$ this result strongly supports the hypothesis that social structures (status and competition) predict competence and warmth. Hence group perceived as holding high status in society are more likely to stereotyped with agentic trait such intelligent, independent and competent. Contrarily, those relevant groups viewed as strong rival to in-group are more probably to be seen as less warm. The correlation between status and competence, competition and warmth elicited here dovetails neatly with Fiske's result (2002).

Table 2. Correlations Between Traits and Predictors, Study 2

Predictor	Competence		Warmth
	Group-level		
Status	.959		.479
Competition	.462		.623
Individual-level			
Status	.749		.075
Competition	.101		.256

CONCLUSION

The present study strived to identify relevant group in Turkey along main stereotypes attached to these group. Following Fiske's procedure, through study 1 12 groups emerged as relevant after eliminating those obtained less frequency. study 2 marked manifestation of stereotypes inherent in different groups of our society to some extent without generalization. Generally speaking, perceived groups were described in terms of two trait dimensions competence and warmth simultaneously. In line with these two dimensions, our result coincides with Fiske's

result where groups fit within four cluster. Thus, some group from society assumed to be high competent but low warmth or opposite, while other believed to be high in both competence and warmth and/or low both dimension. Note that, in terms of which group falls in which cluster (e.g., poor people) it is a controversial issue since results obtained from diverse societies most often don't match. Finally, although the study yielded interesting result, I acknowledge that having small size of sample negated from drawing a profound conclusion.

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