- **Stereotypes**

warmth

competency

- **warm people**

competent

SCHEMAS TO FLIGHT-AND-FIGHT

- **Stereotypes** ultimately pass judgment on others using *two criteria*: **warmth**—likability and approachability—and **competency**—a person's ability to get things done well and with purpose.

- We tend to want to be around **warm people** and respect those we consider **competent**.

STEREOTYPE CONTENT MODEL

Figure 1.1   The Stereotype Content Model

ELDERLY PEOPLE OR WITH DISABILITIES

"PEOPLE LIKE ME."

AFRICAN-AMERICANS DURING SLAVE-ERA AND JIM CROW

"MIDDLE MAN" MINORITIES, JEWISH IN MEDIEVAL EUROPE.

Pitied
Out-group

Esteemed
In-group

Warmth

Despised
Out-group

Envied
Out-group

Competence