

## Stereotypes: A Way of Thinking

You're exposed to millions of bits of data every second of your waking life. You couldn't function unless you filtered out most of this data and categorized the rest of it. Categorizing data into groups, giving the groups of information recognizable labels, and fitting them into your current knowledge base—these are some ways that your mind must function. So stereotyping, in this sense, is normal and essential. Problems occur when we allow these labels to become rigid, exaggerated, irrational beliefs about a particular group of people. Such rigid stereotypes about people usually lead to prejudice.

### *Managing Diversity*

Stereotypes, Prejudice, Discrimination – What's the Difference?

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