

The effects of priming of a threatening out-group on complementary stereotypes based on social status in Japan

Yifei LI*, Makoto NUMAZAKI, Kunyoung PARK, and Keisuke MATSUZAKI

Contact us: rikihi1002@gmail.com

INTRO

- We investigated whether **complementary stereotypes** based on social roles tend to be reinforced when threats are salient.
- We predicted that threats to system would increase uncertainty (**System Justification Theory**, Jost et al., 2012), which leads to the endorsement of complementary stereotypes and this effect would be moderated by social status of the targets.

HYPOTHESIS

- H1: High-status targets would be perceived as relatively competent yet cold in comparison to their low-status counterparts.
- H2: The effect described in H1 would be amplified in the presence of threats.

METHODS

1. *Participant*: 377 Japanese via crowdsourcing (193 female; $M_{age} = 38.5$)

2. *Design*.

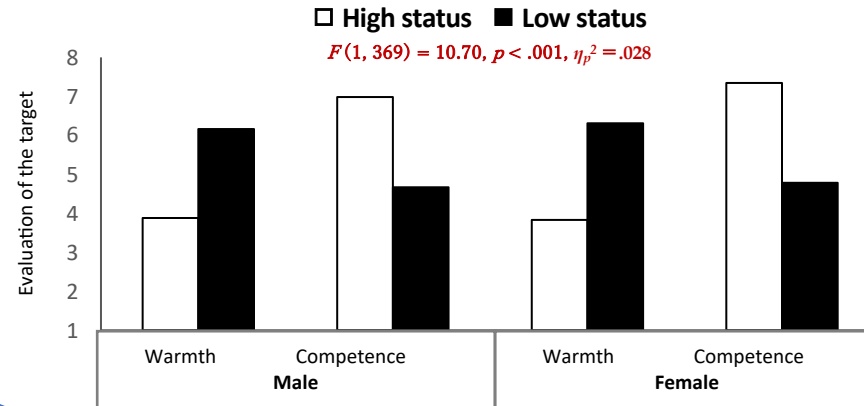
Independent variables

- Threatening out-group (salient vs. control)
- Social status of the targets (high vs. low)
- Dimensions of stereotypes (warmth vs. competence)

Dependent variables

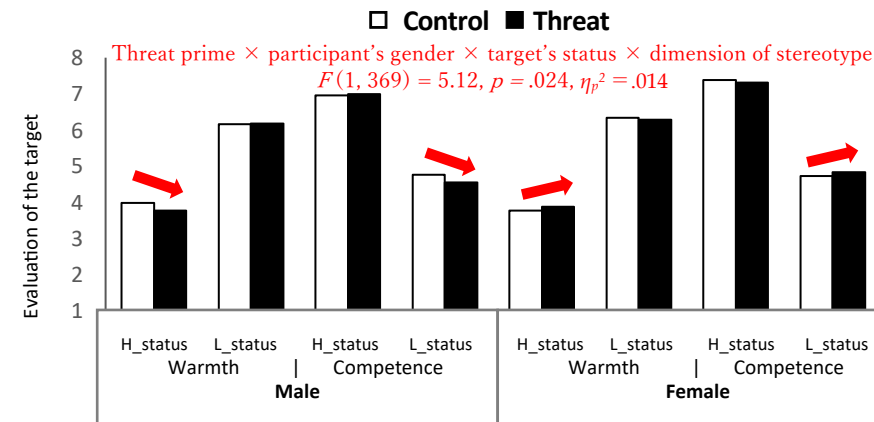
- Stereotypes towards targets (see procedure 2)

The analysis revealed a **significant two-way interaction**:
Target's status $\times$ dimension of stereotype $F(1, 369) = 2424.22, p < .01, \eta_p^2 = .87$



Participants did perceive high-status targets as more competent yet colder compared to low-status targets.

Test H2 three-way interaction:
Target's status $\times$ dimension of stereotype $\times$ threat prime
 $F(1, 369) = .100, ns$



NOTE: Male participants showed consistent pattern with the H2, while female participants showed a reversed pattern.

PROCEDURE

- Participants first reported their social economic status.
- Participants were asked to complete open-ended questions and rate four targets, two with high social status and two with low social status.

Free description (manipulation):

Identify and list countries or regions that currently pose economic/military threats to Japan and the reason list them.

Rating targets:

Evaluate High status targets: *Resident physician, Corporate legal affair* and Low status targets: *Sales associate, Daycare teacher* with Likert scale (countered).

- Participants were randomly assigned into **Threatening out-group prime** vs. **control** condition.

- **Threatening out-group prime condition:**

Free description $\rightarrow$ Rating targets

- **Control condition:**

Rating targets $\rightarrow$ Free description

DISCUSSION

- This study aimed to test whether complementary stereotypes based on social roles would be reinforced when threats to Japan are salient. However, the results were not consistent with all the hypotheses.
- It is noteworthy that male and female participants showed different patterns of complementary stereotype after threat prime. To see the results of exploratory analysis, our further explanations and follow-up research plans, please check QR code >>>

