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An Investigation into Cultural Biases and the Stereotypes generated from them

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By

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“I declare that this submission is my own work. Where I have read, consulted, and used the work of others I have acknowledged this in the text”.



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# **Abstract**

Culture is defined as the beliefs, languages and other traditions passed down from one generation to another. These differentiate between one group of people and another. Stereotypes, which are a set of cognitive generalizations about the qualities and characteristics of a group, are often derived from these traditions. This current paper examines different aspects of culture through research and in-depth analysis of the current literature to examine ways culture can change, be affected by bias and stigmas such as racism and offers a overarching examination of stereotyping as a whole.

# **Introduction**

Culture is defined as “the value, beliefs, languages, rituals, traditions and other behaviours that are passed from one generation to the next within any social group” (America Psychological Association 2020), a definition which applies to any group with a shared identity such as race, gender, and sexual orientation. However, throughout the world there are many cases where multiple cultures exist inside a given area, which results in interaction between these cultures. This can lead to individuals developing biased views of people depending on where they are from. These views become stereotypes of the whole group. Stereotyping is a set of cognitive generalization of a group about their qualities and characteristics (American Psychological Association 2014) and can lead to issues with both majority and minority groups as think they are above or beneath other groups. When studying the role of culture and stereotyping in today’s media, it is important to understand how it can negatively affect the audience the media is targeting. For most audiences, exposure to negative stereotypes can set an expectation Upon how an individual looks, sounds and behaves given their cultural heritage or background.

Focusing on the issues around cultural bias’s and images generated from these sources, the concepts of cultural appropriation and appreciation are seen throughout the world. Mosley & Biernat (2021) looked into the views of black Americans on white American’s appropriation of culture vs White Americans on Black American’s appropriation of culture over the course of five different experiments. These experiments each show the differing ways that appropriation can be seen in media and culture. The paper itself shows that the response is focused more on white Americans appropriating black American culture, a significant thread found throughout the papers that talk about cultural issues. With the current study, the importance of looking into cultural appropriation vs appreciation centres on stereotyping and the images relate to it. Without looking at the cultural view generated by the stereotyped images, there is no connection to the question of whether this concerns appreciation or appropriation so those stereotyped images must be included in such a study.

The concept of combining cultures is not a new concept, having existed since the early days of humanity and the understanding of life that is possessed. However often it was a merger of one culture with another culture’s beliefs to gain a control of the mass population of a nation. In modern times, the incorporation of cultures can be seen in the adoption of traditions in spaces. This process is referred to as cultural assimilation or acculturation. This topic was heavily discussed by Hong (2021) where the author discusses examples of acculturation models such as Berry’s Model of Acculturation (Berry, 1992) in which an individuals’ strategies to adapting to a new area is found across two dimensions. This view of cultural integration being two dimensional is highly detrimental as Hong discusses throughout their paper, showcasing examples of critiques of Berry’s Model. This is relevant to the discussion the current paper discusses as it is an area of focus later on, related to the topic of combining cultures.

The effect of racism upon the images associated with cultures should not be understated. Racism and prejudices have major effects upon results of research into multicultural areas such as appropriation and appreciation. Winston (2020) discusses the systematic racism found in American based psychological practice throughout its history, specifically discussing the use of intelligence tests during the civil rights movement to try preserve segregated schooling in America. This is a major area of focus for the current paper as racism and views such as those generated during the use of psychological practices to support racism are important to understanding the need for multiculturalism and their effect of stereotyping and the images produced by such stereotypes.

Cultural change is the more positive view of combing cultures. It is the way that cultures can adapt to new situations or scenarios while preserving their identity. Throughout this study, cultural change is seen to be affected by the factors of stereotyping, intra-minority interactions and the effects of racism. All these factors are important to understand how vital the change in culture is for human society. Salter et al. (2018) discusses how racism can be found in everyday life and its role in modern world, and how people view themselves as opposed to people from other cultures. It discusses as a paper the impact that discrimination and biases have on people, through the advantages and disadvantages individuals get due to their own race.

The goals of the current study are to look at existing papers on topics of intracultural relationships, interactions and stereotyping models; to then focus on the themes that are generated from these areas, finding their relevance in the current literature in psychology, with a conclusion that draws on all that is gathered from the papers and studies that are collected here and how these could affect the view individuals have on people from other cultures and the stereotypical images held about them. The current study will first focus on three papers and related data from each, then discuss four themes surrounding the issue of cultural images and the stereotypes that are generated or connected with them after which there will be a discussion on the themes and their relevance to modern psychology.

# **Papers to Analyse**

## **The Role of Intra- Minority Relations in Perceptions of Cultural appropriation - (Kirby et al. (2023)**

Cultural appropriation is a topic that carries a large amount of sensitivity and weight within it. In today’s age, appropriation of cultures outside your own is seen as an attack on minority group. Kirby et al. (2023) focused on the interactions between black Americans and other cultures in regard to the appropriation of black culture. A majority of the paper goes through the 6 experiments run to see the reactions of Black Americans on cultural appropriations by White Americans, Asian Americans and Latin Americans. The findings of the paper were that there was a hierarchical perspective on oppression and that helped with groups being more accepting of different groups appropriating culture if there is a sense of shared oppression.

The data collected in this paper suggests that relations between different cultures can lead to issues generated from one culture’s actions to another. A common finding of Kirby et al. was that there was an increase in negatively perceived actions as cultural appropriation when it was enacted by White Americans, a view that stems from white Americans being seen as the more dominate group. Hughes et al. (2015) demonstrated the connection between racial identity and well-being using a sample of African Americans. The findings of this paper shows the connection be-tween positive mental health and self esteem with a strong connection to their group. Findings from this paper would support why there is an increased negative reaction to the appropriation of Black American culture within other groups as it is directly related to the identity of Black American and can have negative effects on their mental wellbeing.

Kirby et al. discusses how the sample of Black Americans reacts to appropriation by different cultures such as Asian Americans and Latin Americans but did not use American Muslims. This is a relevant area to look into as Lajevardi et al. (2019) dis-cusses the paradoxical nature of how American Muslims who are integrated into the culture of their new home are more likely to receive discrimination and reported feeling more marginalized. The authors even discuss how in Europe, second generation immigrants are less likely to trust in a government and how that stems from the link between integration of cultures with increased discrimination, which is a serious issue for political theory and policies.

Due to the increased negative perception of immigrants and persons of colour in the media, Kirby et al. demonstrates the importance needed in intra-minority relations. Reny et al. (2019) focuses on this rise in hostile politics against anti-Latin Ameri-cans within America and discusses how there is a need to increase and find solutions to these inequalities, by finding a way to reinforce and enhance the norms of society surrounding racial equality among white Americans. This paper’s relevance to the current study is that it shows how individuals perceive groups based off of stereotypes generated by politicians, an example of cultural bias stemming from stereotypes.

## **Comparing Social Perceptions of Culturally Emic Protagonists Using the Stereotype Content Model (Schemmerling et al. (2023)**

The Stereotype Content Model was first proposed in 2002 by Frisk et al. (2002) and has been cited by 9807 and is used to assess a person when an individual first meets them. It is based off of two dimensions that of Warmth and Competence each with two levels, high and low. It was used in Schemmerling et al. (2023) to assess eight countries emic approach to one another. This paper used the Stereo-type Content Model in four languages (English, Portuguese, Spanish and German) across eight countries to test how each countries was able to do the scale. The re-searchers’ primary focus was the ability for the Stereotype Content Model to be equivalent in value across four languages, however it showed it was possible that cross-language comparisons can be done.

Schemmerling et al. use of the Stereotype Content Model was to test measurement invariance using the Model. The researchers use the model as an example of how there can be a language barrier existing in testing which can lead to results being lost in translation. Briley et al. (2014) discusses this, mention how in English and French there is a requirement to use a subject or pronoun while in Spanish, the pro-noun or subject is not required. This variation in language could confuse participants as it leads to differences in societal norms.

Cuddy et al. (2007) discuss how the Stereotype Content Model works on the basis that an individual perceives if the culture is in-group or out-group. This is important to the understanding of Stereotype Content Model as it opens the question of its validity up to if there is underlining prejudice and bias towards an individual. Due to the nature of the Stereotype Content Model being two dimensional it does not allow for in depth understanding of the relationship with groups outside of your own cultural group.

The relevance of the paper and the Stereotype Content Model to the current paper is that it is a widely used model for testing participants relationship to other cultures and has been used frequently in studies. The paper itself shows the scale it can be used on and how it is able to used across countries and languages. However this still opens it up to criticism and issue due to its two dimensional nature

## **Rethinking Multiculturalism: Toward a Balanced Approach – Cobb et al. (2020)**

Cobb et al. (2020) looked into the concept of Multiculturalism which as stated by the American Psychological society is “The quality or condition of a society in which different cultural and ethnic groups have equal status and access to power without losing their identity” (American Psychological Association , 2018) and highlights three areas in which Multiculturalism needs to be practiced in American psychology. These three areas emphasise the need to empirically test multiculturalism and that it is needed to be informed by theories around the topic. The three areas suggested are as follows: to remove group differences as the core part of multiculturalism, be-cause doing this reduces the idea and want to become a culture that is equal as individuals are constantly put into an us or them approach; remove the exclusivity of the multiculturalism way of life, make people feel included and make it a unifying force rather than separating; a series of tips for framing and construal of multicultural initiatives. The authors then suggest five guidelines to improve multicultural-ism initiatives.

The major part of this paper focuses on the importance of multiculturalism practices and how it is a way to incorporate different cultures into one space so there is reduction in stereotyping and racism. This is often compared to another model of diversity know as Colour Blindness. Plaut et al. (2018) discusses how colour blindness model and Multiculturalism can lead to more issues around prejudice and interpersonal discrimination. The paper includes the statement that multiculturalism has more positive implications for both models. However, it concludes that these two models are not meant to be mutually exclusive that they could coexist

An example of multiculturalism in practice is found in Hindriks et al. (2014) which examined a sample of Turkish and Moroccan individuals in the Netherlands and how they interacted with one and other. The findings in this paper showed where minority groups that have had cultural and religious diversity supported, there is less social distance between ethnic groups in an area. It was also suggested that minority groups supported multiculturalism as identity supporting for those minority groups rather than the native group, in the case of the paper, the Dutch.

Hindriks et al. states that the paper written was one of the first that have a large sample size. The study of Multiculturalism is still in its early stages and is a field where there is much scope for further study and development. Yogeeswaran et al. (2021) discusses how the future of psychological research into the topic could be interculturalism. The researchers focused on how interculturalism is more focused on the individual versus how multiculturalism is on the group. Additionally researchers mention the flaws of multiculturalism and how it can focus more on the minority groups than the individual. This connection is relevant to the current papers looking into this topic as it shows the differing potential paths available when working in this field

## **We Built This Culture (so We Can Change It): Seven Principles for Intentional Culture Change - Hamedani et al. (2023)**

Hamedani et al. (2023) looks at the modern culture, specifically with regards to changing modern culture. The authors suggest seven principles to follow in this area to response to different cultures. The paper discusses how there is a rise in unrest to the status quo and suggests a frame work that would bring about intentional cultural change: The first Principle is that people create the shape of the culture they live in, so they can be the cause for its change; the second Principle is to identify and evaluate the key levels in cultures to help locate where to target change; the third principle is that culture change should be happening in both top-down and bot-tom-up ways due to the fact that the source and direction of culture change matters greatly as there can be a chance of conflict between these areas; the fourth principle proposes that culture change can be easier when leveraging existing values at a group’s core and harder when the deep-seated defaults and biases are challenged as this requires questioning the status quo; the fifth principle concerns typically power struggles and identity threats when culture change is enacted, stating the need to accept this; the sixth principle mentions that cultures interacting with each other can cause backlash, resistance and clashes, stating that change can trigger cultural conflicts and further divides if not done correctly, which leads into the final principle that timing and readiness matter greatly for culture change.

The main focus of this paper is a series of important steps to reduce toxic culture and change the status quo. However the authors state that this paper is a starting point, not a tested theory. Another paper that follows similar motives is Zagefka et al. (2022) who discuss how past research into culture change has developed a blind spot in regards to preferences when they desire majority cultural change. The paper goes into detail about the areas that have been well studied versus areas that have not. With the majority of focus on the minority culture due to the stresses involved with adapting to a new culture following the need to migrate, it is still important to look at the negative effects of focusing on the majority as it can connect to acts of hate or a fear of losing one’s own cultural heritage

Varnum and Grossmann (2017) discuss where cultural change is coming from, the points that cause it in the modern era and possible future developments. This paper goes through the different implications for future research into cultural change. This is a relevant study for discussion as it shows the beginnings of the path that both Zagefka et al. and Hamedani et al. worked on, the focus on steps to enact cultural change. It references cultural change psychology as an emerging area of study, an area to begin focused upon. Since release of this paper, the focus on cultural change has increased within the psychological field, with JSTOR holding over 1335 papers on the topic of Cultural Change.

# **Themes generated**

## **Racism**

Racism is a major theme found throughout the papers. The use of systematic racism was previously discussed by Winston (2020), as mentioned in the introduction. For example, the use of systematic racism to attempt to preserve the segregation of schools by using intelligence tests. This paper can be coupled with Salter et al. (2018) in discussing that racism is found in everyday life and the benefits individuals find due to their race in everyday life. Both of these papers show that systematic racism can negatively affect politics in their countries and the psychological connect is not to be ignored.

Manners’ (2018) study into the debate around Brexit and how it was affected by the psychology of the British people. The paper goes in depth about the different views from the people wanting to remain in the European Union and those who want to leave it. These two campaigns are examined through the lens of five different psychological practices and finds that it seems more based around insecurity about the British identity and need to feel like the British empire once did. This view about the British Identity being an essential part of the debate based on the phrase “feels like” shows the underlining racism in the Brexit debate, and how the run on effects of its former empire continue to have.

But what is the run on effect of these sorts of culture of systematic racism in people today? Kurtz-Costes et al. (2019) investigates this topic by looking at the racial beliefs of parents and how it affects their adolescent children. The study found that parents who received ethnic-racial socialization growing up, effected how they raised their children. The study showed that the effect of the experience of bias towards a person due to their race can have lasting effect on individuals and how they view the world. The paper also found no correlation between the valuing of intergroup contact with racial socialization from the perspective of the adolescents. This paper holds weight in the current study due to its nature as a study into the relationship between racial stereotypes and bias in the culture of our life.

When focusing on the theme of racism within the literature, there tends to be a lean towards the minority group’s emotions to the prejudice that they receive. Ashburn-Nardo et al. (2019) looks at who is seen as responsible in situations where prejudice occurs, with the results of their study stating that not only are people within positions of authority seen to be responsible but they themselves feel responsible to address prejudice. The study looked into people’s reactions to the different situations surrounding prejudice and who was seen as responsible to deal with it. The relevance of this paper in both the literature and the current study is, that when attacks are being made against a cultural group, people look towards the authorities or someone to help them out. However often this does not happen for people who receive this prejudice at the hands of the majority group based on where the minority group has originated.

These sorts of discrimination are discussed in Kustov (2019), which asked the question whether there was backlash towards immigration if the immigrants came from less developed countries. The findings of the paper did find a correlation between the two, that immigrants from higher status countries were preferred inside a country and that it greatly affected the attitude to immigration policies. This shows that even within prejudice and stereotyping, there is a hierarchy existing that shapes the views of one group to another, which adds to this paper with its connection to potential images being drawn about stereotypes of groups from less developed countries. These sorts of hierarchical views increase the racism generated adding to research into racism and how it can occur regularly in life regardless of countries.

Spielmann et al. (2021) touches on the importance of race in psychological processes. It examines the issue it is a part of a focus on issues of race and inequality in psychological process and shows how change is needed in the processes of psychological practices to get a more just and equal society. Without proper changes in the field, psychology will be unable to progress. Spielmann et al, even proposes that for research, community members should be more informed in what studies are conducted by the psychological community. The paper is relevant to the current study due to its nature as an introduction to an issue surrounding the area of race and highlighting studies and articles connected to a very important area that will stay important in the psychological field.

## **Interaction between cultures**

Drawn from the papers focused upon earlier, Interaction between cultures is a theme found universally across them. The concept entails how the different cultures interact with one another. Kirby et al. (2023) discusses it in the context of appropriation within American setting and the effects of upon the black American community. Both Cobb et al. (2020) and Hamedani et al. (2023) focus on this interaction between groups and how it can be changed to be more positive in the psychological field adding to the existing research by contribution of proposed ways to change the current culture of the world. The discussion of different types of interaction between cultures previously looked at different methods such as Berry’s Model of Acculturation and assimilation, multiculturalism and colour-blindness as ways to interacted different cultures together.

Looking into the interaction between cultures, the areas of focus are the positives and negatives, how groups see each other and the world they live in. Politi et al. (2020) focuses on the views of individuals who succeed in gaining citizenship after immigrating into a country. Their findings suggests that there is an increase in national pride due to this, and the naturalized individuals become a part of the hierarchy and willing to cause issues for immigrants entering a country, enhancing and increasing power dived between nationals of country with immigrants entering a country for the first time. This particular interaction between cultures is an integration or absorption of an individual into a lifestyle where they can lose the sense of cultural identity from their previous home for their new one. This form of interaction can be connected to cultural change within a person rather than a group, an area of focus later on.

One area of cultural interaction is the lived experiences of biracial people. Albuja et al. (2020) focuses on identity denial and the negative effects it can have on dual minority biracial people and its association with negative well-being. The paper’s findings were that these lowered the sense of perceived multiracial public regard and induced greater feelings of identity questioning and denial could influence their sense of belonging in their lived experiences. This area of focus within the topic of the interaction between cultures shows how the interaction between groups who are viewed as minorities can lead to increased negative treatment form individuals from majority groups leading to divides between groups that can negatively affect the cultures.

Adler and Aycan (2018) contains insights into the state of Cross-Cultural Interaction through the information gathered by working with scholars in the field. The paper talks about how there is necessary changes to be made in the understanding of cross-cultural interaction and that the area needs to be focused on not as a binary choice but as a five dimensional one. This will allow for more insight work as working with individuals from other cultures is often more complex than a binary choice suggests. However, the review does not provide a definitive answer on how to manage cross-cultural interactions but gives more of an insight, providing a similar stance to both Cobbs et al. and Hamdani et al. who both put forward theoretical approaches to solving issues of multiculturalism and the interactions between different groups within the study of interactions between cultures.

Badea and Sherman (2019) looked into the source of prejudice and ways to reduce it. The study found that a source of prejudice is self image issues surrounding the concept of threats from Out-Groups upon In-Groups which can affect the views of prejudice towards individuals. The study conducted its work using self-affirmation approach, getting the majority group to do affirmations to reduce the prejudice produced towards the perceived Out-Group, allowing for interactions between different cultures. The findings of the paper supported this by showing how individuals’ feelings towards immigrants and their connection to the nation in which they settled changed with affirmations and that there was more openness after these movements.

## **Stereotyping**

Stereotyping of individuals is the major focus of this paper, the act of having an oversimplified and often biased view of an individual and their habits, beliefs and behaviours due to a generalization of them due to the association you give them. This habit of stereotyping individuals can lead to cultural divides and issues for intercultural interactions. The current study looked at the views generated from appropriation of cultures and how they are generated from stereotypical images of individuals of that culture. However, the area of stereotyping can effect many aspects of life for individuals from minority groups. Haft et al. (2022) showcases the affects of perceived racial discrimination on anxiety symptoms among Chinese heritage youths. The findings found that there was a link between greater experiences with discrimination and greater symptoms of anxiety. This link showcases one of the major negative effects of stereotyping, the effect it has on the health of the individual being stereotype. Haft’s study focuses on exclusively Chinese heritage youths in colleges located in the United States, leaving a window open for different minority groups to be tested in a similar way about their experiences with discrimination.

The major stereotype in question around Asian American is that of a hard working, intelligent and successful individual. This Stereotype is one that sets a standard for many individuals to live up. Thompson et al. (2016) discusses this stereotype with mention of the term “Model Minority” first coined in the civil rights movement by William Peterson. The study also finds that the effects of the Model Minority Stereotype has had on Asian Americans is one that has shaped how many adolescents view themselves. Findings discuss how over time, the number of incidents of experiencing this stereotype increased. However the feelings stayed constant on average. The paper also found that due to its nature as a more positive experience, the connection to identity was positively grown. Often when experiencing stereotyping and discrimination individuals can attempt to forgo that part of their culture. However in the case of the Model Minority Stereotype, the findings of this paper appear to increase the connection to ethic background and culture.

The stereotype of an individual can change depending on what is seen when looking at them. Petsko et al. (2022) looked into a concept that involved the use of an individual’s “lenses” to identify what stereotype is seen and characteristics that are placed upon the observed individual. The findings of this paper are proposed by the researchers as a solution to why there are contradictions in the current literature in the area of intersectional stereotyping, which is when two or more assumptions are made of a person based on the outward appearance they possess. The findings of the experiments were that individuals tended to use one lens to perceive a person at a time and that these lenses can either be simplistic or more complex in nature to help identify individuals for the assumptions to be made about the perceived individual. The researchers proposed that the use of this information could be used to help explain practical issues such as discrimination in hiring and theoretical ones. The lens model assists in the current paper as it shows how individuals look at one another to make the assumptions that generate the stereotypes and images that are held about the individual being perceived.

Stereotyping is not always an external experience. Individuals can be known to self stereotype and identify themselves with a stereotypical image to help fit into a group. Ortiz and Thompson (2019) discusses how media consumed can affect the view an individual has about themselves. The sample they used was that of sorority girls and how the media they consumed affected their views of themselves and increased the association to the group stereotype of sorority girl. The paper that, with its findings, there should be future research into the era of self stereotyping when it can lead to harmful behaviours, particularly if it is associated with excessive media consumption. This form of stereotyping is extremely relevant to both modern psychological studies and the current study as it points to the dangers of excessive media consumption shaping the stereotype that individuals are given. These can be dangerous leading to negative habits being performed.

## **Cultural change**

Cultural change is an area looked at in this paper that coexists as an example of ways individuals interact with other cultures. Cobbs et al. and Hamedani et al. both discuss ways that culture can be changed such as through multiculturalism. However throughout the research carried out for this paper, the changes in culture can be seen in different forms. An example of this is the discussions surrounding integration into a new setting after immigration, the absorption of cultures through assimilation or acculturation. This effect of culture change can be seen in many aspects of life such as in music. Music is a cultural item and can be traced through the feelings of a culture towards another group. Boghrati and Berger (2023) focused on the impact of cultural change in gender bias found in music. The findings of this study found that over the course of fifty years of music and a quarter of a million songs, that bias against woman had reduced but was not gone. Songs were still gendered but not as much as they once were. These findings show that culture shifts over time, as media that is regularly consumed by people. The words used to describe woman have become more positive over time but still hold bias against them. This paper shows the impact of cultural change and the effects it can have on the wider world when allowed to shift.

Schaller and Muthukrishna (2021) worked on modelling cultural change around recent research. The approach to test different theories and models of cultural change was to simulate different cultures and test which was the most rapid and successful change observed. Their models helped to establish a framework to understand cultural change. Due to the simulations not being based on real world cultures, meaning the models cannot predict exact locations or speeds of future changes, they can be used to predict that countries with low extraversion and high influenceability are susceptible to rapid cultural change. This paper’s research shows the impact the individual has on cultural change and how they can change the world around them. The impact of the cultural change and the speed it can happen depends on the individuals and their receptibility to change.

Cultural change is affected by many factors, such as cultural drift, network structuring and interactions with other cultures. Jung et al. (2021) investigated the effects of the factors such as these on cultural change. Results of this study show that network connectivity is critical in cultural drift’s ability to produce change inside culture. The findings examine in detail about how cultural change can be predicted to a degree based on patterns in terms of the speed and frequency of the change. These changes are affected by the network of the people present, which greatly affects the speed of the change. This paper looks at cultural change and its predictability, finding that it is difficult to get an exact time or speed at which it will happen, but it can be used in conjunction with other models to predict. Changes in culture happen rapidly and often take over the world, so predicting can be difficult. Jung et al. even states that when errors occur it effects the results rapidly and the error point on their model is quite high.

Cultural change is an area that is greatly affected by the individuals in that culture and their views such as stereotypes towards others and the bias generated from them in the forms of images. The responsibility of psychologists in this field is to change these stereotypes to become more positive over all towards everyone.

# **Discussion and Conclusion**

Within the topics of cultural stereotyping and bias, there are many factors that can affect the views of others upon them. When looking into these factors, there is a pattern drawn from the experiences of groups with others. Predominantly found throughout the studies is the impact that cultures such as white American culture has had on others, leaving a permanently damaged relationship between white American culture and other minority culture particularly those found in America that have interacted with it. This area of study is seen throughout the literature including the papers assessed which predominantly featured studies from American psychological sources. The field of culture relationships and bias is one filled with dangers and cannot be understated how damaging these can be on other cultures particularly on the images generated from them. This uneven focus on American studies and their interaction within the cultural groups presented is a large flaw of the study. The overuse of American samples leaves a major issue connecting to other world cultures such as European or Asia Cultures. The American samples however do give a larger insight into the complicated culture issues of the North American culture.

The use of the Stereotype Content Model to discuss areas of stereotyping found throughout the media is a critical piece of information for the current paper as it shows an active model used to discuss resources for the images generated. It is connected to the core part of the current paper and how it is used in collected information from multiple European cultures was especially important. The multination paper it was connected to is critical in showing that the data is not limited to American Studies. Many papers such as Cuddy et al. (2009) focus on its use outside of American focused areas, making the Stereotype Content Model more pancultural than other models.

A limitation of the current study is that due to its nature as a Rapid Structure Literature Review, there is an increase of bias in the choice of papers chosen to be studied. This could be changed with the presence of one or more additional researchers to allow for group collaboration into the choice of papers to examine. Another limitation is the use of primarily American based studies, due to the abundance of American psychological research. This is an important limitation to discuss given the nature of the current study being focused on cross cultural interactions and bias formed from stereotypes.

For future research, a quantitative study using images generated using the Stereotype Content Model, or another psychometric test to observe cultural or stereotypical bias, testing it on samples of participants with different cultural backgrounds would be recommended. Using a sample of participants based in Ireland would also have a positive effect given the international stereotypes of Irish people. Then a qualitative research study could be carried out into the relationship between participants and stereotypical images of other cultures and the participants’ own cultures to get an insight into if the participants have different reactions towards their own culture or others. Another possibility is using generative Artificial Intelligence (A.I.) to generate images from key words of a culture versus the description of the description of the culture from participants. This will help gauge the use of A.I. in art and media and how information online can affect the views of certain cultures and informed bias generated by AI. This would become relevant in the modern era of psychological studies given the impact of artificial intelligence on learning, and the effect of social media and online influence on an individuals perception of the world

An individual’s cultural identity is an important part of who they are. It is the basis of their connection to their home, family, and society. When individuals begin to lose that identity, they can change and become part of another culture. But often that change comes from a place where the individual’s cultural identity not accepted outside of their home. The current literature focuses more on the impact of stereotypes and racism in the wider world; however, there are many areas of focus that can give more insight into the impact of the psychological effects, such assimilation of cultures and the creation of a world culture over individual ones. This paper looks at current research into the relationships between cultures and finds that often issues stem from a minority group’s negative relationship with majority groups and that stereotypes can be found throughout society. The current paper also identifies areas of focus such as with the use of artificial intelligence on information online concerning these cultures and how they affect the views of the wider world.

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