Public lecture

How can stereotypes be so accurate yet so wrong?

Prof. Alice Eagly
Northwestern University
Hedi Fritz-Niggli visiting professor UZH

Wednesday, 11 October 2017
4.15 pm

University of Zurich
Rämistrasse 59
Aula (RAA G 01)
8001 Zurich
How can stereotypes be so accurate yet so wrong?

Join Professor Alice Eagly for this talk about research demonstrating that stereotypes of social groups reflect everyday observations of group members’ behaviors in their typical roles. Therefore, groups cannot fundamentally change their stereotype without changing their typical role occupancies. In this manner, social change and stereotyping are joined in a continually disputed alliance.

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Followed by reception

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Alice Eagly is James Padilla Chair of Arts and Sciences at Northwestern University (USA) as well as Hedi Fritz-Niggli visiting professor at UZH in the fall of 2017. Her research interests include gender, leadership, stereotyping, attitudes, and information processing.