

血液型ステレオタイプ肯定論者/否定論者に対するス
テレオタイプ：
ステレオタイプ内容モデルの観点から

メタデータ	言語: jpn 出版者: 公開日: 2014-03-12 キーワード (Ja): キーワード (En): 作成者: 橋本, 剛 メールアドレス: 所属:
URL	https://doi.org/10.14945/00007648

Stereotypes of blood-typical stereotyping believers and disbelievers:
Applying the stereotype content model.

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Blood-typical stereotyping (BTS) is still widely popular in Japan, regardless of numerous academic criticisms which indicate problem points of this stereotyping. This phenomenon may suggest that keeping positive attitude toward BTS will bring people in some advantage in social situations. So this study examined the stereotypes toward believer and disbeliever of BTS, in terms of the stereotype content model. The author hypothesized that BTS believer would be evaluated as lower competence but higher warmth (paternalistic prejudice), compared with BTS disbeliever (envious prejudice). Also facilitating effect of stereotypes toward BTS believer and disbeliever on belief in blood-typed personality theory (belief in BTPT) as an individual difference variable were hypothesized. Two questionnaire experiments were conducted toward undergraduates. Results supported the hypothesis that BTS believer was rated as lower competence but higher warmth than BTS disbeliever. Furthermore, facilitating effect on belief in BTPT was partially confirmed. That is, positive attitude toward BTS believers' competence correlated positively with higher belief in BTPT.

〈KEY WORDS〉

stereotype, blood-typical stereotyping, stereotype content model, belief in blood-typed personality theory