Public Abstract
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A Study of Priming Ethnic Stereotypes in the News: Responses to Female Arab and Israeli Prototypes

Present research shows that there is no study examining media representation of Arab women and Israeli women as a prime causing stereotype activation in Americans. The goal of this study was to understand how news stories about Arab and Israeli women prime stereotypes in American college students. A 2 (female target ethnicity: Arab and Israeli) x 3 (depiction type: prototypical, non-prototypical, and control) x 3 (multiple messages) study design was conducted to examine how depiction and ethnicity in news story stimuli interacts with evaluations of college-aged participants (N = 107). Ethnicity and multiple messages served as within-subjects factors and depiction served as a between-subjects factor. In an analysis of stereotype accuracy (hit rate, or yes responses to stereotypical words), a significant main effect for ethnicity and an interaction between depiction and ethnicity were found, showing higher stereotyping after participants read prototypical Arab stories and after they were not primed by stories. Lower stereotyping after reading non-prototypical story depictions of Arab women implies that non-stereotypical news coverage can reduce stereotyping. A final major significant finding was that Arab stories were seen as more credible than Israeli stories.