



# Changing Our Minds About Africa...

How we know – what we know?

# Africa... What words come to mind?

- Helpless
- Unchanging
- Troubled
- Exotic
- Sexualized

# Stereotypes

- Stereotypes proceed on the basis of gender, race, age, religion, social class.
- Or anything other distinction that can be used to divide people into groups.
- Many stereotypes are based on the notion of opposites.
- *Dominant groups* are credited with more competence and intelligence .
- *Subordinate groups* are more likely to be stereotyped as emotional and incompetent.

# Stereotypes...


- Bolster the status quo.
- Justify prejudice against another group.

# The process:

- Stereotypes are not simply sets of beliefs but they are knowledge structures that guide the way individuals process information...
  - What we remember
  - What we notice
  - What kinds of information we seek out
  - How we explain and make sense of what we see

# Knowledge Structures or Schemas

- Schemas – act as channels or filters of information, guide the individual to pay attention to information that fits the schema or stereotype and to ignore or explain away things that do not fit.
- Schemas – are useful in that they allow for a more efficient handling of the vast amount of information to which most of use are exposed, inevitably though it produces and perpetuates blind spots.



How do religion, science, and technology work to create stereotypes and validate unfair treatment of Africans?

# Why do stereotypes about Africans and Africa matter?

- Identify and evaluate judgments and actions that accompany stereotypes.
  - Prejudice
  - Discrimination
  - Violence
  - Access to resources





# How can we disarm stereotypes about Africans?

How can we unlearn stereotypes about African cultures and history?