The impact of stereotypes in companies

A literature review submitted as a requirement to obtain the degree of

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ABSTRACT

In this literature review a theoretical discussion is made as proposal for degree. in which are discussed the opinions of different authors with our own opinions on the topic to research; being a literature review "consists of search, select and consult the literature that may be useful for the study. This the relevant and necessary information related to the research problem be selected" (Gutierrez & Maz, n.d, p. 2). The research topic is how stereotypes are developed within society and how they can specifically affect within a company. In addition, a search is done to establish as first stay which is the origin of stereotypes, the functions that they have and the different approaches that can be found, along with this as stereotypes can prejudice and discrimination one perspective, also addressing the point of view of different authors and the proper on the different topics that are present. With this in mind, promptly sets the negative effects that stereotypes cause in the development of a company such as productive recession and the labor decline of the company.

Key words: Stereotype, society, functions, approaches, company

RESUMEN

En la presente revisión literaria se realiza una discusión teórica como propuesta de grado, en el cual se discuten las opiniones de diferentes autores junto con nuestras opiniones propias sobre el tema a investigar; la cual por ser una revisión literaria "consiste en buscar, seleccionar y consultar la bibliografía que pueda ser útil para el estudio. De ésta se seleccionará la información relevante y necesaria relacionada con el problema de investigación" (Gutierrez & Maz, n,d, p. 2). Se hace énfasis en como los estereotipos se desenvuelven dentro de la sociedad y como pueden afectar específicamente dentro del campo laboral. Adicionalmente, se hace una búsqueda para establecer como primera estancia cual es el origen de los estereotipos, las funciones que estos poseen y los diferentes enfoques en los que se pueden encontrar, además de esto como los estereotipos pueden hacer del prejuicio y la discriminación una sola perspectiva. Teniendo esto en cuenta, se establece puntualmente los efectos negativos que los estereotipos causan en el desempeño de una empresa tales como la recesión productiva de la compañía y el decrecimiento laboral.

Palabras clave: Estereotipo, sociedad, funciones, enfoques, compañía

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INTRODUCTION

The present document established concepts, guidelines, functions and impacts that have cultural and social stereotypes in the labor relations in the development of companies, because nowadays we live in a society where external appearances, appreciable visually determinates the eyes of others, where we come from and where we are headed. This classification has prompted certain social situations of social exclusion, which hinder the professional and personal development of certain individuals.

First, one starts with the conceptualization of stereotypes taking into account the antecedents of Lippmann, who is an exponent on this discipline of social psychology. Besides this, two concepts that are linked with the term stereotype are exposed, which are based on the 'cognitive', 'emotional' and 'behavioral component'. Representations that are internationalized by members, who are part of a culture, structuring and setting up ways to interpret, act and think about reality.

In this way, opening is given to the three theoretical approaches in the study of stereotypes, that which are formed through social norms, behavior and needs. On the field of social psychology, a strong exponent as was Henri Tajfel Intended to highlight the psycho-sociological aspects of the opinions emphasizing the interdependence between the single functions and social opinions based on a systematic analysis. It introduces the main theme of this document is how stereotypes are present in a work environment and how these components affect companies and employees in developing skills for personal, employment and professional growth. Thus, we will expand the social and labor vision in which we are immersed. Thus we will expand the social and labor vision in which we are absorbed.

STATEMENT OF THE PROBLEM

It is a well-now fact that the growth of business and increase in customers is the goal every enterprise has over the forecast. Growth is a sign of the ability to survive and adaptation to the context. Even so, a business rule is to work with co-workers from others cities or countries but, to establish personal relationships are not easy, on account of stereotypes and prejudges inside the internal and external environment of a companies. With this in mind, the leader and personnel must be well informed and trained for these particulars.

Considering that stereotypes are defined "as generalized beliefs about the characteristics of a group, and stereotyping represent the process of attributing these characteristics to particular individuals only because of their membership in the group" (Baumeister & Finkel, 2010, p. 345). For example the most common stereotypes are: gender stereotypes "consists of beliefs about the psychological traits and characteristics of, as well as the activities appropriate to, men or women" (Gender Stereotypes, 2006, p.2); cultural stereotypes, which refers to the customs and beliefs of human beings; beauty stereotypes, which refer to the effect of artificial beauty that goes against the nature of the body, among others.

That way, stereotypes have been changes in society imposing physical, labor and cultural appearance, nowadays image defines what people are. But, are stereotypes negatives of positives in people's life? As such, stereotypes are not bad or good, but they can influence intercultural interactions in different ways, one instance could be the critical problems inside of an organization which generates obstruction of the ability of people to reach their maximum potential by limiting their choices and opportunities.

Therefore this, it tries to establish the effects of stereotyping and subthemes that it has broken down in a specific environment then based on the before mentioned ideas, the following research question is posed to guide this literature review: **How could stereotypes affect development of companies?**

LITERATURE REVIEW ON STEREOTYPES WITHIN COMPANIES

Humans are born belonging to social groups. Whenever, people grow becoming aware of their memberships in a particular group. Just as every human being acquires a personal identity, acquires a social identity. It is a well-known fact that people do not live in isolation, everyone learns, copy's or belongs to other people, cultures or groups. "The creation of stereotypes belongs to the process in which all humans become individuals and it is related with the first stages of development" (Iborra, n.d., p.1). As for of this, stereotype is defined as "a simplified mental image and limited details about a group of people who shares certain stereotypical characteristics" (Garrido, Azpilicueta, n.d., p.5), this is to say, stereotypes can be neutral ideas or also, they can be positive evaluation/assessment, which contribute to consolidate a determinate position in society.

Stereotype as Lippman's description was an important step to give a clear concept and easier to understand whom may be interested in researching about this topic. Basically this concept is that stereotypes are formed as process of perception according to social environment which make easier the classification or categorization of one person or group. Additionally, Lippmann (n.d) argues that stereotypes are "resistant to change, highlighting ow they come to disassociate themselves from the changes that occur in society, the images that are inside the human's heads are images of themselves, from others, of their needs, purposes and relationship whit their public opinions (as cited in Suriá, 2010, p.9), in turn, society according to Sidanius & Pratto (1999) always classify its members in subgroups as a necessary precondition; thus, there is evidence that it is not a simple natural desire for stereotyping but that is an instinct which makes it necessary to take a pattern of reference to identify the traits that are looking for either in a group of people, objects, animals, etc. (p.26).

On the other hand, doctor Tamara Bueno from the Complutense University of Spain said that Katz & Braly (1933) defined "a stereotype is a fixed impression that corresponds not much to data that tends to represent; therefore, society define at first and secondly look" (p.33). In this way, it is conceptualized the term of stereotypes as the origin of misperceptions which represents a society and they will treat consequently in social interactions in which are involved.

The first processes leading to the appearance of stereotypes are formed in a social context through a combination of observing others, learning, and mental processes. A team of researchers led by University of Aberdeen psychologist Douglas Martin provides that "the process of

repeatedly passing social information from person to person can result in the unintentional and spontaneous formation of cultural stereotypes" (Jacobs, 2014, para.3), that is to say, that instinctively people apply general and particularly incorrect simplifications to most of society. "The researchers write stereotypes begin with a "kernel of truth" that subsequently gets inflated into a widely held truism regarding a group of people. But other times, they can spring up seemingly from nowhere" (Jacobs, 2014, para. 7).

In spite of stereotypes formation has largely been understood as being about coming to see relationships which involve behaviors and are not based on objective evidence 'i.e., the relationships do not actually exist' (MrGarty, Yzerbyt & Spears, 2002, p.13). Also, stereotypes can be learned through personal experience with group members, which might not actually be related. Social roles, emotions generated by between-group interactions and social learning all contribute to stereotypes or also, it can be learned with the evaluation of one's self, for example, Gerber said "ideas that encourage stereotypes about other people can come from the self-evaluation of the individual making the stereotype (as cited in Ruiseco, 2010, p. 10).

Stereotypes, in this sense, are a set of ideas, attitudes and beliefs applied to certain personages, relating them in certain social conditions, either of their nationality, ethnicity, age, gender, or sexual orientation. For this reason, stereotyped thoughts about people can be confused with prejudice, because stereotypes can eventually develop into insulting or degrading labels that cause a negative impact on others.

Stereotype, may also result in certain undesirable attitudes as discrimination and prejudice. The existence of these three concepts have been permanently for a long time, are three key concepts are linked and belong to the same social field, Jost and Banaji (1994) concluded that stereotypes are "individuals generate beliefs and stereotypes about themselves about social groups in such a way that existing situations are justified" (as cited in Macrae, Stangor & Hewstone, 1996, p. 277). With this in mind, it can be deduced that are like a chain because following this simple concept, prejudice and discrimination against a particular individual is triggered. Most people always tend to raise prejudice against someone, usually quickly think on the negative aspects and rarely the positive aspects, so this bad behavior that the human being has the tendency to trigger discrimination and creating a stereotype to that individual.

To illustrate this and starting from the standpoint of prejudice the example of Keene (n.d) "an individual that knows several individuals, or families, from the south and enjoy sweet potato

that foot that could lead single is taken into account to the belief, or geographical that stereotype all families in the south enjoy sweet potato foot" (p.2). It comes to think that this is not necessarily a negative bias if instead can make a positive, 'the positive prejudiced can become mental representations of what each person can expect about another person having its features and personality or whether by its life experiences'. But taking the example of prejudice of Spanish towards Andalusians according Casal (2005) that are "lazy, indolent, very sexual and lazy, boastful, conceited, arrogant, exaggerated and funny, but also sensual and artistic" (p. 137).

Based on the previous example, the perception of people is going to be always negative, because they mentioned first the negative characteristics of the individual and ultimately positive, leading in turn to be discriminatory by the knowledge that an individual possesses these characteristics creates a kind of social or employment discrimination, and this are not exactly the qualities to develop an individual in the labor company. As Fiske said "discrimination is the denial of equal rights based on prejudices and stereotypes" (as cited in Keene, n.d., p.2.). This is how these three key concepts are linked, so stereotypical notions about people can be confused with discrimination and prejudice.

Based on the before mentioned ideas, stereotypes cultivated strong effects in our thinking about other, since they implied generalizations about typical characteristics or predominate members of different social groups, suggesting that all members of those groups have certain characteristics. The following summarizes outline three general approaches to the study of stereotypes: the cognitive, the psychodynamic, and the sociocultural. These three orientations provide a convenient point of departure because each orientation focuses on one particular function of stereotypes.

Regarding to the level of the analysis, psychodynamic orientation suggest that: "Stereotypes are used to satisfy unconscious issues that operated as evidence of prejudice and are given a defensive function of the ´I' through the mechanisms as projection and displacement" (Suriá, 2010, p.5), this means that, it is a mechanism where the associated feelings fact emerges and these are allocated to someone else, for example, what usually happens to people who take it out their frustrations with the other people.

A functional analysis is concerned with the needs beings met and the motives being served by social stereotypes and the involvement of stereotypes in executing plans and fulfilling purposes, both personal and social ones (Zanna, Olson, 1994, p.35).

Secondly, the cognitive orientation is defined as: "The cognitive structure which contains the knowledge, beliefs and perceived expectations regarding a human group" (Suriá, 2010, p.6). "The most distinctive feature of the cognitive perspective is its view of stereotypes as 'nothing special', as not essentially different from other cognitive structures and processes" (Zanna, Olson, 1994, p.35). The implications of this definition are important, beliefs are structured and related to each other. "In the stereotype they have many personality traits such as behavior, physical characteristics, roles, occupations, etc." (Puertas, 2004, p.3). For example, Companies prefer a thin person in a position of employment; because they believe that better perform their duties. Although, sometimes this orientation makes life more comfortable because it simplifies reality, facilitates interaction and it make possible the survival and a motivational function, useful for certain groups maintain their power or status.

Finally, and not less important, social orientation indicates that "are a reflect of culture and history, which are used to adjust to a social norms" (Suriá, 2010, p.6) also it can be mentioned in Zanna, Olson (1994) that "the sociocultural orientation suggests that stereotypes serve the social function of helping people fit in and identify with their on social and cultural groups" (p.36), but when two groups compete for incompatible goals involves the deterioration of mutual images. Among the theories that support this factor, they are deferred as: Realistic group conflict theory; Sherif, Harvey, White, Hood and Sherif (1961) suggests that "competition for access to limited resources leads to conflict between groups" (as cited Zarate, Garcia, Garza & Hitlan, 2004, p.2). "As groups compete with other groups for limited resources, they learn to view the out-group as the competition, which leads to prejudice" (Zarate, Garcia, Garza, & Hitlan, 2004, p.2); theory of social knowledge which refers to conflicts of interest or threats posed by out-group as the ´ethnocentrism´ ´negative stereotypes´ usually favoring the in-group and intergroup discrimination.

Although the theoretical orientations of stereotypes take three main approaches as a criterion, it could be taken as basic principle attributing characteristics to a society, group or individual which seek to satisfy the unconscious needs that arise from the social rules in other cases of 'categorization' that allow humans facilitate the thinking through groupings, which will previously indicated by 'prejudice and prediction of behavior' that will lead associations of individuals in a society.

Then, stereotypes not only reflect social reality nor they are used to explain and sometimes contribute to creating it. The functions of roles and stereotypes have been studied in social psychology and Tajfel was who proposed a systematic analysis of these functions considering intergroup relations.

Thus, it is how Tajfel raises stereotypes many people meet for both individual and social functions, also he mentioned that "stereotypes tend to have positive or negative connotations and rarely neutral, it is exaggerations and generalizations that may cause problems for members of negatively stereotyped group" (as cited in Stangor, 2000, p.3) as compared with actual events it can be seen in the following way: stereotypes older workers have negative connotations 'forgetful old teacher' and the positive connotations are 'young software developer is bright'; this phenomenon refers to" the decrease in performance in situations where people feel threatened by the possibility of their performance confirm their stereotype" (Psicología Social, n.d., p.3). For example: "I am a black woman, poor then give me bad intellectual tasks'. It is what is known as stereotype threat" (Psicología Social, n.d., p.5). Stereotype threat is "a complex psychological phenomenon that occurs only when several related a factor coincides" (Conaway, 2005, p.1).

Consequently, in the social functions of stereotypes, Tajfel (1981) says that it is necessary to deepen "The specific content of stereotypes, as well as distributing them in different social groups turning to safeguard the collective interests of the group" (as cited in Puertas, 2004, p. 5). These events serve to explain how social groups act, why they do it and how it forms and maintain the social structure, such as 'the North people are richer than the South people', 'the poor are ignorant and criminals and the rich are arrogant and overbearing'. In these examples some social categories are observed: North people vs. South people and Poor vs. Rich. In addition, it can see that there are favorable comparisons to a group or social category. However, comparisons are not always favorable as the most disaffected may have difficulties to develop a social identity, just like Dovidio, Glick and Rudman (2005) said that "social stereotypes often ascribe a wide array of attributes to the members of some target group, even when these specific attributes would not normally be classified together on the basis of semantic meaning (p.212).

The posited alignment efforts to benefit the efficiency of organizations also include the necessary fine-tuning in the care of the distinguishing features of individuals. Mihail (2006) suggest that "organizations need to address stereotypical bias in order to ensure that they do not underutilize any segment of the talent pool, and scarce managerial skills are effectively

deployed" (p.3). Moreover, companies experience high levels of inefficiency when decisions are based on inaccurate stereotypes. As humans are dependent upon stereotypes in their daily information processing, a critical issue is the identification of conditions that produce more accurate stereotypes. Thus, the expansion of corporations has led to an increase in business interactions in which people are clearly labeled by some stereotype.

Therefore, stereotypes contribute to accelerate social interactions, facilitating the selection of relevant information from each participant, and shortening both the time required for processing such as that required for the election of the behaviors more appropriate specific social situations. "The workplace is a breeding ground for stereotype threat. Whether receiving annual performance evaluations by bosses or periodic informal feedback from mentors, organizations are evaluation-intensive environments" (Kray & Shirako, n.d., p. 1). According to Block, Koch, Liberman, Merriweather, & Roberson (2011) stereotype threat has been found to occur when the following conditions are met:

(a) The task an individual is performing is relevant to the stereotype about an individual's group, (b) the task is challenging, (c) the individual is performing in a domain with which he or she identifies, and (d) the context in which the task is being performed is likely to reinforce the stereotype. (p.3)

This refers to depending on the environment in which the individual is given the creation of the stereotype, i.e. if the individual A came to a task that has a degree of difficulty and this individual is female, the conditions will automatically create a stereotype regarding this genre, which insinuate that the female will not have the ability to develop this type of work, or simply if the same individual performs a task that is equal or greater degree of difficulty and if managed to do successfully outside of a certain group, it will create or demonstrate a stereotype of firmness and competitiveness.

Added to that "when you think of diversity in the workplace you typically think of race and gender, but in reality workplace diversity is much broader. Consider your co-workers; they differ in a variety of ways such as age, marital status and family responsibilities" (Solovic, 2010, para.1). These differences can lead to stereotypes cause tension in the workplace. For example, it is common to hear that the Argentine people are arrogant or pedantic, but of course, we know that is not true.

The creation of such stereotypes, in this case, nationality stereotype "responds to a process in which members of a group who share symbols, meanings, stories, emotions and passions, which are the product of ongoing and continuous negotiations in which subjects involved face" (Stefoni, 2001, p.3) refers to what each person with their respective nationality has a kind of stereotype that qualifies them, additionally is a simplification and often until construction is totally unfounded, and often emerge from prejudice, but, stereotype that the employee associates to their guest may not always be true. Hamilton & Sherman (1994) "people tend to continue to maintain their stereotypes of particular groups even after there is substantial evidence that disconfirms the actual stereotype that they are applying" (as cited in Ruiseco, 2010 p.8).

Besides, stereotype threat "is thought to be effective in decreasing performance is the assertion that people are affected by their perceptions of prejudice through the activation of "category-relevant" stereotypes, even in the absence of over prejudicial behavior" (Bridges, 2008, p.30). Then, it is reasonable to think that, the goal of management is "to assist staff in recognizing that stereotypes are illogical by challenging these faulty cognitions. The need to challenge gender and other stereotypes in the workplace is one of the reasons so much increased attention has been placed on managing diversity in organizations" (Borkowski, 2015, p.66).

It is well known fact that development of a company besides to be in the economic environment, it is also located in the human resource. Companies values the quality of human resources and, to elevate it to a new level, any company that wish to achieve the success and stay in a privileged position, it must have a highly trained workforce to increase productivity, but at the same time, it must adopt a business philosophy that gives equal importance to the quality of this resource. Then, what happens when it start to show factors that generates labor decline within the company?

When factors do not contribute to workforce development in a company, as stereotypes and gender, social and cultural discrimination, employees are subject to perceptions and prejudices in the workplace that it can show a low degree of motivation and to be more likely to leave their jobs to find greater acceptance environments. Barragán, Castillo and Guerra (2009) of the Great Place to Work Institute argues that "a good place to work is defined as one in which its employees are proud and pleased with their jobs and enjoy companionship of other employees" (p.146).

Furthermore, a company tends to create categorizations, creating groups of stereotypes for workforce development, making it more noticeable to discrimination of stereotypes, an example is the creation of categories for men and women, Moya indicates "the category of gender affect women more strongly -as dominated group- than men -as the dominant group- since women tend to be more in terms of their group characteristics and men more in terms of their personal characteristics" (as cited in Pérez, 2013, p.46). So every action has a reaction "a consequence of categorical thinking is that it facilitates distortion of perceptions. These consist in the fact that people minimized differences categories what are known as assimilations or exaggerations between categories which are known as contrasts" (Aguilar, 2011, p.4).

One instance could be, gender stereotypes that occur within a company when it treats people unequally according to its gender, it usually generates more female stereotypes than male stereotypes because "like other dominant groups, men make rules that preserve their privileges.... As long as a dominant group wants to subordinate others' interests to its own and is able to do so, the outcome- distributing more income to men than women" (Snizek & Neil, 1992, p.404), in other words, define goals and expectations for each sex with a different evolution, hiring the presence, contributions and the role of women.

Otherwise, "the perpetuation of gender stereotypes which emphasize a woman's role in the home, as well as innate differences in her abilities when compared to those of a man" (Snizek & Neil, 1992, p.404). What affects companies in the sense that if they allow prejudices and gender discrimination within their workplace it will experience a low productivity, high employee turnover rates and frequent absenteeism, as "people who are stereotyped face a second concern: the threat that their behavior will confirm a negative stereotype 'stereotype threat' which can cause anxiety and hamper performance on a variety of tasks" (Aguilar, 2011, p.8).

CONCLUSIONS

Since conceptualization, orientations and functions of stereotypes we can understand that stereotypes have a functional and adaptive value because they simplify and order our social environment. In addition, stereotypes facilitate social identity and group integration and adjustment to social norms, nonetheless, they can also have negative connotations which can cause harm to people in some circumstances.

Therefore, it is necessary to begin processes that help people to accept and to understand the differences that appear in different social groups or fields that every human being is confronted. From the labor point, we suggest that managers encourage a series of training workshops. For example: items related to the change of own mentality to live in the Century XXI on: respect and human rights and respect for difference and not exclusion. Moreover, it could treat psychological topics of coexistence, successful relationships and well-being.

Clearly, there are companies more successful those prepare their employees and to create warm environments and stimulus, where everyone appreciates and reveres his companies, giving a great sense of belonging to their workplace, which represent the good functioning of the company, now that, continuous improvement of the working environment and the integration of family or work type is a great help for the achievement of individual tasks and objectives of the organization. On the contrary, in the absence of belonging and a deterioration of a common identity is created, people and the company could not produce nor function optimally, because people will not matter what happens to production, it will not be motivation in the workplace and people will work only for wages.

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