Media Effect on Negative Stereotyping Among High School Student

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Introduction

Stereotype is a pre-existing general view people gain to label certain groups of people (Popov, 2017), it could be a positive or a negative stereotype. A positive stereotype is a positive view which helps them to recognize other people easily, while a negative stereotype is a negative view of another person which could turn the worst becoming a prejudice. The origin of stereotype happens due to illusory correlation, which means a stereotype occurs when there is a similarity between two things when they are not. For example a student believes that all nerds are bookworms, just because that student has a nerd friend who read a book all the time.

Gross (in Calzo and Ward, 2009) said that if a negative stereotype dominated in the media consumed regularly, it will make people less accepting, leading them to accept unfavorable portrait. Therefore, in this study media will be used to portrait negative stereotype towards African-American people, as in the study of Steele and Aronson (in Popov, 2017) explains that when a label (negative stereotype) is branded on the African-American student, a stereotype threat occurs. Stereotype threat is a situation in which people feel themselves to be at risk at conforming to the negative stereotypes about their social group. Therefore we want to find out of how a negative stereotype could occurs from a media.

Methodology

This research conducted by using experimental methods. The research hypothesis (H1) is media will have effects on developing negative stereotyping among high school students. The null hypothesis (H0) is media has no significant effect on developing negative stereotyping among high school student. The independent variable (IV) is media which will be operationalized as a 10 minute video about prejudice against African-American people to experiment group and giving no video (media) to control group. The dependent variable (DV) is negative stereotyping, which will be operationalized by giving the participant a 10 Yes or No question about negative stereotype towards African-American.

The experiments design used is independent measures design as the design is suitable for this experiment to compare two groups between experiment group and control group. The sampling method used is purposive sampling because the characteristic required is good comprehension on English, which can be found on the 10th grader, which have an average for English score above 70. Then a random sampling is used to randomize the 10th grader students into experiment group and control group.

The participants consisted of 40 students in the first-year of high school in Surabaya, Indonesia. The participant will then be split into two groups randomly with 20 students each into experiment group or control group. In the experiment group, the participant will be given a 10 minute video about negative stereotyping on African-American people, then after they have watched the video, they were then asked to answer 10 questions about African-American traits in a Yes or No question. The control group would only answer the questionnaire without watching any video. This experiment has been approved by the homeroom teacher supervising the participant and has also gain consent from the participant. Debriefing was done to ensure that the participant will not discriminate African-American due to the after-effect of this experiment, and was told of the aim of this experiment after the experiment was done.

Result

Fig.1- Result

Result calculated from a Mann-Whitney U-Test shows a significant correlation between a media to a negative stereotyping as $U_B = 101.5$ (Fig.2) $< U_{critical} = 114$. When the value of the samples is equal or lower than the critical values of Mann-Whitney U-Test is considered a significant result (Popov, 2017). The value of U_B is lower than the Mann-Whitney Critical Value, it means that both IV and DV have a very strong correlation. This shows that H1 is achieved, while H0 is rejected. It means that there is significant effect of media to negative stereotype view toward African-American people.

Conclusion

In conclusion the experiment shows significant results about the effects of media on negative stereotype in the schema. One limitation of this study is that the participant comes from the same cultural background of Indonesian, negative stereotyping in Indonesia towards African-American people is not that much of an issue to the country Indonesia has so many different culture and race.

A research supporting this study from Tan et al. (2009) on negative stereotyping that was constructed on African-Americans by media. Further research may be required for this experiment, which is to control the participant by using participant with a similar background to those which the negative stereotyping is intended to. This could be better for this study as Indonesia has so many culture and race, which could be compared to each other by using media effects to stereotyping. Another example may be with a different type of questionnaire on other negative stereotypes. A new ways to convey ideas of negative stereotype could be used to improve the study, such as using a play, a video game cut-scenes, or maybe from a storyteller, etc. In conclusion, this study could be used for better purposes such as anti-negative stereotyping training in fighting against prejudice and stereotype threat, which comes from negative stereotyping.

References

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