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Reducing the effect of stereotype threat: the role of coercion contexts and regulatory fit.

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Summary: Two experiments examined the effects of competition and cooperation contexts, as well as regulatory fit, on reducing the negative influence of stereotype threat. Experiment 1 demonstrated that in high stereotype threat conditions, participants in the cooperation context scored significantly higher on a math test than those in the competition context, while participants in low stereotype threat conditions did not differ in both contexts. Experiment 2 found that under stereotype threat, participants with induced prevention focus scored significantly higher on a math test in the cooperation context than those in the competition context or control group. At the same time, participants with induced promotion foci did not differ between the contexts. Thus, while the cooperation context may counteract the effect of stereotype threat, inducing a promotion focus may create a regulatory fit in the competition context that could also remove the effect of stereotype threat.

Classification: C60 C20 C30

Keywords: stereotype threat; cooperation; competition; regulatory fit; promotion focus

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