

Culture Stereotypes and Its Impact in Shaping Public Opinion in the 21st Century

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Abstract

This study has focused on the impact of cultural stereotyping on today's society and the way it impacts shaping public opinion in the 21st century. Besides that, there is a detailed discussion about the positive and negative impacts of practising culture stereotyping in the 21st century. There are different cultural stereotypes available in society such as customs, dress, race, social standards, colour and many others. The beliefs associated with cultural stereotypes affect the lives of people in a very systematic way and people who are associated with these stereotypes unconsciously treat other people according to the stereotype. Sometimes, people living in a society with different cultures can create some conflictual situations in the country and these conflictual situations impact the mental health and mental peace of the people. The "Secondary qualitative data collection method" has been used to collect data from authentic and reliable sources to conduct a truthful and proper study about the topic. Considering the collected data, a thematic analysis has been conducted to get an insightful overview of the topic with details. This overall evaluation has thus helped in having a core idea about cultural stereotyping, its basic reasons and its influence on behavioural changes of the people living in a society. Apart from this, the detailed discussions about all the important factors of the topic have supported in concluding an honest and proper result regarding the subject matter.

Keywords

Behavioural Changes, Cultural Stereotypes, Myths and Beliefs of Cultural Stereotypes, Public Opinion.

cultural stereotypes

INTRODUCTION

Cultural stereotypes occur when all the public with the same culture acts, thinks and behaves similarly and impacts the way of leading lifestyles of the people, individually. This cultural stereotyping helps to find insight into a specific culture and the behavioural changes of the people associated with a particular culture. Sometimes, it builds conflict situations in society as there are different cultures built-in society and somehow it severely impacts the shaping of perceptions of the people. There are different types of cultural stereotyping based on race, culture, gender and many other reasons which severely affect the mental health of people. Considering all these aspects, this study has been conducted by critically evaluating all the important aspects related to cultural stereotyping and its impact on shaping public opinion and perception in the 21st century with proper materials and methods.

AIM AND OBJECTIVES

This study aims to find out all the necessary and important aspects related to the impact of cultural stereotyping on shaping the opinions of the public in the 21st century.

Objectives

- To find out the reasons for cultural stereotyping
- To explore the types of cultural stereotypes in today's society
- To evaluate the impact of cultural stereotyping in shaping the public opinion
- To identify the positive and negative effects of

SCOPE AND RELEVANCE OF THE RESEARCH

This paper helps to attain a core understanding of cultural stereotypes and their aspects in the contemporary scenario. Cultural stereotypes evolve and form similar thinking processes, limitations and biases of the people living in a society with the same culture. People sharing similar cognitive biases and regulations are considered the main reason for biases in society. Following this, all the advantages and disadvantages related to cultural stereotypes and their impact on reshaping public opinion in the 21st century have been evaluated throughout this study. However, no primary data could be collected by the scholar due to a lack of time. Still, a significant amount of secondary data has helped in attaining the objectives and thereby developing effective research regarding the topic.

METHODS

Research design

Research design is considered as one of the crucial methodological tool which ensures the collected data as evidence to enable the effectiveness of the research problem or evaluate a theory to describe the issues of the research topic. There are different types of data design however, **descriptive data design** has been taken to analyse the collected data for this study. Descriptive design aims to find out the information systematically to describe any phenomenon or situation of the research topic [1]. Then mentioned method has helped to find out all the issues descriptively related to the research paper. However, with the

help of this data design method, all the issues of cultural stereotypes in society has been evaluated descriptively.

Research type

Research type helps to observe, predict, explain and control the phenomenon of the research paper by analysing the collected data from reliable sources. The research type aims to select a proper method that can be used for data collection and analyse of the problems of the topic. **Qualitative research type** has been selected for this study to collect the data for analysing it. Qualitative research types include non-numerical data and literature to develop a descriptive result of the topic [2]. Thus, this particular research type has helped to attain an effective result regarding cultural stereotypes and their impacts on the lives of people.

Inclusion and exclusion criteria

Inclusion and exclusion criteria is a method used in the data collection process which find out the people who can participate in a research study from a targeted population. The inclusion criteria of this study includes collecting reliable and authentic data relevant to cultural stereotypes and their impact on people. Besides that, the exclusion part of this study has excluded all the unnecessary data associated with cultural stereotypes to conduct a proper data analysis of the topic [3]. This data collection process helps to overlook the insight view of the study to evaluate a generic and appropriate outcome of the study.

Data collection and analysis procedure

In this study, a secondary qualitative data collection method has been taken to collect data from authentic and reliable articles, newspapers, websites and other sources. The journal articles taken in this study are published between the period of 2018 and 2022. Authentic and reliable journals and articles are thus critically reviewed to collect an optimum amount of data regarding this specific topic. Depending on the collected data, a thematic analysis has been done to attain a better understanding of the topic [4]. The thematic analysis process is regarded as the most beneficial in describing secondary qualitative to develop a better research paper on any topic. Hence, the mentioned data collection and analysis procedure has been supportive for attaining better insight regarding this topic.

RESULTS

Evaluation of stereotypes in today's society

Stereotype means a group of people who hold the same opinion about someone or something and standardise a mental image about it for every public living in that same society. This group of people have oversimplified opinions, prejudiced attributes and critical judgments about a specific person or specific topic. Everyone across the world has subscribed to some kind of stereotypes in their livelihood and these stereotypes impact the leading lifestyle of the people. Stereotypes have affected people's lives in positive and negative ways as it changes the way of treating, and talking

towards a person. Stereotypes limit the thinking process of people and assign the people to follow some baseless information which sometimes is not best suited for them. In this rapidly progressing world, there are still some stereotypes going on which affect the livelihood of the people living in a society [5]. The world is evolving with new technologies and new scientific definitions but still, some old stereotypical myths and beliefs are active all around the world.

Stereotyping is as ancient as human culture and in this modern age, the idea of stereotyping has not changed at all. This stereotyping is not only providing a standardised picture of a specific person, group or topic but also standardising specific ideas based on old theories. This stereotyping influences people most of the time in a negative way and sometimes it creates wrong opinions about people or specific topics which also creates distress in many public. There are different types of stereotyping based on different topics that have been practised since an ancient period. There are racial, colour base, and gender-related stereotypes that are mostly seen across the whole world in the 21st century and have been there in society since ancient times [6]. Even after spreading the negative sides of stereotyping all across the whole world, there are so many people brought up with stereotyping mentality.

Stereotyping has impacted the politics of most countries around the whole world which increases the conflicts between two different groups of people with different religions, different cultures, different financial statuses and many others. It also has affected the people of democratic and republic countries across the whole world and still now the public faces different issues and these issues impact the mental health of the public. The whole world is evolving every day and thus stereotyping is evolving with modernism in the 21st century. People become immensely judgmental as they get influenced by the stereotypical mentality and sometimes develop stressful, harmful situations for the rest of the public living in the same region or same society [7]. Apart from this, some stereotype mentality has positively impacted some people of society and helps in their mental growth and as well in their work farms.

Reasons behind stereotyping

The whole world is facing many as it is constantly changing and evaluating new strategies, new technologies, and new theories to understand the challenges across the whole world and prevent them in positive ways. The cultural societies of many countries are still full of people with stereotypical mentality. There are many reasons behind the stereotyping which has affected public growth mentally, physically and financially also. These kinds of stereotypes help to understand the old socioeconomic mentality of the previous generation as stereotyping was generated from generation to generation. The world is evolving with new strategies that help to increase the productivity of every country across the whole world. However, sometimes these stereotypes positively affect the public and strengthen the

correct myths and beliefs of the public [8]. These stereotypes strengthen the core point of the countries which helps to fulfil the gaps available in society.

Stereotyping has a core relation with social groups all across the whole world and the stereotyping groups share a semantic relation with society. People from all around the world have accepted all the previous stereotypes and the public gets used to it which helps to develop it as a normal language for the public all around the world. These stereotypes sometimes help to ensure and maintain the cultures in the society that are rapidly changing due to the new evolving nature of the society and the public who live in it. Sometimes these stereotypes help to develop the child's brain and impact the leading lifestyles of adults [9]. Sometimes these stereotypes occur when there is a conflictual situation created in society because of gender inequality, race colour or many other reasons. All the members of a stereotyping group have similar characteristics, and they have similar viewpoints about society and the cultures available in societies all across the whole world [10].

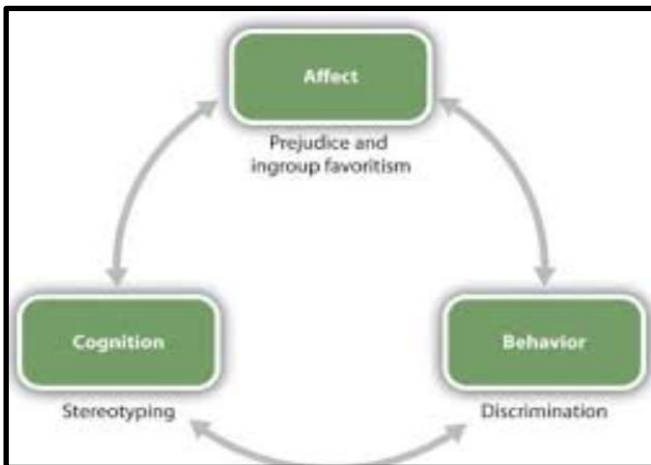


Figure 1: Reasons that conduct stereotyping [10]

Many people in this modern age follow cross cultures and many people are still culture-specific. The younger generation of three decades are following cross-cultural patterns and the adult generation from the ancient age still follows culture-specific stereotypes which creates a conflictual situation in individual countries in these two types of people. There are many variables available in both cultural patterns and a country with these two types of cultural thinking creates combined social statuses which are somehow interconnected with each other. The people of the 21st century are more active passively and the old generation was physically involved in developing and maintaining stereotypes in society [11]. However, in the 20th century, the prejudiced mentality of the people related to cultural stereotypes is changing and decreasing the judgemental issues of this stereotype mentality of many people. Many other countries have developed strategies to decrease the stereotypes of the country which impacts the health of the common people but many countries are struggling to manage the stereotypical groups living in the society.

Positive and negative effects of cultural stereotypes on today's society

There are many positive and negative impacts of cultural stereotypes on the society from ancient age to up till now. However, stereotypes have morally known for their harmful impacts but there is something good in this also. Besides that, it is very necessary to implement a stereotype in a very positive way so that it can be less harmful to the public of society. Different countries have different stereotype issues in their countries all across the whole world and eventually different religions and cultures have indifferent stereotype issues related to their religions and cultures [12]. A positive stereotype means a social group of people, who describes the admirable and beneficial factors of stereotypes in a positive way to the other people of a society with the same cultural aspects.

There are very few examples of positive cultural stereotypes that are known to social people all across the whole world and from these few examples people can acknowledge the positive insight of the cultural stereotypes and their positive impact on today's society. Some of the very stereotypes are known worldwide such as, women are passionate and caring for their closed ones, people of Canada are very polite, Men are the leaders and main pillar or backbone of a family, Asian people are very intelligent and good at maths, elderly people have more experience and they are wiser and many others [13]. These positive stereotypes sometimes help to close the disparities that have been practised in society for ages, such as through these positive stereotypes now many countries across the world are now slowly progressing in closing the gender gaps that are there in the society of all around the world [14]. However, even apart from the good sides of positive stereotypes, there are some bad sides hidden in these positive stereotypes as they are harmless but it depends on the person's way of implementing the stereotype in society.

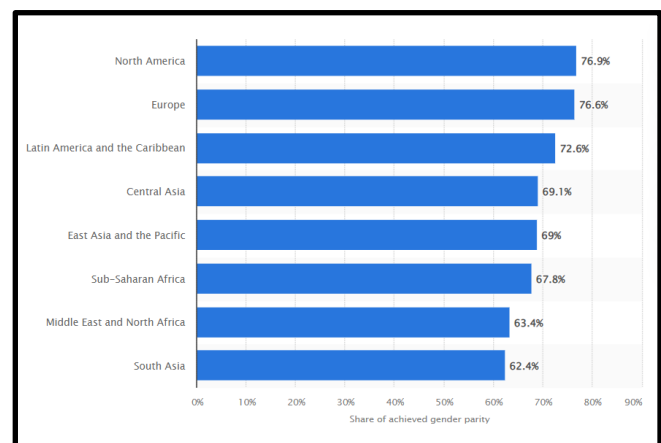


Figure 2: Closing rate of gender gaps in different countries of the world [14]

Apart from these few positive stereotypes, there are lots of negative impacts of stereotyping on society regardless of the region or culture. A negative stereotype means a group of social people who describes objectionable and unacceptable

qualities and factors about stereotypes to the other public with similar cultures in the society. There are many examples of negative cultural stereotypes such as poor people are lazy people, Asian people are bad drivers, black women are not good at heart, women marrying old people are gold diggers, judging a women's character by their dressing style, as a person get older they become more forgetful, all police officers have become racists and many others. Negative cultural stereotypes only focus on developing a judgmental mentality about a person's characteristics and started judging others with that mentality [15]. These types of judgements are very harmful to everyone as they can lead to discrimination in the minds of social people. It is very evident that in negative cultural stereotypes people judge another group of people based on one prejudiced mentality which impacts the whole group of social people.

Culture stereotypes and their impact on shaping the opinion of the public in the 21st century

A group of people take prejudiced discussions which cause discrimination about a person or a thing from a different culture known as cultural stereotypes. These stereotypes indifferently impact there public in developing their opinion in the 21st century. There are positive and negative stereotypes has been seen through generation which has been conducted since the ancient ages. However, positive cultural stereotypes help to build new viewpoints for the public of a society and can add changes in their cultures but negative stereotypes lead to severe consequences as it impacts the minds of the public negatively. It has been seen that people with negative stereotypes consciously or unconsciously avoid a group of people regarding their culture, region, colour, and race sometimes on a gender basis which forces avoidance behaviour in the public [16]. This avoidance behaviour badly affects some people and they even sometimes lose control over their minds and they become suicidal just by getting ignored by close people.

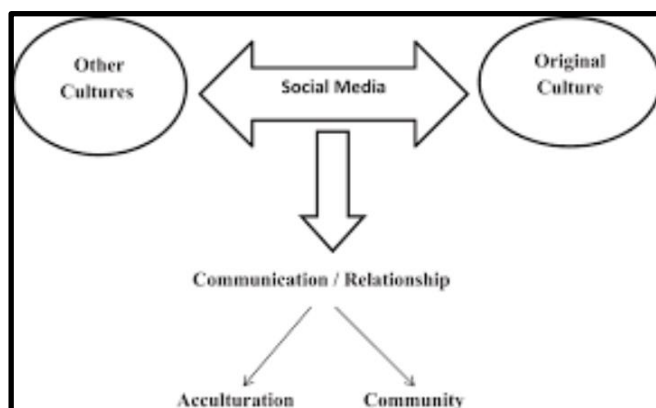


Figure 3: Impact of cultural stereotypes on public communication and building relationship [16]

Everyone has their perceptions, different experiences, different abilities and different appearances as every person acts, reacts and behaves indifferently even after being a part of a common group. The main three points that build cultural

stereotypes in society, are assumptions about an unclear topic, making prejudiced decisions and starting to believe it and lastly acting discriminative toward a specific topic or a group of people or a specific person. These judgements impact the mental well-being of the people who get judged by the stereotypical mentality of society. People who got judged by the stereotypes of society become very anxious and depressed their self-esteem power also decreased because of the useless judgements made by society. Sometimes people get severely affected by these judgments and they suffer from PTSD or post-traumatic stress disorder [17]. These judgments change the way people think and try o live their own life as nowadays people are afraid of getting judged by others and prefer to do things regarding the stereotypes to maintain their status in society.

The public of every society all across the world is afraid of socially getting judged by others and tries to maintain their social position by assessing social acceptance in every matter. Systematically it impacts the shaping of different perceptions of the public individually present in society. Stereotypes affect the minds of different public in various ways that are different from each other which leads to a mixed conception formed by the public on a similar topic [18]. These stereotypes impact the public differently which develop the different mentalities of individuals about a similar topic which sometimes fastens the growth of the mental health of the public and they can make their own decision respectfully and efficiently thus these stereotypes impact the public in shaping their perception and opinions in the 21st century.

DISCUSSION

The world is evolving with new technologies every day and society's thinking process is also changing in the 21st century. However, the stereotypes of society are still practised in this period all around the world and these stereotypes impact the life of the public in society. The world population is increasing vastly but the disparities from these stereotypes still affect the mental health of the public. The disparities about caste, race, colour, and gender are still been practised by the public all around the world and these typical stereotypes badly impact the lives of the common people who do not believe in these stereotypes [19]. These stereotypes badly affect the health of the common people and it is very necessary to prevent these stereotypes by changing the cultural systems of society all around the whole world.

Culture is a learning system of ideas, rules and the way one person should act, react and view the world and the popular cultures of the society are a set of beliefs and practise that embody a shared meaning of the social and cultural systems. Popular cultures shape the behavioralism of the public and can influence their attitudes in the wrong direction. This study has discussed all the possible positive and negative impacts of practising cultural stereotypes in society all around the whole world. The stereotypes that are framed in society and in the human minds that do not have any voice

but still the people of the society fear the judgmental society and brings burden into their lives, in families that impact the other members of a family [20]. The most common emotion of the public regarding the cultural stereotypes of the society is fear of getting judged by the societal people and which destroys the mental well-being of a person.

In the 21st century, the whole world has engaged with internet connection and people are more active on social media platforms people can connect to anybody from all around the world even without contacting them physically. People can explore new ideas through online platforms and share their thoughts, and opinions through social media to which anybody from the world can react, and support it. In the 21st century, the political expressions of any society around the world are shaped through online platforms and many people get influenced by a politician any person can support them regardless of their living place, caste or race [21]. Popular cultures of society affect the politicians of all countries from all around the world and this shapes the political expression of the young generation.

The ecological and cultural factors impact the development of prejudiced stereotypes in society and the distribution of cultural stereotypes globally affects the development of public perception and creates uncertain disparities in shaping their opinions even in the 21st century. Prejudice attitudes of cultural stereotypes all around the world impact the societal and political stability of countries of the world. In the 21st century, people are very easily sharing their thoughts and opinions through online platforms and social media but typical societal stereotypes still affect the minds of the common people [22]. However, many people are afraid to open up about their thoughts and opinions socially as it sometimes created severe consequences for the common people of society from all around the world.

CONCLUSION

This study has discussed all the necessary factors of cultural stereotypes that affect the shaping of public opinion in the 21st century in positive and negative ways. Different people from different countries all around the world have different issues related to caste, culture, colour, race, gender and many others. Even after, the world is vastly changing and evolving with new technologies societal stereotypes still impacts the mind of people. This study has focused on a discussion of all the advantages and disadvantages of these cultural stereotypes that have been practised in society since ancient ages. Ways that affect the development of opinions of the common people and their shared thought process socially that are against the stereotypes sometimes cause serious consequences in their lives. People in society are afraid of getting judged by other people and thus it slows down the development of the opinion of the public. However, there is a detailed discussion about all the process that builds stereotypes in society and their impact on the opinion-making process of people all around the world in the 21st century.

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