



Apr 17th, 1:15 PM - 2:30 PM

## *Do We Stereotype?:* Creation of the Cross-University Stereotyping Survey (CUSS)

Amy K. Atwood

*Illinois Wesleyan University*

Amber Hays

*Illinois Wesleyan University*

Linda Kunce, Faculty Advisor

*Illinois Wesleyan University*

Follow this and additional works at: <http://digitalcommons.iwu.edu/jwprc>

Atwood, Amy K.; Hays, Amber; and Kunce, Faculty Advisor, Linda, "*Do We Stereotype?:* Creation of the Cross-University Stereotyping Survey (CUSS)" (2004). *John Wesley Powell Student Research Conference*. 3.  
<http://digitalcommons.iwu.edu/jwprc/2004/posters2/3>

This Event is brought to you for free and open access by The Ames Library, the Andrew W. Mellon Center for Curricular and Faculty Development, the Office of the Provost and the Office of the President. It has been accepted for inclusion in Digital Commons @ IWU by the faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

Poster Presentation P6

***DO WE STEREOTYPE?: CREATION OF THE CROSS-UNIVERSITY  
STEREOTYPING SURVEY (CUSS)***

Amy K. Atwood, Amber Hays, and Linda Kunce\*  
Department of Psychology, Illinois Wesleyan University

A stereotype is a set of beliefs or expectations that people have about other people based solely on their group membership (Feldman 2001). Research shows that members of one population tend to hold favorable stereotypes toward their in-group members and unfavorable stereotypes toward members of the out-group. The everyday experience of college students at Illinois State University (ISU) and Illinois Wesleyan University (IWU) indicates that members of each university hold stereotypes about one another. The goal of this project was to develop a reliable and valid measure of the stereotypes IWU students hold about themselves *and* about ISU students. An initial item pool was developed using a combination of logical-content and empirical strategies. Empirical analyses revealed that items fell into four factors, or subscales, each with low to acceptable internal consistency as measured by Cronbach's alpha: Deviant (.70), Intelligent (.74), Dissatisfied (.76), and Elitist (.61). Results suggest that IWU students engage in stereotyping of both ISU and IWU students in that they report different beliefs or expectations about local college students based solely on their group membership. As would be expected, IWU students hold *more* favorable stereotypes regarding their in-group members (IWU students) and less favorable stereotypes regarding out-group members (ISU students).