

## Motivációs tényezők hatása a sztereotip tulajdonságok odaítélésére

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**Abstract:** The present study is concerned with the problems of social cognition and social motivation. Using the social categorization theory and several theories about stereotypes as starting-points, we concentrate on two genuine phenomena (and their relationship): *ingroup-preference* (ingroup bias) and *outgroup homogeneity*. In the course of our investigation we have varied the valence of stereotypical adjective lists, which we have taken as the basis of homogeneity judgments. According to our assumption this manipulation, by activating the mechanisms of ingroup-preference, can influence the homogeneity judgments. We have discovered a specific determination pattern of the homogeneity judgments by valence, which, in part, corresponds to the results of previous researches, but regarding some aspects it goes beyond them.

**Keywords:** social cognition, categorization, stereotypes, outgroup homogeneity effect, ingroup bias, motivational factors