



FIGURE 10.9

Devine's Model of Stereotype Activation and Application

The model maintains that, regardless of one's personal level of prejudice, stereotypes are automatically activated whenever one encounters or thinks about an outgroup member. If prejudice is low *and* processing demands are light, these stereotypes are inhibited and are not applied. If, however, prejudice is high *or* processing demands are heavy, these stereotypes are applied.

Source: Devine (1989).

