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## Using Priming and Cultivation Theory to Explore Stereotyping

Jessica Weems

**Abstract**— *In this presentation, I explore stereotyping through the media effects theories of priming and cultivation with the goal of exposing stereotypes often placed in society today.*

**Keywords**—*Stereotype, Priming Theory, Cultivation Theory*

### I. Introduction

Society is engulfed in stereotypes, whether they be racial, gender, age, etc. Priming and cultivation theory are both theories that look into how what we are given from the media cause our reactions, and today, most of the stereotypes we know also come from media. We have preconceived notions of certain groups in our minds--priming. We also are fed stories from the media, which some people really allow to affect how they perceive the world around them--cultivation.

### II. Findings

Priming is a theory that describes coordinating behaviors when certain actions are taken. The presentation of a stimulus can really determine the outstanding reaction. Priming the subject before presenting information to them can alter the thought process as well. If we prime a certain group of people with new reports of crime in a given city and then expose them to this city, their perceptions of this city are going to be automatically altered and they will be on high alert. Cultivation theory takes a look at "stories" told within television and media, and how viewers react to this content. Media, specifically television, tend to have a general consensus in the way the world is portrayed, and with cultivation theory, the more a person watches TV, the more they believe the content on the screen in front of them to be an accurate representation of reality outside their home. Stereotypes are often played within media, and time has shown that as we progress through the years, more people using their voices to combat the negative energy carelessly thrown around media, thus leading the media to be more careful how they portray certain groups. Media often attempts to light-heartedly "poke fun" at certain stereotypes, and if someone grew up in a household that agreed with these stereotypes, and it is what they are used to, they are more likely to sit and agree with these shows, but if you were brought up to lessen judgement you might not be a fan of these certain shows.

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