

---

Title: *"Not all immigrants are created equal": Warmth and competence stereotypes as a function of national origin*

Author(s): Steve Binggeli, University of Lausanne  
Franciska Krings, University of Lausanne  
Rachel Theiler, University of Lausanne  
Sabine Sczesny, University of Bern

Recent theories on stereotyping highlight the fact that stereotype content is often mixed; that is, stereotypes contain positive as well as negative elements, based on the specific structural relations between social groups within a given society. Models suggest that stereotype content is best described along two dimensions, warmth and competence, which in turn give rise to specific emotions and action tendencies (e.g., different forms of discrimination). Based on this framework, we hypothesized that stereotypes of immigrants of different ethnic/national background would differ, as a function of their status and perceived competitiveness. In two studies, we identified the most salient immigrant groups in Switzerland and assessed the stereotype content for those groups. Moreover, we explored the role of participants' ideological beliefs with respect to group hierarchies as potential moderators. Results showed, among others, that stereotypes varied remarkably on perceived competence and warmth, as a function of the national origin of the group. Moreover, these perceptions were in line with perceived differences in status and competitiveness. Surprisingly, many stereotypes were not mixed; that is, they tended to be either univocally positive (high on perceived warmth and competence) or negative (low on both dimensions). We will discuss the implications of our findings for social discrimination against immigrants.