

Artists and designers
often address the idea of identity.

Perception. Labeling. Stereotyping.

©Ruth Lozner, University of Maryland, 2013

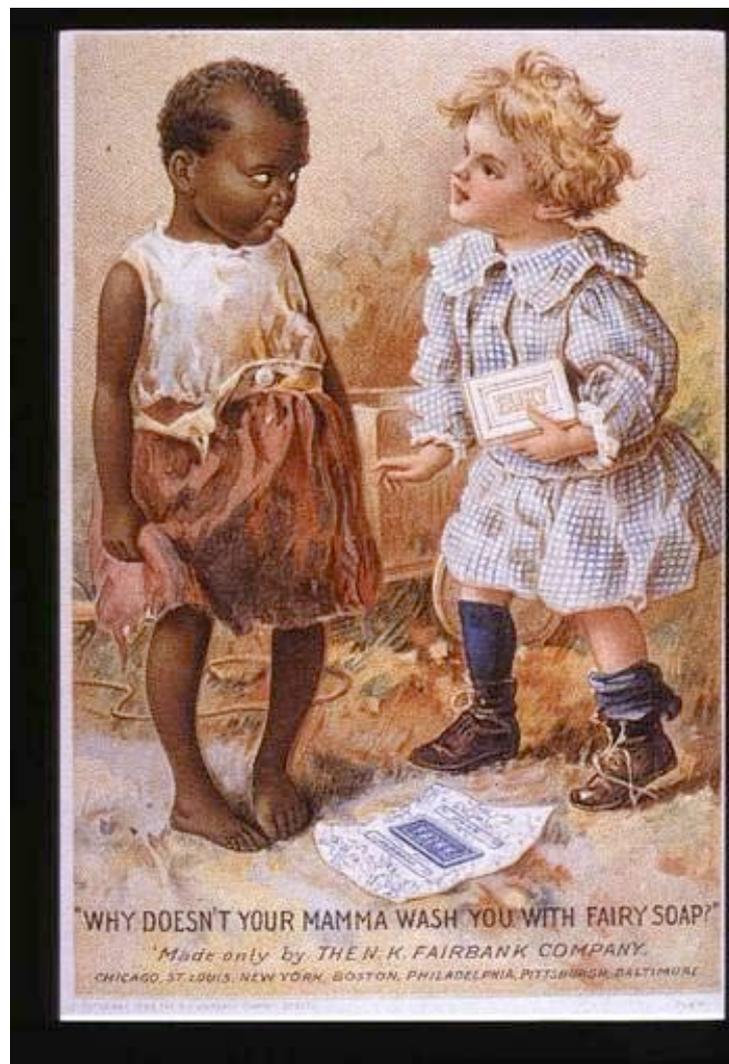
How does the media promote labels?



I'm a PC

I'm a Mac

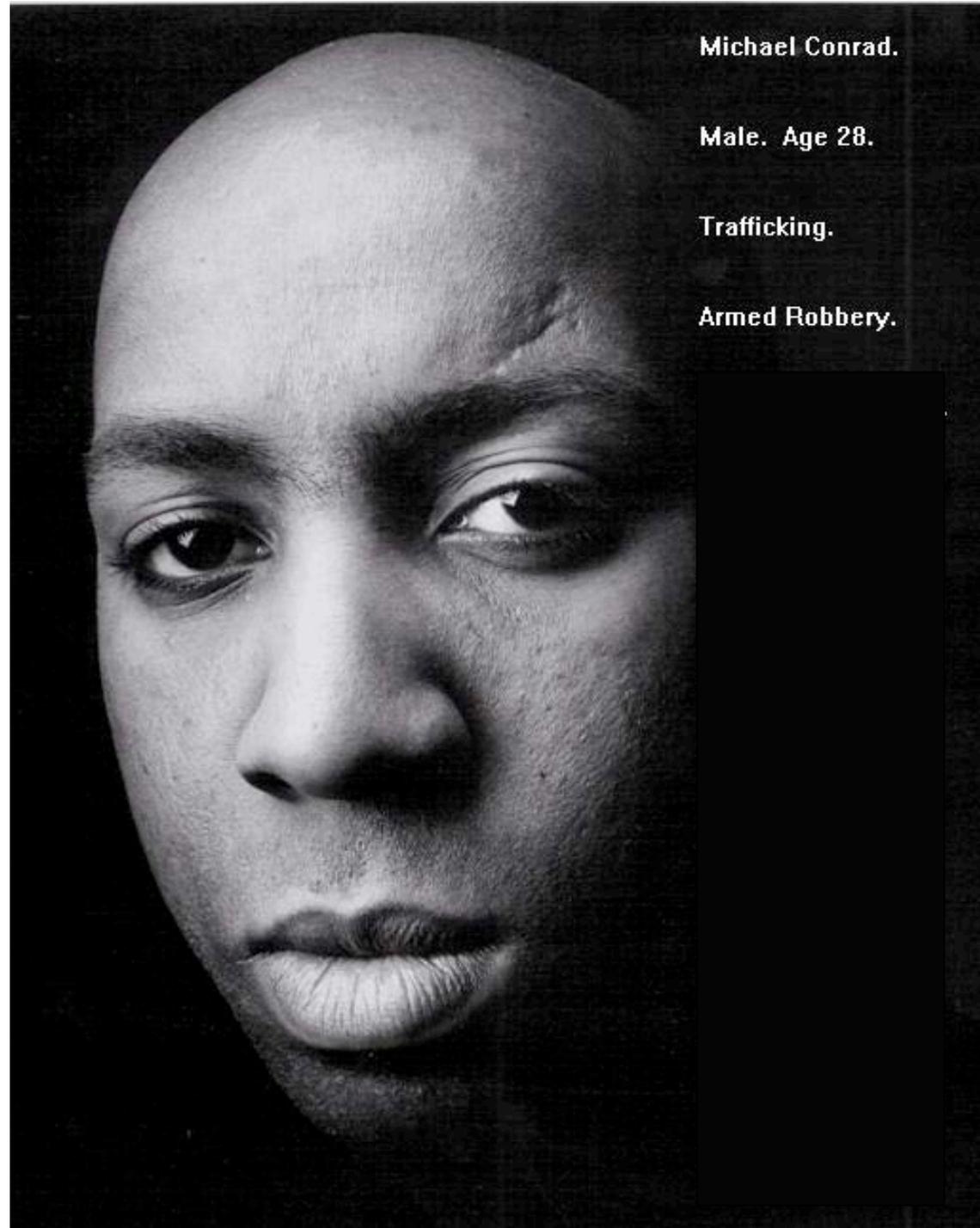
Have we really progressed from this...



Michael Conrad.

Male. Age 28.



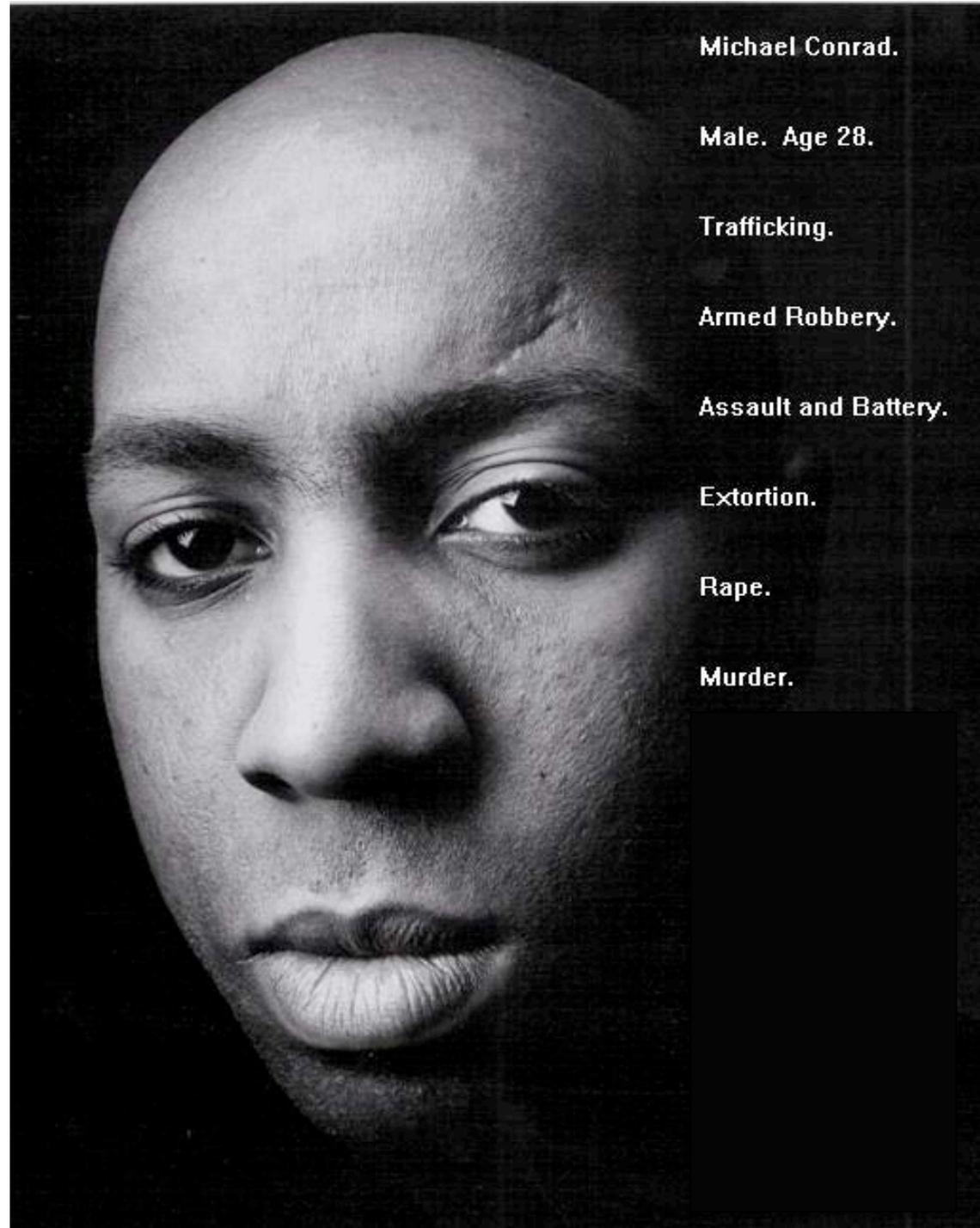


Michael Conrad.

Male. Age 28.

Trafficking.

Armed Robbery.



Michael Conrad.

Male. Age 28.

Trafficking.

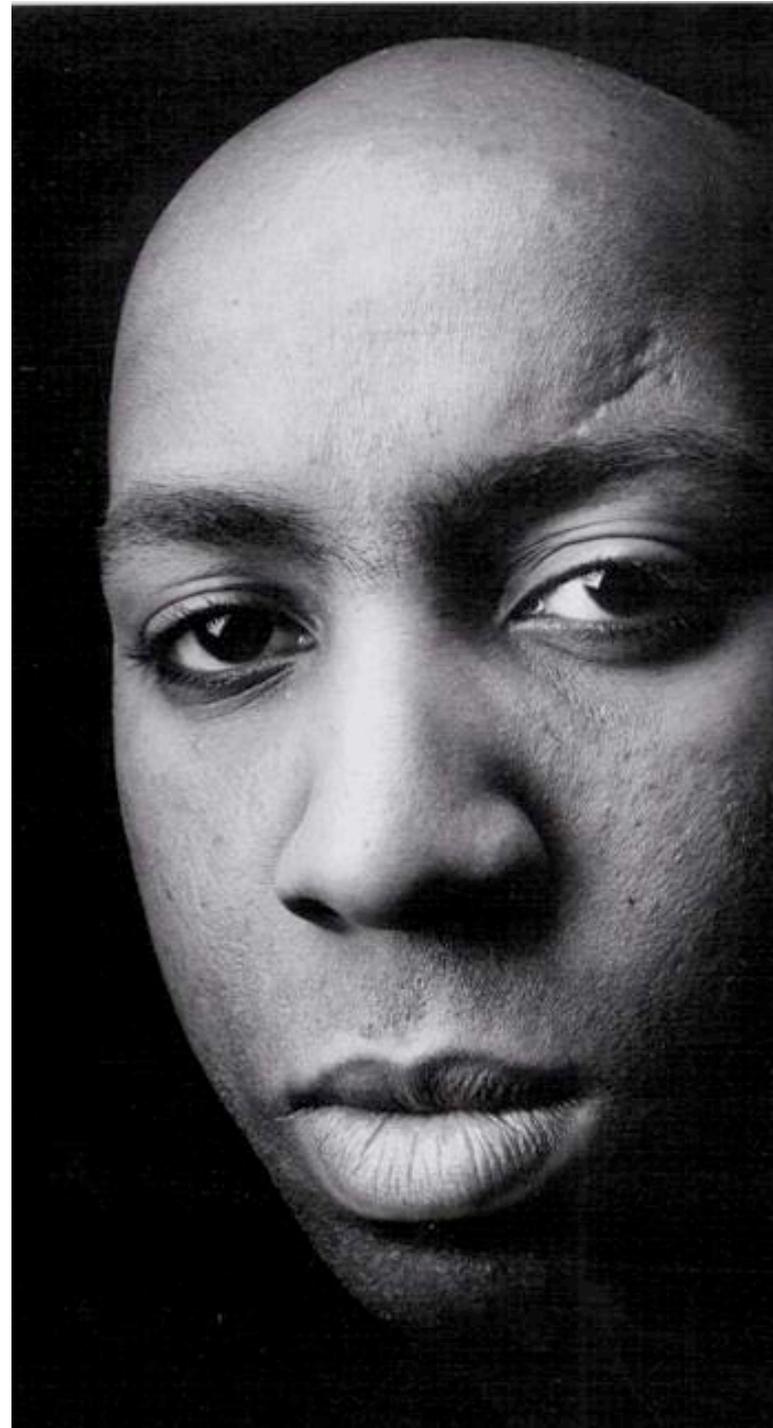
Armed Robbery.

Assault and Battery.

Extortion.

Rape.

Murder.



Michael Conrad.

Male. Age 28.

Trafficking.

Armed Robbery.

Assault and Battery.

Extortion.

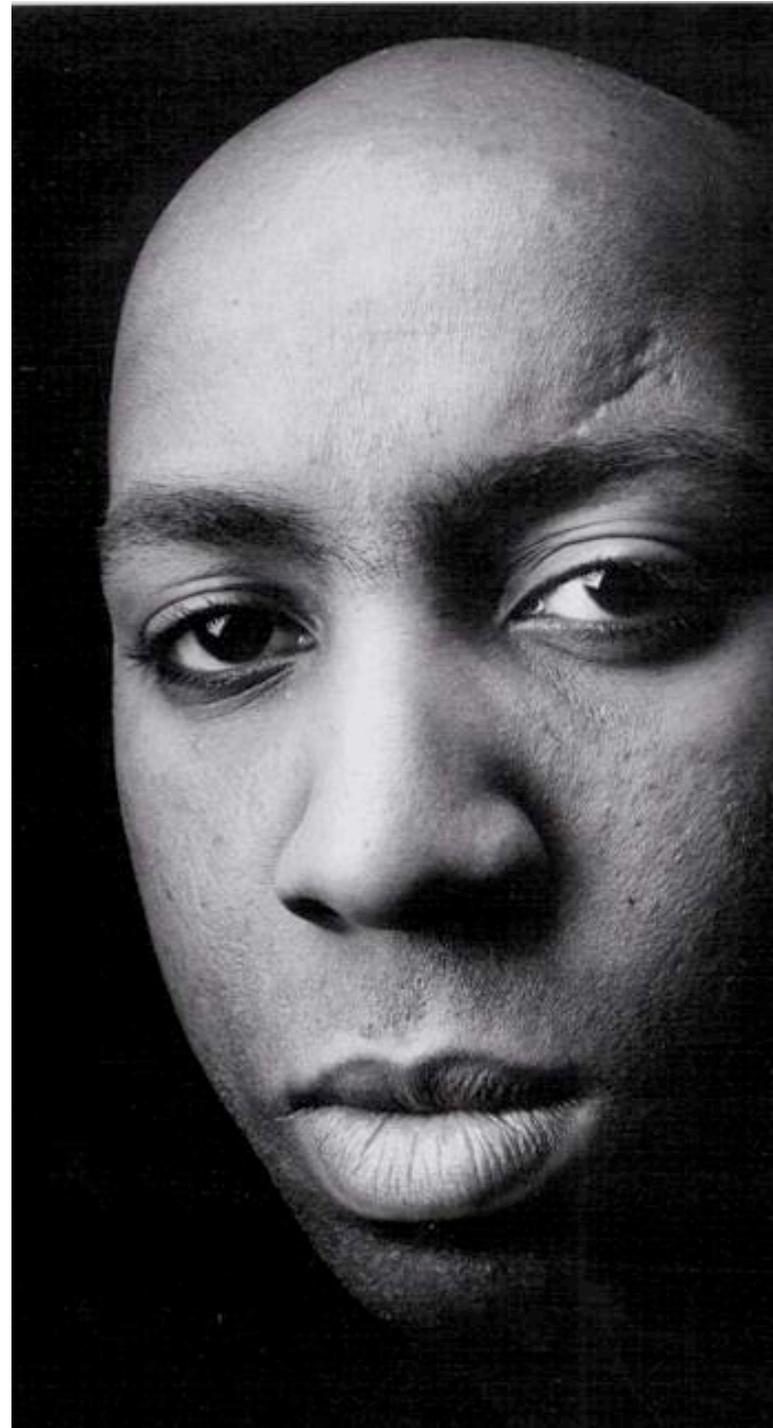
Rape.

Murder.

Apprehended

January 1994 by

Joseph Cruthers.



Michael Conrad.

Male. Age 28.

Trafficking.

Armed Robbery.

Assault and Battery.

Extortion.

Rape.

Murder.

Apprehended

January 1994 by

Joseph Cruthers,

shown here.

**Urban Alliance
on Race Relations**

Do we unconsciously make
assumptions based on race?

What does a face really tell us?



What if you were a different race?



Designer: Tibor Kalman

How would your life be different?

How does skin color affect us?



How does gender affect us?

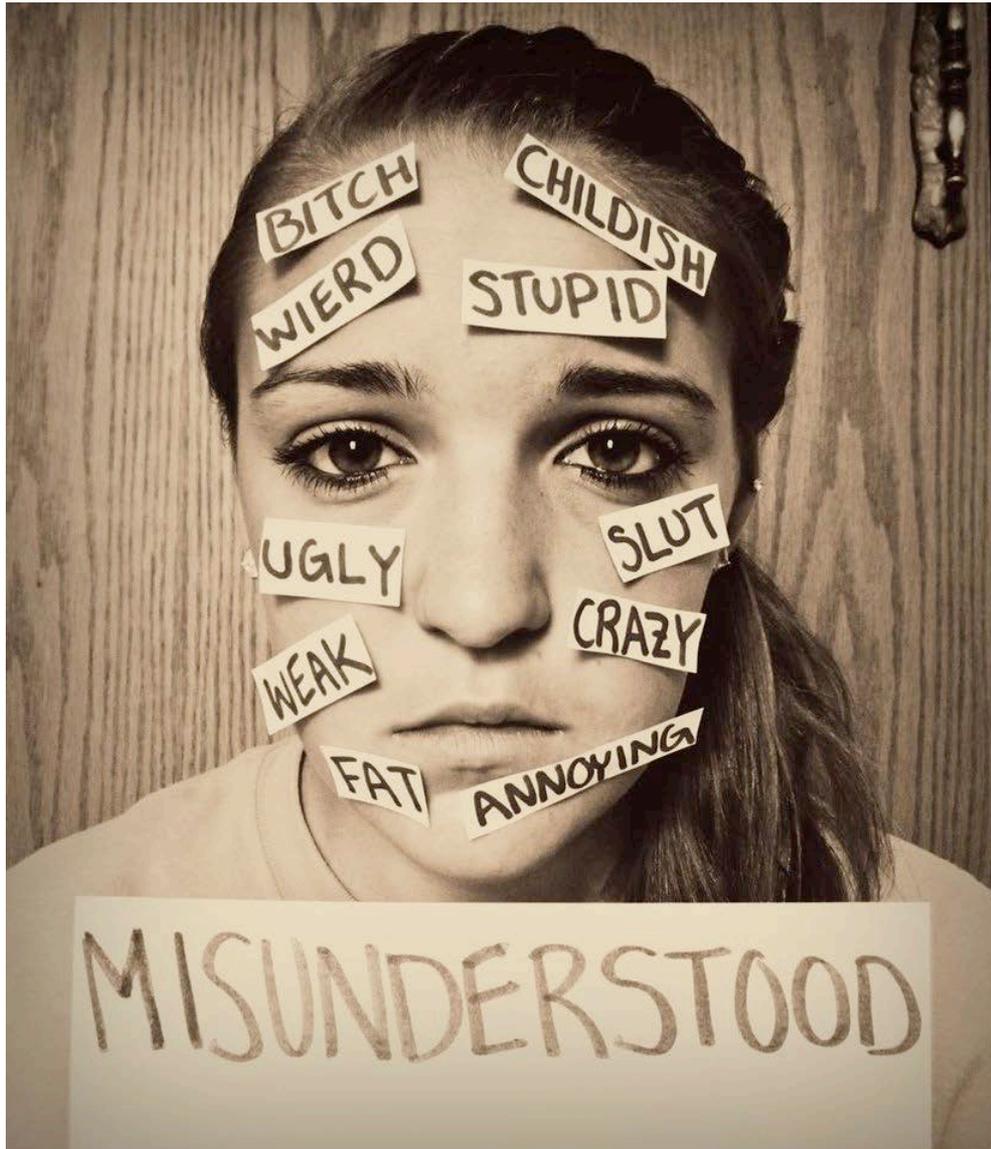


Juliana Espana-Keller

How do we label others?



How does that effect its victim?



I'm dealing with depression. **Stupid names don't help**

NUTTER

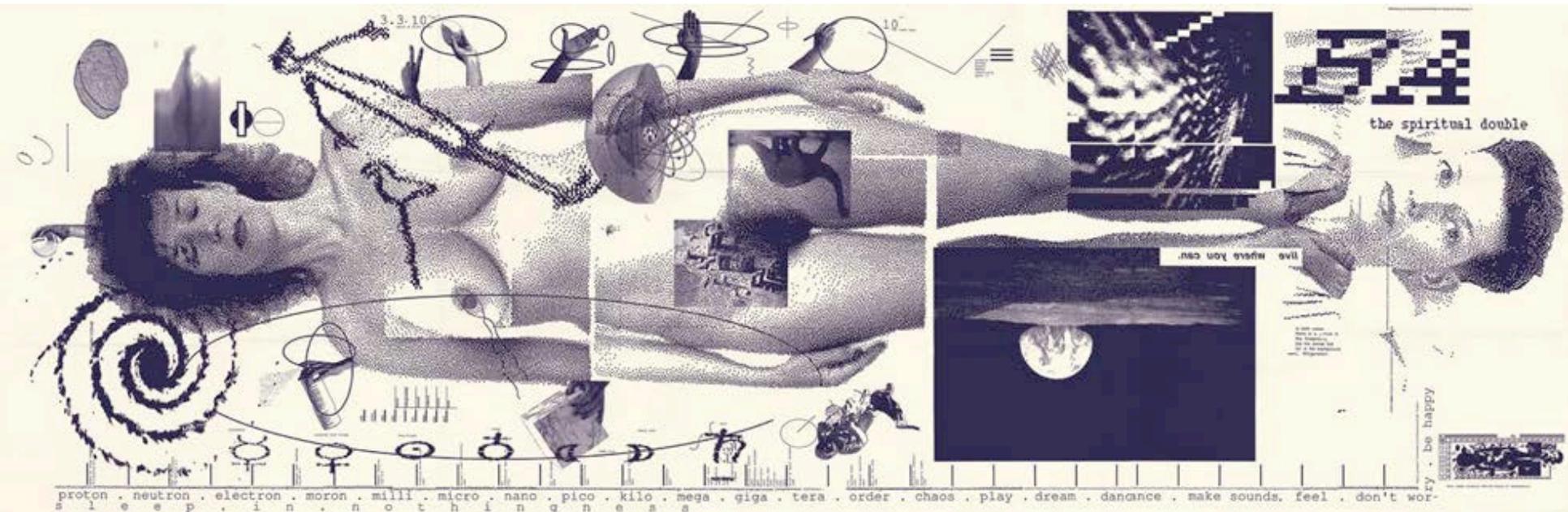
THOUGHTLESS WORDS ARE INSULTING AND DAMAGING
TO PEOPLE WITH A MENTAL ILLNESS.
GET A POSITIVE MENTAL ATTITUDE

FOR MORE INFORMATION ABOUT MENTAL HEALTH
AND WHERE TO GO FOR HELP VISIT
www.obmh.nhs.uk

**STAMPING
OUT
STIGMA**

Oxfordshire and Buckinghamshire Mental Health **NHS**
NHS Foundation Trust

How do we label ourselves?



April Greiman

How much of our own identity is our skin color?

We're
Lucky we're
WHITE

Lucky to be the majority.

We're lucky we're seen as "normal"

We're lucky we don't get stared at every single time we walk into a room.

Lucky that People See US, not a COLOR.

We're lucky we don't get followed by security when we go to the store.

We're lucky car doors don't get LOCKED when we walk by.

If you're not sure what to say, visit UnFairCampaign.org

We're lucky that it's easier to get a job, a bank loan, and approval in general.

Lucky we don't have our purse searched when we leave the mall, or have our car searched because we're in the **WRONG** neighborhood.

If you see racism, SPEAK UP. Break the silence.

UnFairCampaign.org

Un-Fair

This model is being used for illustrative purposes only.

 unfaircampaign.org

It's hard to see racism when you're white.

A close-up photograph of a white woman's face, focusing on her brown eyes and a portion of her curly hair. The image has a soft, slightly blurred background. Overlaid on the lower half of the image is handwritten text in black ink.

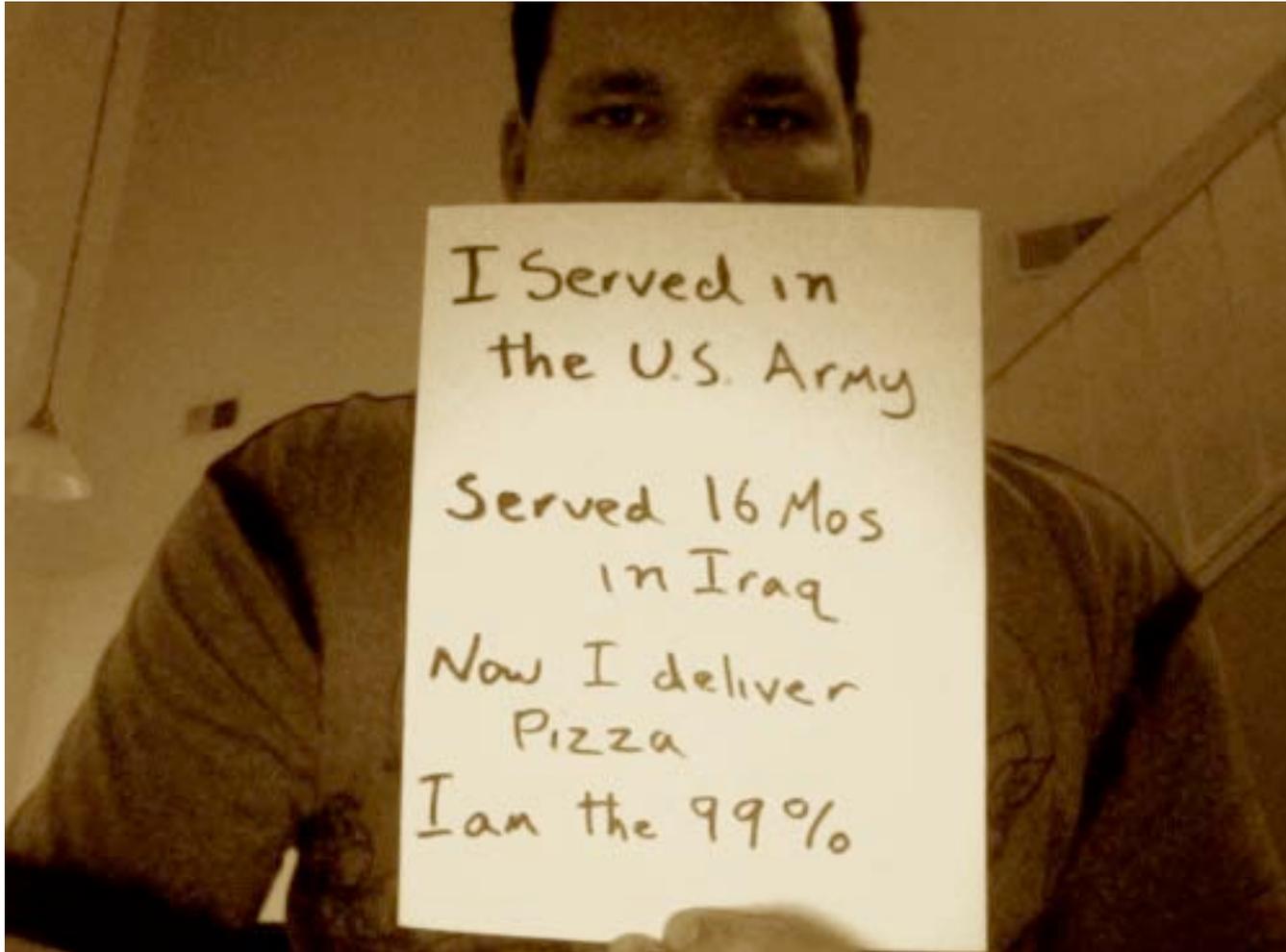
It's HARD to see RACISM
When you're white.

UnfairCampaign.org

Does sexual orientation change our perception?



What do we want others to know about us?





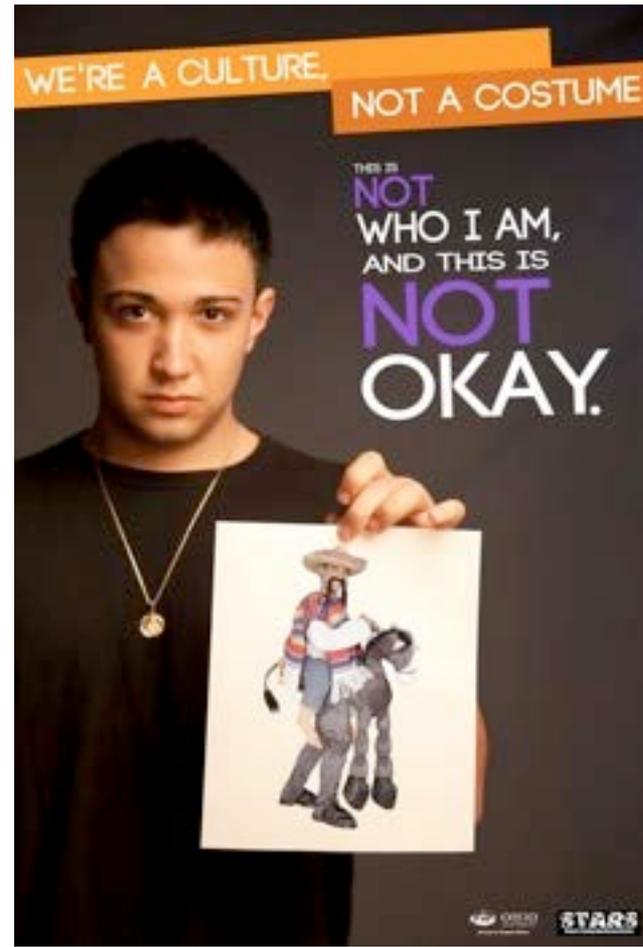
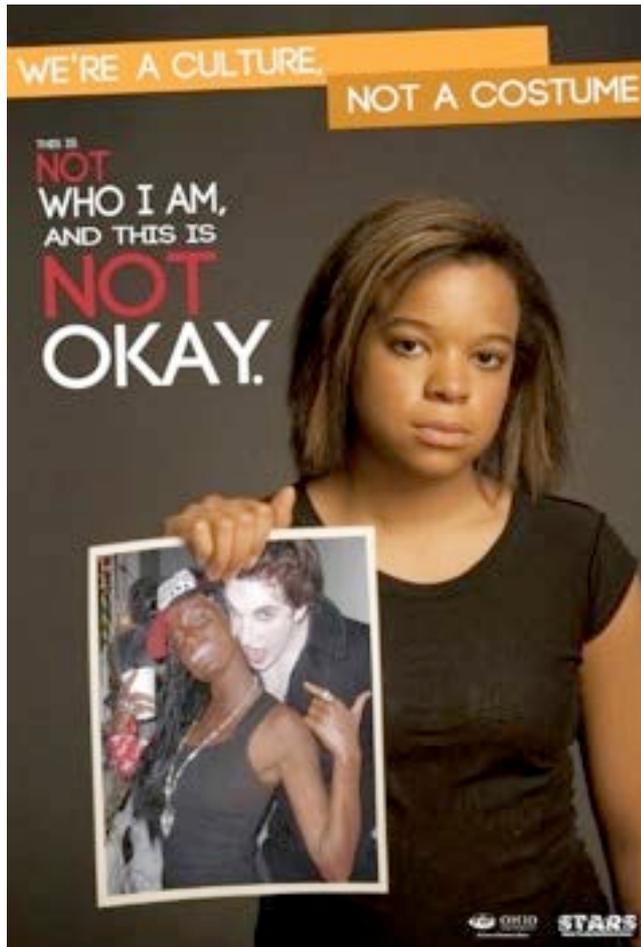
Jason Kaplan

who we are and who we are not



Ravel/Javi Valero

This campaign was part of an effort to prevent cultures from being translated into stereotypical costumes launched before Halloween.



Ohio State University
Student Group

WE'RE A CULTURE,
NOT A COSTUME

THIS IS
NOT
WHO I AM,
AND THIS IS
NOT
OKAY.



STARS

WE'RE A CULTURE,
NOT A COSTUME

THIS IS
NOT
WHO I AM,
AND THIS IS
NOT
OKAY.



STARS

WE'RE A CULTURE,
NOT A COSTUME

THIS IS
NOT
WHO I AM,
AND THIS IS
NOT
OKAY.



STARS

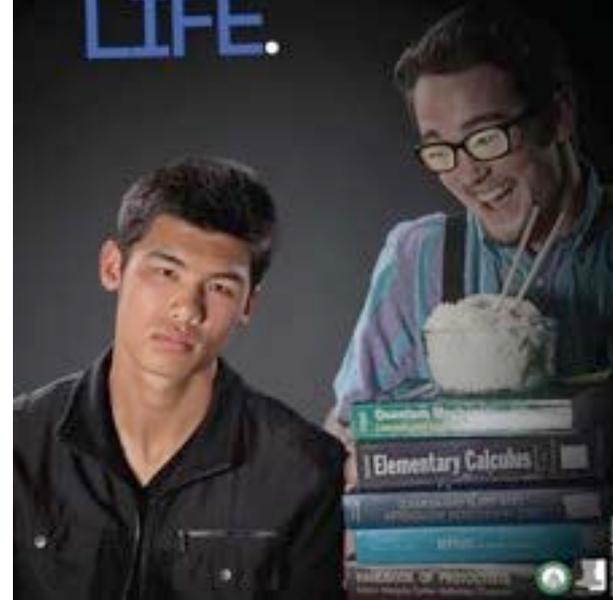
WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A photograph of two women. The woman on the right is wearing a red tank top, a white headband, and has a tattoo on her chest. She is holding a cigarette. The woman on the left is wearing a black top and has a serious expression. The background is dark.

WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A photograph of two men. The man on the right is wearing a blue shirt, glasses, and suspenders. He is holding a bowl of rice and chopsticks. The man on the left is wearing a black jacket and has a serious expression. The background is dark.

WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A man in a black t-shirt is in the foreground. Behind him is a man wearing a leather jacket, a cap with a 'B' on it, and sunglasses. The background is dark.

WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A woman in a black hijab is in the foreground. Behind her is a woman wearing a red niqab with gold jewelry. The background is dark.

WE'RE A CULTURE,
NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.



© 2010 MTV Networks. All rights reserved.

WE'RE A CULTURE,
NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.



© 2010 MTV Networks. All rights reserved.

Are racial biases present early in life?



or is that taught?

Immature cognitive structures of preschoolers make them rife for stereotyping.

(Aboud, 2008; Hirschfeld, 2008; Katz & Kofkin, 1997).

- While young children are able to categorize people by race, they are often not able to categorize a person according to multiple dimensions at once (Aboud, 2008).
- Thus, they engage in “transductive reasoning” – when they see people who are alike in one dimension (e.g., skin color), they presume they are alike in other dimensions as well (e.g., abilities or intelligence)
(Katz & Kofkin, 1997; Patterson & Bigler, 2006)

**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



A campaign from the LICRA (**Ligue Internationale Contre le Racisme et l'Antisémitisme**) against racism and anti-semitism

**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



What is the message we are giving our children?



1 in 5 girls would consider plastic surgery.

Get involved at www.campaignforrealbeauty.com.sg

Use doves
self-esteem
fund

The advertisement features a young girl with her hands on her cheeks, looking directly at the camera with a neutral expression. The text is in a clean, sans-serif font. A blue wavy line separates the headline from the call to action. The logo consists of three blue doves in flight.

Labels = Stereotyping = Damaging



One word has that power.





USING GAY
TO MEAN DUMB
OR STUPID -
NOT COOL.

NOT IN
MY HOUSE.

Ad Council GLSEN

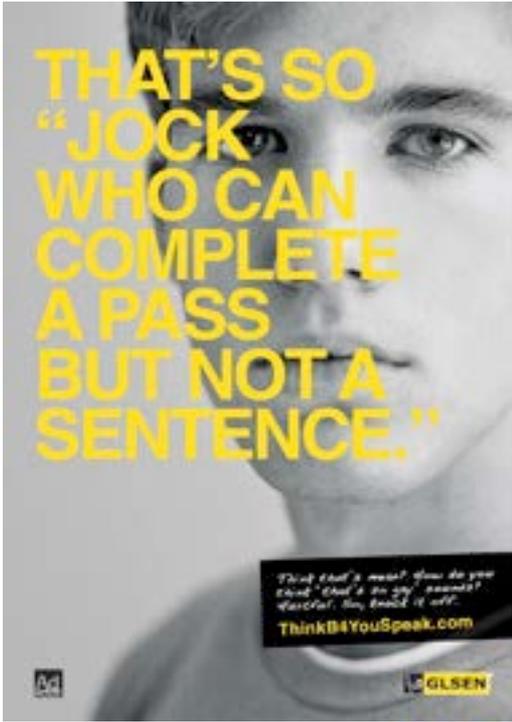
HOUSE RULES



A message from the NBA and its players



THINKB4YOUSPEAK.COM

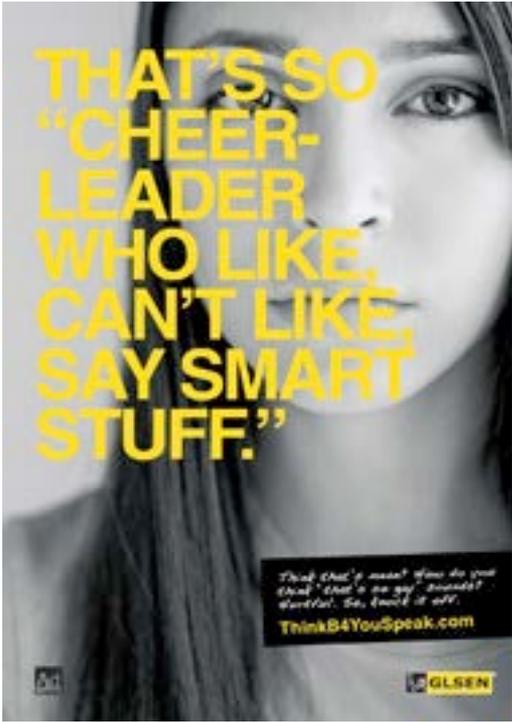


THAT'S SO
"JOCK
WHO CAN
COMPLETE
A PASS
BUT NOT A
SENTENCE."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN

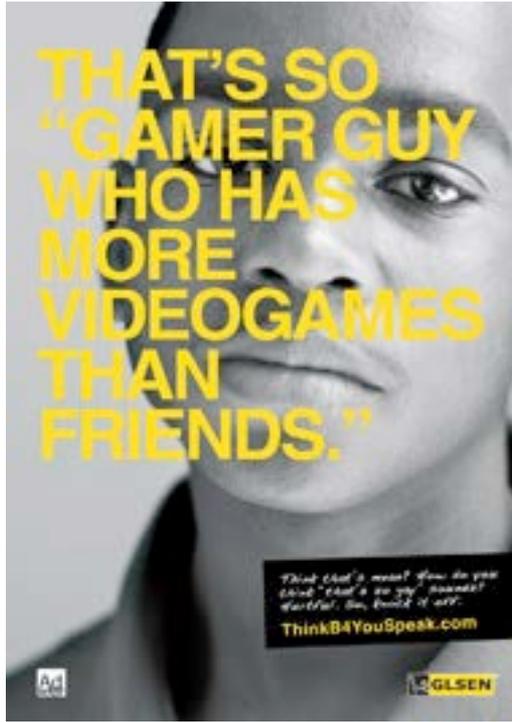


THAT'S SO
"CHEER-
LEADER
WHO LIKE,
CAN'T LIKE,
SAY SMART
STUFF."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN



THAT'S SO
"GAMER GUY
WHO HAS
MORE
VIDEOGAMES
THAN
FRIENDS."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN

Lesson:

1. List 3 of the worst and false stereotypes that someone might think about you merely by looking at you?

1. Write 3 sentences to answer those claims.
(If you are not _____)

You are _____.

Examples 

