

THE IMPLICATIONS OF PRIMING THE “LATIN LOVER” STEREOTYPE ON
PERCEPTIONS OF ROMANTIC INTENTIONS: A SELF-CATEGORIZATION
THEORY APPROACH

by
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A Dissertation Submitted to the Faculty of the
DEPARTMENT OF COMMUNICATION
In Partial Fulfillment of the Requirements
For the Degree of
DOCTOR OF PHILOSOPHY

In the Graduate College
THE UNIVERSITY OF ARIZONA

2009

THE UNIVERSITY OF ARIZONA
GRADUATE COLLEGE

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ACKNOWLEDGMENTS

I would like to thank my advisor, Jake Harwood, for helping me every step of the way in the successful completion of my dissertation and doctoral degree. Jake, for 5.5 years, you gave me invaluable guidance, advice, and encouragement that helped me navigate through graduate school. You were always ready to listen and to advise. Thank you for all the time and hard work you invested in my career. I can truly say that I am a better scholar because of you.

I also would like to thank my committee members, Dale Kunkel and Dana Mastro, for helping me improve my dissertation. I truly appreciate the hours you spent reading my dissertation and the meticulous observations you made that helped improve my project. Dale, thank you for always being supportive and optimistic. Dana, you fostered my passion for research and took me under your wing ever since I was an undergraduate student. Thank you, from the bottom of my heart, for helping me set a strong foundation for my academic career.

On a personal note, I would like to thank my family and friends for the unwavering support they offered me throughout my graduate career. Gil, thank you for your understanding, words of encouragement, praise, and companionship. You always know how to cheer me up when I need the motivation. Finally, I feel that my diploma should have two additional names listed as recipients of the doctoral degree: Eleazar and Alma Rosa Ortiz. Your love and unconditional support means the world to me and my success is as much yours as it is mine. ¡Muchas gracias por todo!

DEDICATION

To Mr. Carl Anderson – Thank you for valuing and encouraging diversity in the classroom. You left an indelible mark in this student.

TABLE OF CONTENTS

LIST OF FIGURES	10
LIST OF TABLES	12
ABSTRACT	13
INTRODUCTION	14
STEREOTYPE OF LATIN PEOPLE AS PASSIONATE	15
PORTRAYALS OF LATINOS AND THE LATIN LOVER	18
EFFECTS OF EXPOSURE TO ETHNIC GROUP STEREOTYPES	21
MEDIA PRIMING	24
SELF-CATEGORIZATION THEORY	31
PILOT STUDY 1	38
Method	38
<i>Participants</i>	38
<i>Measures</i>	38
<i>Love style</i>	38
<i>Attribute recall</i>	39
Results and Discussion	40
PILOT STUDY 2	43
Method	43
<i>Participants</i>	43
<i>Video Clips</i>	43
<i>Content of Dating Profiles</i>	45

TABLE OF CONTENTS – *Continued*

<i>Pictures</i>	46
Results	47
<i>Video Clips</i>	47
<i>Content of Dating Profiles</i>	50
<i>Pictures</i>	52
MAIN STUDY	54
Method	54
<i>Procedure and Participants</i>	54
<i>Dependent Variables</i>	56
<i>Love style</i>	56
<i>Perceived ethnicity</i>	57
<i>Perceived romantic compatibility</i>	57
<i>Moderating Variables</i>	58
Results	59
<i>Stimuli Check</i>	59
<i>Hypotheses 1 and 2</i>	60
<i>Hypothesis 3</i>	61
<i>Hypothesis 4</i>	61
<i>Hypothesis 5</i>	61
<i>Hypotheses 6 and 7</i>	62
<i>Hypothesis 8</i>	63

TABLE OF CONTENTS – *Continued*

<i>Hypotheses 9 and 10</i>	63
<i>Hypothesis 11</i>	64
<i>Hypothesis 12</i>	65
<i>Hypothesis 13</i>	66
<i>Hypotheses 14-16</i>	67
<i>Hypotheses 17-20</i>	68
<i>Analysis strategy</i>	68
<i>Hypothesis 17</i>	69
<i>Hypothesis 18</i>	72
<i>Hypothesis 19</i>	75
<i>Hypothesis 20</i>	78
DISCUSSION	81
The Latin Lover Stereotype	83
Priming the Latin Lover Stereotype	83
Weak Priming Effects	84
Comparison with Other Priming Research	90
Accessibility and Stereotype Endorsement	93
Future Research Directions	94
APPENDIX A	96
APPENDIX B	97
APPENDIX C	98

TABLE OF CONTENTS – *Continued*

APPENDIX D	100
APPENDIX E	102
APPENDIX F	103
FIGURES	104
TABLES	112
REFERENCES	121

LIST OF FIGURES

Figure 1: <i>Ranking of Latina as the Relationally-Committed Woman's Ethnicity by Condition</i>	104
Figure 2: <i>Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of the White Target's Passionate Love Style</i>	105
Figure 3: <i>Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of the Latino Target's Relational Commitment</i>	106
Figure 4: <i>Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of Latina as the Committed Female's Ethnicity</i>	107
Figure 5: <i>Graphical Illustration of Three-Way Interaction Effect between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of Romantic Compatibility between the Latino Target and the Relationally-Committed Woman</i>	108
Figure 6: <i>Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Perceptions of the White Target's Passionate Love Style</i>	109
Figure 7: <i>Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Compatibility Ratings Between the Latino Target and the Relationally-Committed Female</i>	110

LIST OF FIGURES – *Continued*

- Figure 8: *Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Compatibility Ratings Between the White Target and the Relationally-Committed Female* 111

LIST OF TABLES

Table 1: <i>Descriptive Statistics for Content of Men's Profiles</i>	112
Table 2: <i>Descriptive Statistics for Content of Women's Profiles</i>	113
Table 3: <i>Descriptive Statistics for Ranking of the Female Targets' Ethnicity as Latina by Condition</i>	114
Table 4: <i>Descriptive Statistics for Perceptions of the Latino and White Male Targets' Passionate Love Style by Condition</i>	115
Table 5: <i>Descriptive Statistics for Perceptions of the Latino Target's Relational Commitment by Condition</i>	116
Table 6: <i>Descriptive Statistics for Compatibility Ratings between the Latino Male Target and the Female Targets</i>	117
Table 7: <i>Descriptive Statistics for Compatibility Ratings between the White Male Target and the Female Targets</i>	118
Table 8: <i>Variance Accounted for by the Interaction Involving Ethnicity Accessibility as a Moderator for Hypotheses 4-10, 12, and 13</i>	119
Table 9: <i>Variance Accounted for by the Interaction Involving Stereotype Endorsement as a Moderator for Hypotheses 4-10, 12, and 13</i>	120

ABSTRACT

Media effects research has yet to shed light on the effects of exposure to the stereotype of Latinos as passionate and seductive (i.e., Latin lovers). Research on priming ethnic group stereotypes indicates that the activated stereotype affects subsequent evaluations of members of the ethnic group. This study looked at the effects of priming the Latin lover stereotype on participants' judgments of unrelated targets. A self-categorization theory approach was invoked to account for individual differences in priming effects, by assessing the role that ethnicity salience and stereotype endorsement play in priming effects. The experiment found little support for the effects of priming the Latin lover stereotype. Ethnicity accessibility and stereotype endorsement mainly moderated priming effects dealing with perceptions of an unrelated White male target's romanticism, perceptions of an unrelated Latino male target's relational commitment, perceptions of a relationally-committed female target's ethnicity, and compatibility ratings involving the relationally-committed female target. Reasons for the weak priming results are discussed.

INTRODUCTION

Research examining the effects of exposure to portrayals of ethnic minority groups in mainstream media invoking an intergroup perspective has found that these images become incorporated into viewers' intergroup cognitions and affect subsequent judgments and evaluations (e.g., Dixon, 2006; Johnson, Trawalter, & Dovidio, 2000; Mastro, 2003; Power, Murphy, & Coover, 1996). Research on priming ethnic group stereotypes, in particular, has revealed that a primed stereotype affects subsequent evaluations of the entire ethnic group or of unrelated targets who are members of the group (e.g., Dixon & Maddox, 2005; Gilliam & Iyengar, 2000; Valentino, Hutchings, & White, 2002). Despite the support that has been found for the negative effects of priming an outgroup stereotype on intergroup attitudes, the process through which these effects occur has mainly been explored through a cognitive perspective (e.g., Dixon, 2006, Dixon & Azocar, 2007). This research, however, has failed to elucidate the intergroup mechanisms driving individual differences in priming effects. Self-categorization theory (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987) provides these insights by addressing who is more likely to demonstrate priming effects and in what context this is likely to occur. Focusing on the Latin lover stereotype, the goal of this study is to elucidate the process through which stereotype priming affects subsequent evaluations by employing a self-categorization theory approach.

STEREOTYPE OF LATIN PEOPLE AS PASSIONATE

A common stereotype of Latin people is that they are passionate and romantic (McCrae, Terracciano, Realo, & Allik, 2007). Research on national character stereotypes reveals that Latin cultures share similar beliefs about their culture (McCrae et al., 2007). National character stereotypes are beliefs about a culture that are common to members of that culture. In a study looking at the national character of 49 different cultures, Puerto Rico scored among the highest in extraversion and openness, whereas Spain scored among the lowest in conscientiousness (Terracciano et al., 2005). Extraversion, openness, and a lack of conscientiousness are all in line with the stereotype that Latin people are passionate (McCrae et al., 2007). That is, extraverts are assertive and seek excitement. They seek stimulation from others and draw attention to themselves. Openness refers to the extent that people are aware of their feelings and have an appreciation for adventure. People low on conscientiousness have low self-discipline, cannot control their impulses, and engage in spontaneous behavior. Moreover, multi-dimensional scaling of the scores from the different cultures revealed a tendency for Latin nations (e.g., Italy, Spain, Puerto Rico, Portugal, and Brazil) to define one side of the plot. These countries were clustered together, indicating that they shared similarities in terms of extraversion, openness, and low conscientiousness.

Focusing on Americans' perceptions of Latin people, in 1933, Katz and Braly set out to evaluate which traits are perceived to be characteristic of various ethnic groups. In their study, they asked American students to select from a list of 84 traits the five most typical traits of members of different ethnic groups, including Italians. Their results

showed that American students most highly endorsed the attributes of passionate, impulsive, quick-tempered, artistic, and musical with Italians. There also was a high degree of consensus in the sample regarding their beliefs of Italians. Nearly 70 years after the original study, similar results still emerged for the stereotype held for Italians (Madon, Guyll, Aboufadel, Montiel, Smith, Palumbo, & Jussim, 2001). Specifically, in a sample comprising of European American and non-European American participants, among the attributes mostly endorsed by participants as characteristic of Italians were passionate (endorsed by 39% of the sample) and quick-tempered (endorsed by 36% of the sample). This study also revealed that Italians are perceived as being very religious, loyal to family ties, and tradition loving. Of note, even though passionate was an attribute endorsed for Italians, it was not at all endorsed for Americans. Similarly, suave and romantic were attributes that were highly endorsed as attributes “much more characteristic of Italians than other people” (p. 1002) and not at all endorsed for Americans.

Altogether, these data support the notion that the stereotype of the passionate Latin person is widely-shared. The current study was designed to assess the application of this stereotype. In general, it set out to investigate whether the stereotype is applied to evaluations of Latino individuals, such that they are judged in stereotypical terms. The study involved a design featuring Latino and White male targets. An application of the stereotype would be observed if the Latino target is seen as more passionate than the White target. The design also involved the presentation of romantic and non-romantic female targets of ambiguous ethnicity. Application of the stereotype would be observed if

the romantic woman is judged as more likely Latina than the non-romantic woman. This is because the romantic woman is displaying attitudes that are in line with the stereotype for Latinos. Based on this contention, the following hypotheses were developed.

H1: A Latino male target will be perceived as more romantic than a White male target.

H2: A romantic female target will be perceived as more likely Latina than will a relationally-committed female target.

PORTRAYALS OF LATINOS AND THE LATIN LOVER

Stereotypes of Latinos extend to portrayals of the group in the media environment. Latino portrayals on television can be evaluated in terms of numeric representation as well as quality of representation. When it comes to quantitative representation, content analytic research reveals that this group is underrepresented compared to its actual population in the U.S. (Children Now, 2004; Mastro & Behm-Morawitz, 2005; Mastro & Greenberg, 2000). Specifically, at 15 percent of the U.S. population, Latinos constitute the largest ethnic minority group. However, this ethnic group is drastically underrepresented on television, only accounting for 3.9 percent of the character population on primetime television across five major broadcast networks (Mastro & Behm-Morawitz, 2005). Moreover, even though Latino representation in starring roles has increased over the years, more Latino characters are found in secondary than primary roles. This is contrasted with White and African American characters, who are found more in primary than secondary roles (Children Now, 2004). The sheer numeric representation of Latinos on television is important because it speaks to the group's vitality in society, which refers to the group's relative position in society (Giles, Bourhis, & Taylor, 1977). The degree of representation that a group receives in various institutions, including the mass media, affects the group's subjective vitality. That is, the more support a group perceives they receive from societal institutions, the more vitality they perceive their group to possess.

Research on the quality of Latino portrayals on mainstream television indicates that the media has the tendency to depict this ethnic group as aggressive. For instance,

this ethnic group is more likely to be found in dramas on prime-time television (Children Now, 2004). Additionally, even though the most common occupation held by Latino characters is that of law enforcement officers, the second most common occupation they held was that of criminals (Children Now, 2004). Further examination of the nature of Latino portrayals indicates that these characters tend to serve negative story functions, such as being the villains on a show (Harwood & Anderson, 2002) and are likely to be found discussing issues dealing with crime (Mastro & Behm-Morawitz, 2005). Latinos can also be found occupying roles of lower job and social authority than Whites (Children Now, 2004; Mastro & Behm-Morawitz, 2005). This imagery of Latinos gains significance when considering that depictions of Latinos as lawbreakers outnumber depictions of Latinos as victims of crime or as law defenders on news stories (Dixon & Linz, 2000a, 2000b).

Even though the majority of the research looking at ethnic group portrayals has focused on portrayals of these groups as criminals and lawbreakers, another stereotype that is commonly associated with Latino portrayals is that of the Latin lover (Ramírez Berg, 2002). This portrayal is rooted in seeing Latinos as objects of desire and its origin can be traced to the 1921 Rudolph Valentino film *The Four Horsemen of the Apocalypse*. In the film, Valentino portrays an Argentine gaucho who dances tango with a woman. In the scene, the woman is dancing with another partner, but Valentino's character cuts in, sweeps her into his arms and they dance in unison (Leider, 2004). This scene, and this movie, proclaimed a new kind of lover to the American audience, one that combines "suavity and sensuality, tenderness and sexual danger" (Ramírez Berg, 1990, p. 296).

To this day, the Latin lover is characterized by his well-groomed and smoldering appearance, exoticness, and aggressive sexual drive. The Latin lover is irresistible to women, who are easily seduced by him. Mastro and Behm-Morawitz (2005) revealed that while the occurrence of Latinos portrayed as “bandidos” is declining, portrayals of Latinos as “Latin lovers” is still common in prime-time television. In particular, they note that Latinos of both sexes were younger than their White or Black counterparts and that Latinos were deemed more physically attractive among the men. Additionally, Latinos were significantly more likely than Whites or Blacks to be inappropriately dressed. Finally, when it comes to men, Latinos were slimmer than both Whites and Blacks (Mastro & Behm-Morawitz, 2005).

EFFECTS OF EXPOSURE TO ETHNIC GROUP STEREOTYPES

Research on the effects of exposure to ethnic group stereotypes illustrates likely outcomes derived from exposure to these. For example, Busselle and Crandall (2002) found that exposure to specific television genres affects viewers' perceptions of African Americans in society. The authors submit that situation comedies and news programming present African Americans in dichotomized ways, which, through exposure, lead viewers to draw different evaluations of the ethnic group in society. In situation comedies, African Americans are portrayed as affluent and educated. However, in television news, African Americans are portrayed as poor and associated with criminality. Thus, the authors expected different outcomes from exposure to each genre. When it comes to situation comedies, the authors found that increased exposure to the genre is positively related to the perceived educational attainment achieved by African Americans. However, increased exposure to television news is positively related to the belief that lack of socioeconomic success for African Americans is due to a lack of motivation on their part. Vergeer, Lubbers, and Scheepers (2000) found further support for the contention that media messages become incorporated into consumers' intergroup cognitions. In particular, the authors found that exposure to a conservative newspaper known for depicting ethnic minority groups negatively was associated with perceiving ethnic minority groups as threatening in society.

Research looking specifically at the effects of exposure to portrayals of Latinos has revealed that these images become incorporated into viewers' intergroup cognitions. For example, research on the effects of exposure to Latino stereotypes on television has

revealed that the images people consume affect their perceptions of Latinos in the real world (Mastro, Behm-Morawitz, & Ortiz, 2006). Specifically, Mastro et al. found that perceptions of Latino criminality on television were directly associated with perceptions of Latinos as socially deviant in society. Moreover, this relationship was stronger for heavy television viewers than for light television viewers. Similarly, Mastro (2003) found that White viewers were less apt to justify the negative behavior of a Latino target than that of a White target. Moreover, the findings from this study suggest that White viewers' self-esteem increased when exposed to a Latino criminal. These results can be interpreted through a social identity perspective, wherein viewers' social identities become salient and are incorporated into the media viewing experience, thus affecting subsequent evaluations of the content.

As discussed above, effects from exposure to ethnic group stereotypes may derive from prolonged, repeated exposure; however, they can also result from exposure to a single media portrayal. Specifically, priming research informs us that exposure to an ethnic group stereotype affects immediate, subsequent judgments of the primed category. Therefore, priming the stereotype of the Latin lover should affect the evaluations that are drawn regarding Latinos' romantic intentions. Employing the Latin lover stereotype and guided by priming research, this study will examine some of the effects that exposure to this common representation of Latinos has on viewers' perceptions of the group's romantic intentions. After establishing the connection between priming the Latin lover stereotype and subsequent judgments, the tenets from self-categorization theory will be

incorporated into the priming paradigm to explain individual differences in priming effects.

MEDIA PRIMING

Priming refers to the process by which information associated with a recently activated construct comes to mind more easily than information that has not been activated. This information is then used to interpret incoming stimuli (Power et al., 1996). Research on priming has shown that activation of a stereotype affects subsequent judgments such that these are in line with the activated stereotype (Bargh & Chartrand, 1999). Research on priming ethnic group stereotypes in the media has focused on the overrepresentation of African Americans as perpetrators of crime. This line of research has shown that exposure to an African American perpetrator negatively influences White viewers' subsequent evaluations and judgments of African Americans (e.g., Gilliam & Iyengar, 2000; Peffley, Shields, & Williams, 1996). For example, Power et al. (1996) found that exposure to a stereotypic representation of an African American increased the likelihood of making internal attributions to African Americans involved in unrelated negative events. Thus, exposure to an ethnic group stereotype affected subsequent judgments.

Assessing the effects of televised portrayals of ethnic minority criminals, Peffley et al. (1996) found that manipulating the race of a suspect pictured in a crime news story activated the negative stereotype of criminality among White viewers. The activated stereotype influenced evaluations of the suspect along racial lines, such that participants viewed the African American as guiltier, more deserving of punishment, and more likely to commit future violence than the White suspect. In a similar study, Gilliam and Iyengar (2000) manipulated the race of a suspect featured in a crime news story. They found that

among White viewers, presenting the African American perpetrator increased support for punitive approaches to crime and increased negative attitudes toward African Americans.

Given that empirical research supports the contention that priming criminality leads individuals to draw evaluations that are in line with the activated stereotype, similar results can be expected when priming romance instead. Priming effects will be investigated in the current study using an experimental design. As previously described, participants will make judgments of unrelated White and Latino male targets and of ethnically-ambiguous women. However, before making their judgments, participants will be primed with either romantic or non-romantic behavior featuring a Latino or White protagonist. Following the prime, participants will also be asked to make compatibility ratings between the male and female targets.

When primed with romance, it is expected that individuals will evaluate others through the activated stereotype and perceive them as passionate. Given that the stereotype of Latinos as passionate is widely-shared, when exposed to a movie clip featuring a Latino protagonist, the stereotype of Latinos as passionate is likely to be activated. This activated stereotype will lead individuals to perceive other Latinos in line with the activated stereotype for romance. Similarly, when primed with Latinos, people are likely to perceive an ethnically-ambiguous woman as more likely Latina if she displays attitudes related to romance and passion than if she displays attitudes that are not related to passion. The following hypotheses were developed based on this discussion.

H3: Participants will judge male targets as more passionate when they are exposed to romantic, as compared to non-romantic behavior.

H4: Participants will judge male targets as more passionate when they are exposed to a Latino, as compared to a White protagonist.

H5: Participants will rank a romantic female target as more likely Latina than they do a relationally-committed female target when they are exposed to a Latino, as compared to a White protagonist.

It is also expected that the effects of the primed behavior (romantic or non-romantic) will vary depending on who is enacting the behavior (in the prime) and on who is being evaluated following the prime. For instance, when a Latino protagonist engages in romantic behavior, exposure to this clip is more likely to affect the evaluations of an unrelated Latino target than those of an unrelated White target. Indeed, when the Latin lover stereotype is primed, the unrelated Latino target will be judged according to his fit with the stereotype. Because this target is Latino, there is a greater likelihood of forming an impression consistent with the stereotype. In other words, the target's ethnicity will serve as a cue for categorizing him as a Latin lover. Because Latin lovers are known for being passionate and romantic, the unrelated Latino target will be perceived as romantic following exposure to the romantic Latino protagonist. Following this line of thinking, a White target will be perceived as more romantic following exposure to a clip featuring a romantic White protagonist than a clip featuring a romantic Latino protagonist. That is, the effects of the prime are more likely to generalize for the White target if his ethnicity corresponds to the protagonist's ethnicity. Alternatively, Latin lovers are not characteristically known for being committed in romantic relationships. Therefore,

following exposure to the romantic Latino protagonist, judgments about an unrelated Latino target's level of relational commitment will decline.

H6: The effect in H3 will be stronger for the Latino target in the Latino protagonist condition.

H7: The effect in H3 will be stronger for the White target in the White protagonist condition.

H8: (a) Participants will judge a Latino male target as less relationally committed when they are exposed to romantic, as compared to non-romantic behavior; (b) this effect will be stronger when the protagonist is Latino than when he is White.

As previously noted, the design of this study involves the presentation of multiple ethnically ambiguous female targets, one of whom displays a passionate love style and one who does not display a passionate love style. If an unrelated Latino target can be evaluated in terms of his fit to the Latin lover stereotype based on his ethnicity, likewise an ethnically-ambiguous female target can be perceived as fitting the category if she exemplifies behaviors or attitudes that are in line with the Latin lover stereotype. That is, the female target's ambiguous ethnicity, coupled with her passionate love style, is likely to be incorporated into the evaluations that are drawn of her. Specifically, upon being primed with the Latin lover stereotype, individuals will associate the target's attitudes and behaviors with the activated stereotype and perceive her as Latina. Similarly, an ethnically-ambiguous target that exemplifies attitudes and behaviors that are in contrast

to the primed stereotype is less likely to be perceived as Latina. Based on these contentions, the following hypotheses were developed:

H9: (a) Participants will rank a romantic female target as more likely Latina when they are exposed to romantic, as compared to non-romantic behavior; (b) this effect will be stronger when the protagonist is Latino than when he is White.

H10: (a) Participants will rank a relationally-committed female target as less likely Latina when they are exposed to romantic, as compared to non-romantic behavior; (b) this effect will be stronger when the protagonist is Latino than when he is White.

When asked to make judgments of romantic compatibility between the male and the female targets, the prime should affect the judgments that are made. Based on earlier predictions, exposure to romantic behavior leads individuals to perceive others as more romantic. Thus, if the male targets are perceived as romantic following exposure to the romantic clip, then they will be seen as more relationally-compatible with a romantic woman than with a woman who does not endorse romantic attitudes.

H11: Perceived romantic compatibility will be higher between the male targets and the female target displaying a passionate love style than between the male targets and the female target not displaying said love style when participants are exposed to romantic, compared to non-romantic behavior.

When taking the ethnicity of the protagonist and of the target into consideration, more specific predictions about compatibility rating can be derived. For instance, exposure to a clip featuring a romantic Latino protagonist will prime the Latin lover

stereotype. Due to his ethnicity, the Latino male target will be perceived as endorsing a passionate love style. Consequently, his compatibility with the female target that also endorses a passionate love style will be evaluated as higher than will his compatibility with the female whose love style is not in line with the stereotype. Likewise, exposure to a White romantic protagonist will affect perceptions of the White male target's love style. This target will be seen as more romantic; therefore, he will be more compatible with the romantic woman than with the non-romantic woman. Thus:

H12: The effect in H11 will be stronger for the compatibility ratings involving the Latino male target in the Latino protagonist condition.

H13: The effect in H11 will be stronger for the compatibility ratings involving the White male target in the White protagonist condition.

H14: Perceptions of the Latino male target's passionate and committed love style will mediate the relationship hypothesized in H12.

H15: Perceptions of the White male target's passionate love style will mediate the relationship hypothesized in H13.

Additionally, perceptions of the female target's ethnicity should also affect judgments of romantic compatibility between the females and the Latino male target. In other words, the extent to which the women are perceived as Latina influences the degree to which they will be paired with the Latino male target. Research on interethnic romantic relationships reveals that people hold certain stereotypes and prejudices against this type of relationship that lead them to draw negative evaluations of them (Gaines, Buriel, Liu, & Rios, 1997). For example, outsiders to a relationship perceive interethnic

relationships as less satisfying and likely to fail due to the differing goals and experiences of the individuals within the relationship (Root, 1996). Therefore, when asked to make compatibility judgments, people will be less inclined to indicate high compatibility between a Latino target and a female target who they perceive is White. Based on this contention, I developed the following hypothesis:

H16: Perceived ethnicity of the female targets will mediate the relationship hypothesized in H12.

SELF-CATEGORIZATION THEORY

The hypotheses thus far make two assumptions about people: (1) that they readily categorize others in terms of their ethnicity, and (2) that everyone endorses the stereotype of Latinos as passionate people. However, variation exists in the extent to which people endorse the Latin lover stereotype and on their readiness to perceive themselves and others in terms of their ethnicity. This variation leads to different priming effects, such that some people should demonstrate stronger priming effects than others. Self-categorization theory (SCT: Turner et al., 1987) provides an effective framework from which to explore individual differences in priming effects of ethnic group stereotypes.

Self-categorization theory grows from a social identity theory (Tajfel & Turner, 1986) perspective and holds that people's membership in different social groups, or categories, is an important part of self-definition. According to SCT (Turner et al., 1987), self-concept is defined as a set of cognitive representations of the self (i.e., self-categorizations) that are available to a person. These cognitive representations of self range in a continuum from personal to social categorizations. Group behavior emerges as self-categorization moves away from personal identity and closer to social identity (Turner & Reynolds, 2003). When self-categorized in personal terms, individuals see themselves and others as unique entities and focus on idiosyncratic differences between one another. When self-categorized in social identity terms, individuals see themselves as members of a group and perceive others in terms of their group memberships (Turner, 1982). Because the self-concept is comprised of different cognitive representations of self, the activated self-categorization depends on the context and produces a specific self-

image (Turner et al., 1987). For example, an educated Latino man can categorize himself as an educated man in one context, but as a Latino in a different context. The categorization that is activated (i.e., salient) is the one that provides the most meaningful interpretation of the context.

When a social categorization is salient, individuals perceptually minimize differences between members of the same group, and maximize differences between members of different groups (Turner et al., 1987). Salience of a social category causes people to no longer see the self as a unique individual but as a member of a social group; thus, the self is depersonalized (Oakes, 1987; Turner & Oakes, 1989). When a particular social categorization is salient, individuals view themselves and others in terms of the group prototype (Hogg, Cooper-Shaw, & Holzworth, 1993). Prototypes are cognitive representations of categories that accentuate intragroup similarities and intergroup differences. They are a loosely-bound set of attributes that form the basis of intergroup comparisons in a particular context (Cantor & Mischel, 1979). When depersonalized, individuals' perceptions of self and others are assimilated to the salient prototype, such that they are seen as embodiments of the attributes of their group (Hogg & Hains, 1996; Hogg & Reid, 2006). Activation of a particular prototype depends on which attributes help make the most sense of the social setting. For example, if ethnicity is salient, people will be perceived through the lens of the salient ethnic prototype. In one instance, the prototype for Latinos may involve the attribute of laziness, but in another instance, it may involve the attributes related to passion and romanticism. In instances where ethnic group membership is salient and the attribute that defines the prototype for ethnicity is relevant

to passion and romanticism, Latinos and non-Latinos will display attitudes and behaviors that are in line with the activated prototype. Thus, knowing information about the activated prototype (e.g., Latin passion) allows for the formulation of predictions based on the attributes that define the prototype.

Looking at the importance of identity salience in leading individuals to act in group prototypical ways, Reid, Keerie, and Palomares (2003) found that men and women differed in their use of tentative language when gender identity was salient, but their use of tentative language was similar when gender identity was not salient. Tentative language is a linguistic feature that is stereotypically associated with women. However, gender differences in line with this stereotype only emerged when gender identity was salient. Other research has corroborated the importance of group identity salience in leading individuals to act in prototypical ways (e.g., Palomares 2004, 2008). Moreover, Brown and Hewstone (2005) submit that group membership salience is an integral component that leads to the generalization of effects from one setting to another. Specifically, they hold that the outcomes derived from interacting with a particular target are likely to be associated with other targets belonging to the same group as the original target when group membership salience is high.

Salience of a social categorization depends on the accessibility of that categorization for the perceiver and on the fit of the category to the situation. Accessibility refers to the readiness of a particular categorization to be activated (Brewer, 1988; Bruner, 1957; Voci, 2006). The more accessible the categorization is, the more likely it is to be activated in a particular context. In the example of ethnicity, some people

are simply more likely to see themselves as “White” than others. When priming the Latin lover stereotype, the potentially activated prototype is defined by Latino passion.

However, activation of the prototype hinges on ethnic group identity being accessible for individuals. If their ethnic identity is not accessible, then individuals will not categorize others in terms of their ethnicity nor perceive them in terms of their fit to the prototype defined by the Latin lover stereotype.

Given the importance of ethnicity accessibility, when it comes to priming an ethnic group stereotype, ethnic group accessibility will promote the generalization from one target (i.e., the prime) to another if both targets share the same ethnic group membership. That is, those whose ethnicity is highly accessible are more attuned to their own ethnicity and, consequently, to the ethnicity of others. When individuals are attuned to the ethnicity of others, they are more likely to perceive (and judge) them according to their ethnicity. Therefore, individuals with high ethnicity accessibility are more likely to draw connections between a character in a movie clip and an unrelated target if they share the same ethnicity. Given this contention, ethnic group accessibility should moderate the relationship between exposure to a White or Latino protagonist and the subsequent judgments that are made regarding an unrelated target.

H17: Ethnicity accessibility moderates the relationships predicted in H4-H10, H12, and H13: Higher levels of ethnicity accessibility will be associated with stronger effects.

H18: Ethnicity accessibility moderates the mediated relationships predicted in H14- H16: Higher levels of ethnicity accessibility will be associated with stronger mediated effects.

The second component that determines salience of a categorization is its fit to the context and incoming stimuli. There are two types of fit: comparative and normative fit. The *comparative fit* of a categorization to the context is determined by the extent to which the categorization minimizes intragroup differences and maximizes intergroup differences (Voci, 2006). For example, if in a social dance setting all the people dancing were Latino, whereas all the non-Latino people were not dancing, then the categorizations of “Latino” and “not Latino” would have comparative fit to the context because it allows for grouping those who are similar (e.g., those who are dancing) and for separating them from those who are not like them (e.g., those who are not dancing). A categorization achieves *normative fit* to the context when the observed differences between groups are in line with the stereotypes held for those groups (Oakes, Turner, & Haslam, 1991). Using the previous example, the categorization of “Latino” achieves normative fit if the behavior is in line with the stereotype held for Latinos. That is, if the group was dancing to salsa music, which is stereotypically associated with Latinos, then the categorization has normative fit and the category “Latino” would be salient. In contrast, if they had been dancing the Viennese Waltz then the categorization of “Latino” would most likely not achieve normative fit because the behavior is not in line with the stereotype held for the ethnic group.

Following this line of thinking, the extent to which an individual endorses the stereotype of Latinos as passionate people affects the normative fit of the categorization to any situation. The more a person endorses the Latin lover stereotype, the greater the normative fit the categorization is likely to achieve in any situation. Consequently, any priming effects derived from exposure to the Latin lover stereotype are affected by the degree to which a person perceives that Latinos are indeed passionate people. For example, if an individual does not stereotypically view Latinos as passionate, then ethnicity may not become salient for this person upon exposure to the Latin lover stereotype because of a lack of “fit” of the category to the context. In other instances, the predominant stereotype that people hold of Latinos may be related to attributes other than passion and romanticism (e.g., criminality). If this is the case, upon exposure to a Latino protagonist, unrelated Latino targets may not be perceived in terms of their fit with the Latin lover stereotype, but in terms of the stereotype defining the activated prototype (e.g., Latino criminality). Therefore, the extent to which individuals endorse the stereotype of Latino passion should moderate the relationship between exposure to a White or Latino protagonist and the subsequent judgments that are made regarding an unrelated target.

H19: Endorsement of the stereotype of Latino passion moderates the relationships predicted in H4-H10 and H12-H16: Greater stereotype endorsement will be associated with stronger effects.

H20: Endorsement of the stereotype of Latino passion moderates the mediated relationships predicted in H14- H16: Greater stereotype endorsement will be associated with stronger mediated effects.

To test the hypotheses, participants were exposed to one of four video clips in a 2 (character ethnicity: White vs. Latino) \times 2 (type of behavior: non-romantic vs. romantic) between subjects experiment. After watching the clip, participants viewed hard copies of five profiles made to resemble those from *match.com*. Two profiles belonged to men (one White, one Latino) and three profiles belonged to women (all ethnically-ambiguous: either White or Latina). The content of the men's profile was comparable in terms of romantic inclination. One woman was perceived as looking for romance, whereas another woman was perceived as looking for a stable, committed relationship. The third woman simply served as a filler profile.

First, a pilot study was performed to provide better insights on the image of the Latin lover. Selection of manipulation material for the main study was based on the findings from the pilot study. A second pilot study assessed the validity of the manipulation and stimuli material that were used in the main study.

PILOT STUDY 1

A pilot study provided insight into perceptions of the Latin lover stereotype among the population of interest. The manipulation material was tailored based on the findings from this pilot study. The scales for passionate and committed love style were also included in the pilot study to assess their reliability. The scales assessed perceptions of the Latin lover's love style as well as participants' own love style.

Method

Participants

Participants were undergraduate Communication students from a large southwestern university. The participants ($N = 49$, 69.4% women, age $M = 21.26$, $SD = 1.21$) came from the same population as the main study and received extra credit for their participation. The pilot survey asked closed- and open-ended questions.

Measures

Participants were instructed to think of people who might be called "Latin lovers" and to answer the items that followed with the image of the "Latin lover" in mind. Subsequently, participants completed single items assessing the degree to which Latin lovers are *physically attractive*, *committed* in romantic relationships, *sexually appealing*, and *romantic* on 7-point Likert scales (1 = lack of the attribute, 7 = complete dominance of the attribute). One item asked participants to indicate whether a "Latin lover" is a man or a woman and another item asked for a "Latin lover's" age.

Love style. Hendrick and Hendrick's (1986) eros subscale of the love attitudes scale was used to measure the Latin lover's passionate love style. The 7-item subscale

was adapted to reflect perceptions of the Latin lover's love style regarding a future lover (e.g., "He would be attracted to his lover immediately after they first met"). Participants were asked to indicate their agreement with the items, ranging from 1 (*strongly disagree*) to 7 (*strongly agree*) (Cronbach's $\alpha = .86$). The scale also measured participants' passionate love style ($\alpha = .73$). The items were adapted to reflect participants' perceptions regarding a future lover (e.g., "My lover and I would be attracted to each other immediately after we first met"). See Appendix A for the scale.

To measure the Latin lover's committed love style, Rusbult, Martz, and Agnew's (1998) commitment subscale of the investment model scale was used. The 6-item scale measured perceptions of the Latin lover's relational commitment regarding a future lover (e.g., "He would want their relationship to last for a very long time") as well as participants' relational commitment regarding a future lover (e.g., "I would want our relationship to last for a very long time"). Participants indicated their agreement with each of the statements, with response options ranging from 1 = *strongly disagree* to 7 = *strongly agree* ($\alpha = .89$ for Latin lover, $\alpha = .88$ for self). See Appendix B for the scale.

Attribute recall. The method employed by Tan, Fujioka, and Tan (2000) was used to get a clearer picture of the Latin lover stereotype. Specifically, participants were instructed: "Imagine someone who might get called a Latin lover. Think about what that person might look like and how that person might act, dress, talk, etc. In the space below, list the ideas, images, adjectives, or portrayals that stand out to you."

Results and Discussion

The Latin lover was perceived to be physically attractive, sexually appealing, and romantic, while not necessarily committed in romantic relationships. Specifically, on 7-point scales, the Latin lover is seen as significantly above the scale midpoint (i.e., a test value of 4.0), in terms of physical attractiveness, ($M = 5.20, SD = 1.22$) $t(48) = 6.88, p < .001, r^2 = .50$; sex appeal, ($M = 5.24, SD = 1.58$) $t(48) = 5.53, p < .001, r^2 = .39$; and romanticism, ($M = 5.73, SD = 1.11$) $t(48) = 10.90, p < .001, r^2 = .71$. In terms of relational commitment, the Latin lover is not seen as above or below the midpoint, ($M = 3.98, SD = 1.69$) $t(48) = -.09, p > .05$.

When it comes to demographic descriptors of the Latin lover, 75.5 percent of participants saw the Latin lover as a man ($n = 37$), whereas 24.5 percent of participants saw the Latin lover as a woman ($n = 12$), $\chi^2(1, N = 49) = 12.76, p < .001, \phi = .26$. The Latin lover was generally seen in his mid-twenties (age $M = 25.67, SD = 3.00$).

Perceptions of the Latin lover's love style were also investigated in this pilot. The Latin lover is seen as having a passionate love style ($M = 5.12, SD = .94$); one that is significantly above the scale midpoint, $t(48) = 8.30, p < .001, r^2 = .59$. When it comes to his relational commitment ($M = 3.66, SD = 1.23$), he is seen as slightly below the midpoint; however, this difference was marginally significant: $t(48) = -1.93, p = .06, r^2 = .07$. The Latin lover also is seen as more passionate than committed in romantic relationships, $t(48) = 8.46, p < .001, r^2 = .60$. The Latin lover's passionate love style and relational commitment were also compared to participants' own passionate love style ($M = 5.26, SD = .78$) and relational commitment ($M = 5.24, SD = 1.22$). Participants did not

see the Latin lover as having a more passionate love style than themselves, $t(46) = -1.14$, $p > .05$. However, compared to themselves, they did see the Latin lover as less committed in romantic relationships, $t(46) = 7.02$, $p < .001$, $r^2 = .52$.

Finally, this pilot study looked at the descriptions of the Latin lover that participants provided in an open-ended item. In this measure, participants were instructed to list the ideas, images, adjectives, or portrayals of the Latin lover that stand out to them. I coded these data in terms of its manifest content. That is, no interpretation was made beyond what was written by participants. Moreover, no statistical analyses were performed on these data; trends and themes of the Latin lover description were simply noted.

The Latin lover was described as someone who is romantic and passionate. He was seen as sexy and seductive, and boasting of a smooth attitude. He was especially noted for being a good dancer. A clear physical description also arose of the Latin lover: He was primarily seen as someone who is physically attractive, dark skinned, with dark hair and eyes. He was tall and has a nice body. In terms of his speech, the Latin lover speaks with either a Spanish or Latin accent. Descriptions of the Latin lover's attire were also popular. He was seen as being well-dressed, wearing tight-clothes, and perhaps even an unbuttoned shirt.

The results of this pilot study provide a clearer image of the Latin lover from which to tailor the manipulation material for the main study. In general, the Latin lover is a good-looking man in his mid-twenties. Despite not being considered as someone who values relational commitment, he is undoubtedly a romantic individual who is also

known for being sexually alluring. The Latin lover fits the clichéd “tall, dark, and handsome” description. He is well-dressed and his speech is marked by a Latin accent. Finally, he is remembered for his dancing skills. The video clips that will be used in the main study must portray a Latino leading man who fits most, if not all, of the descriptions of the Latin lover.

PILOT STUDY 2

The purpose of the second pilot study was to validate the material that had been selected as potential stimuli for the main study. The following items were tested in this pilot study: six video clips, the content of five dating profiles, and 26 pictures of men and women. The priming manipulation and the dependent variable measures were tailored according to the results found in this pilot.

Method

Participants

Participants were drawn from the same population as the main study ($N = 99$, age $M = 19.98$, $SD = 1.80$). However, because the main study was only interested in responses from non-Latinos, only data from those who do not identify as Latino were analyzed in the pilot study: $N = 93$, 80.60% women, 86% White, age $M = 20.00$, $SD = 1.85$).

Video Clips

The clips that were piloted were four romantic clips and two non-romantic clips. The first pilot study indicated that people view the Latin lover as a good dancer. Therefore, two of the clips that were pilot tested featured a romantic leading man who was dancing. Two clips featured a romantic leading man who is not dancing, and the remaining two clips featured a non-romantic leading man.

A 2 (ethnicity of protagonist: White or Latino) \times 3 (behavior of protagonist: romantic-dancing, romantic – not dancing, and non-romantic) mixed model design was employed to test the clips, with the second variable being within subjects. Half of the

participants (50.5%) watched three clips featuring a White male protagonist, whereas the other half (49.5%) watched three clips featuring a Latino male protagonist. The clip featuring the non-romantic protagonist was seen second by all participants. The order of the clips featuring the romantic protagonist was randomized between first and third order.

The clips with the Latino protagonist featured the same Latino actor: Eduardo Verástegui. In the romantic-dancing clip (1:28 minutes long, taken from *Chasing Papi*), the main character enters a night club and immediately makes eye-contact with a Latina, with whom he starts dancing. After they finish dancing, they sit down and he gives her a gift. In the romantic – not dancing clip (1:32 minutes long, taken from *Chasing Papi*), the main character surprises a Latina woman at work with a bottle of wine and a gift. They are then shown snuggling on a couch, while he reads poetry to her. The non-romantic clip (1:26 minutes long, taken from *Bella*) features a bearded main character walking and talking with a female co-worker about their job. She has just been laid off of work.

The clips with the White protagonist feature two different actors: two clips are with Ryan Reynolds, one clip is with Ryan Gosling. In the romantic-dancing clip (1:29 minutes long, taken from *The Notebook*), the main character asks a White female to dance with him in the middle of the street. They dance to a slow song. In the romantic – not dancing clip (1:23 minutes long, taken from *Definitely Maybe*), the main character asks a White female to sing for him. She obliges and a collage of scenes featuring the couple ensues. In one brief scene, he gives her a gift and, in another, they are both sitting on a couch working but put their work aside to kiss. The non-romantic clip (1:28 minutes

long, taken from *The Nines*) features a bearded main character walking with a White female through the woods discussing his job.

Participants answered three items immediately after watching each clip. The first item instructed participants to indicate how physically attractive the male character was. The second item asked participants to indicate the degree to which they found the leading character romantic. Both items were measured on 7-point Likert scales, with higher scores indicating more of the attribute. The third item asked participants to indicate the ethnicity of the male character. Here, participants were provided with a list of ethnicities and asked to check the one which best fits the character.

Content of Dating Profiles

Five profiles were pilot tested: two for the men and three for the women. For the men, the two profiles were written such that they give no indication as to whether the owner is looking for a passionate relationship or a committed relationship. Both profiles state that the owner likes to try new things, hang out with friends, has a good sense of humor, and enjoys music (see Appendix C for male profiles).

The content of the female profiles should lead participants to draw different perceptions about the owner. One profile was created to indicate that the owner is passionate and seeking romance in her life. For example, she notes that she loves flowers and values physical attraction in a relationship. Another profile was designed to indicate that the owner is seeking a stable, committed relationship. This profile, for example, notes that the owner wants a man who can be true and is ready to make a commitment. The third profile was designed so that the owner does not appear to seek either passion or

commitment – she is simply open to whatever may come. See Appendix D for female profiles.

All participants read the five profiles and answered the same items regarding the profiles. The first item asked participants to indicate the extent to which they saw the profile as realistic (1 = *very unrealistic*, 7 = *very realistic*). One item asked participants to indicate how romantic and another how committed the owner of the profile would be in a romantic relationship (1 = *not romantic/committed at all*, 7 = *very romantic/committed*) and how interested the average man (woman) would be in dating the owner of the profile (1 = *not interested at all*, 7 = *very interested*).

Pictures

A total of 26 pictures were pilot tested: 8 of White men, 10 of Latino men, and 8 of women. The pictures were obtained from various online dating websites. Pictures were only selected if the owner did not live in the state where the study was conducted. The pictures were randomly divided into two groups; 50.5% of participants rated one group of pictures and 49.5% of participants rated the other group of pictures. For all the pictures, participants were instructed to arrange six ethnicities (American Indian or Alaskan Native, African American, White, Asian or Pacific Islander, Hispanic/Latino, and Arabic/Middle Easterner) in the order they felt best fit the person. For example, if participants thought that a person was White, then the number '1' was assigned to this ethnicity for this particular person. Participants also indicated the level of physical attractiveness (1 = *very unattractive*, 7 = *very attractive*) and age of the individual. An additional item was asked for the female pictures. After rank-ordering the ethnicities for

all the women, participants were informed that all the women are either White or Latina. They were instructed to indicate on a 7-point scale the extent to which they perceived each woman to be clearly White (1) or clearly Latina (7).

Results

Video Clips

Six video clips were analyzed for inclusion in the main study in a 2 (ethnicity of leading man: White or Latino) \times 3 (type of clip: romantic-dancing, romantic – not dancing, and non-romantic) mixed design. A mixed design ANOVA was performed to check that the protagonist in the romantic clip was indeed perceived as more romantic than the one in the non-romantic clip. A significant main effect for type of clip emerged, $F(2, 182) = 202.52, p < .001, \eta^2 = .69$; whereas a main effect for ethnicity of leading man did not emerge, $F(1, 91) = .04, p > .05$. Follow-up paired t -tests revealed that the protagonists in the romantic-dancing ($M = 6.02, SD = 1.35$) and in the romantic – not dancing clips ($M = 6.33, SD = 1.00$) were judged as more romantic than the protagonist in the non-romantic clip ($M = 3.37, SD = 1.56$), $t(92) = 10.91, p < .001, r^2 = .56$ for romantic-dancing, $t(92) = 18.64, p < .001, r^2 = .79$ for romantic – not dancing. The two romantic clips were not significantly different from each other, $t(92) = 1.82, p > .05$.

A significant interaction effect emerged, $F(2, 182) = 43.06, p < .001, \eta^2 = .32$. The interaction effect was further explored using repeated measures ANOVAs which were performed separately for the White and the Latino protagonist conditions. The effects for the White protagonist condition, $F(2, 92) = 298.94, p < .001, \eta^2 = .87$, and the Latino protagonist condition, $F(2, 90) = 42.97, p < .001, \eta^2 = .49$, were both significant.

For the White protagonist, post hoc paired *t*-tests indicated that the romantic-dancing clip ($M = 6.85, SD = .47$) was rated as the most romantic, followed by the romantic – not dancing clip ($M = 6.17, SD = 1.01$), and that the non-romantic clip ($M = 2.74, SD = 1.28$) was rated as the least romantic. All comparisons were significant at the $p < .001$ level.

For the Latino protagonist, post hoc paired *t*-tests indicated that the romantic – not dancing clip ($M = 6.50, SD = .98$) was rated as the most romantic, followed by the romantic-dancing clip ($M = 5.17, SD = 1.44$), and that the non-romantic clip ($M = 4.00, SD = 1.58$) was rated as the least romantic. All comparisons were significant at the $p < .001$ level.

Differences emerged when comparing romanticism ratings between the White and Latino protagonists within the type of behavior conditions. Specifically, in the romantic-dancing condition, the White protagonist was seen as more romantic than the Latino protagonist, $t(91) = 7.62, p < .001, r^2 = .39$. Notably, no significant differences emerged in the romantic – not dancing condition, $t(91) = -1.60, p > .05$. This means that participants viewed the White and Latino leading men in the romantic – not dancing clip as equally romantic. A significant difference also emerged between ratings of the White and Latino protagonists' romanticism in the non-romantic clip condition, $t(91) = -4.22, p < .001, r^2 = .16$, indicating that the White protagonist was seen as less romantic than the Latino protagonist.

Because romanticism is the key independent variable, only the results on this variable were used to pick clips. Thus, given the results for the ratings on romanticism for the leading men across the conditions, the clips featuring a romantic lead who does not

dance were used in the main study. The White and Latino protagonists in these clips were seen as equally romantic, yet they were both seen as more romantic than, respectively, the White and Latino protagonists in the non-romantic clip. The two non-romantic clips will also be utilized in the main study. Even though the White and Latino protagonists were not seen as equally romantic in this condition, their mean ratings on romanticism were at or below the midpoint for romanticism. Subsequent analyses hence only include the clips that were adopted for use in the main study.

Ratings of physical attractiveness were compared across the four conditions. A 2 (ethnicity of leading man: White vs. Latino) \times 2 (type of behavior: romantic – not dancing vs. non-romantic) mixed design ANOVA was performed to test for differences. Main effects emerged for ethnicity of leading man, $F(1, 91) = 44.01, p < .001, \eta^2 = .33$, and for type of behavior, $F(1, 91) = 51.86, p < .001, \eta^2 = .36$. These main effects indicate that the White protagonist ($M = 6.06, SD = 1.25$) is seen as more physically attractive than the Latino protagonist ($M = 4.34, SD = 1.25$) and that the protagonist in the romantic – not dancing clip ($M = 5.85, SD = 1.63$) is seen as more physically attractive than the protagonist in the non-romantic clip ($M = 4.57, SD = 1.91$). A significant interaction effect also emerged, $F(1, 91) = 14.96, p < .001, \eta^2 = .14$. This interaction effect was decomposed by performing paired t -tests separately in the romantic and non-romantic conditions. Among the clips featuring romantic behavior, the White protagonist ($M = 6.36, SD = 1.26$) was rated as more physically attractive than the Latino protagonist ($M = 5.33, SD = 1.81$), $t(91) = 3.20, p < .01, r^2 = .10$. Similar results emerged among the non-romantic clips: The White protagonist ($M = 5.77, SD = 1.25$) was rated as more

physically attractive than the Latino protagonist ($M = 3.35$, $SD = 1.69$), $t(91) = 7.85$, $p < .05$, $r^2 = .40$.

One final validity check involved confirming the perceived ethnicity of the protagonists. In general, participants identified the Latino protagonist as Latino (95.7% for the romantic clip, 90.5% for the non-romantic clip), and the White protagonist as White (100% for the romantic clip, 97.9% for the non-romantic clip).

Content of Dating Profiles

The written content of the profiles was analyzed to confirm that the men's profiles were comparable in terms of ratings of romanticism and relational commitment of the presumed author (see Table 1 for descriptive statistics). One profile (Profile 1) was not significantly different from the scale midpoint, which was labeled as "about average" to participants, on romanticism, $t(92) = -.70$, $p > .05$, and relational commitment ratings, $t(92) = -.34$, $p > .05$, but it was rated above the scale midpoint in terms of perceived realism, $t(92) = 5.66$, $p < .001$, $r^2 = .26$. Profile 2 was rated significantly lower than the scale midpoint in terms of romanticism, $t(92) = -4.02$, $p < .001$, $r^2 = .15$, and relational commitment, $t(92) = -2.60$, $p < .05$, $r^2 = .07$, but higher in terms of perceived realism, $t(92) = 4.26$, $p < .001$, $r^2 = .16$. Moreover, when compared to one another, the author of Profile 2 was rated as less romantic than the owner of Profile 1. No differences emerged between the two in terms of relational commitment or perceived realism.

The results on the men's profiles indicate that Profile 2 should be modified to make it more comparable to Profile 1. After reviewing the profiles, I found that the owner of Profile 1 used more expressive language (e.g., "love"), rhetorical questions, and

ellipses. Profile 2 was therefore modified to include these items as well (see Appendix C for revised profiles). This revised version of the profiles was used in the main study.

When it comes to the female profiles, the owner of the romantic profile should be rated as more romantic than the owners of the committed and average profiles.

Additionally, the owner of the committed profile should be rated higher on relational commitment than the owners of the romantic and average profiles. Results confirmed these expectations (see Table 2 for descriptive statistics). First, a significant repeated measures ANOVA revealed that there were differences between the profiles on romanticism, $F(2, 184) = 38.75, p < .001, \eta^2 = .30$. Follow-up paired t -tests revealed that the owner of the romantic profile was viewed as more romantic than the owners of the committed and average profiles. No significant differences emerged between the committed and average profiles.

Second, a repeated measures ANOVA with relational commitment as the dependent variable was also significant, $F(2, 184) = 18.86, p < .001, \eta^2 = .17$. Paired t -tests revealed that the owner of the committed profile was rated higher on relational commitment than were the owners of the romantic and average profiles. No significant differences emerged between the romantic and average profiles. In terms of how realistic these profiles were, the repeated measures ANOVA was significant, $F(2, 184) = 20.10, p < .001, \eta^2 = .18$. Paired samples t -tests revealed that the romantic profile was seen as less realistic than the committed and average profiles. Given the results for the female profiles, the profiles will be used in their current form in the main study.

Pictures

Participants rated a total of 26 pictures. Based on these ratings, two male pictures and three female pictures were to be selected for the main study. One male picture should be clearly identified as Latino, whereas the other one should be clearly identified as White. These two men should also be rated equal in terms of physical attractiveness. Of the 10 pictures of Latino men that were piloted, the picture that was identified as being Latino the most frequently was identified as such by 70.2 percent of participants. In other words, 70.2 percent of participants who saw this picture ranked “Latino” as the ethnicity that best fit the man in the picture. Because this picture had the highest identification rate among the Latino pictures, it will be used in the main study (see Appendix E for picture). The White male picture that matches the Latino in terms of physical attractiveness will be used in the main study. Of the eight White male pictures that were piloted, only one picture ($M = 5.51$, $SD = 1.14$) was not significantly different from the Latino picture ($M = 5.47$, $SD = 1.53$) on attractiveness, $t(46) = .54$, $p > .05$. Of the participants who saw this picture, 97.9 percent ranked “White” as the ethnicity that best fit the man in the picture. This will be the picture used in the main study (see Appendix E for picture). To ensure that participants in the main study identify the Latino man as Latino, his profile name, which is written on the top of the profile, was “juan_jose.” The White male’s profile name was “ethan_will.” These names were selected due to their popularity in the state where the study was conducted. Specifically, Ethan and Jose were among the top 10 most popular baby names in the state in 2008 (Social Security Administration, 2009).

The female pictures to be used in the main study should be ethnically ambiguous (between White and Latina). Therefore, the women should be rated as equally likely to be White or Latina. The ethnicity scale measure as well as the ethnicity ranking measure will be used to select the pictures. First, the ethnicity scale measure for each woman was compared to the scale midpoint (a value of 4.0). Only two pictures were not significantly different from the midpoint: Picture 1 ($M = 4.09$, $SD = 1.94$), $t(45) = .30$, $p > .05$; Picture 2 ($M = 4.19$, $SD = 1.84$), $t(46) = .72$, $p > .05$. In terms of the ranking of ethnicities for these two pictures, both “White” and “Latina” were ranked as the best fitting ethnicity with high frequency. For Picture 1, 32.6 percent of participants ranked her as most likely White; and 43.5 percent of participants ranked her as most likely Latina. For Picture 2, 44.7 percent of participants ranked her as most likely White; and 40.4 percent of participants ranked her as most likely Latina.

Differences emerged between the women in terms of physical attractiveness. Participants rated the woman in Picture 2 ($M = 5.83$, $SD = 1.12$) as significantly more attractive than the woman in Picture 1 ($M = 5.09$, $SD = 1.19$), $t(91) = -3.08$, $p < .01$, $r^2 = .09$. Given the results for ethnicity and attractiveness for Picture 1 and Picture 2, these two pictures will be used in the main study and counterbalanced between the romantic and committed profiles conditions. The average female profile will have a constant female picture. Because this is simply a filler profile, no analyses will be performed examining this profile (see Appendix F for pictures).

MAIN STUDY

A 2 (ethnicity of protagonist in video clip: White vs. Latino) \times 2 (behavior of protagonist in video clip: normal vs. romantic) between subjects experimental design was employed. Participants were randomly assigned to one of four conditions in which they were exposed to one of four video clips. Thirty-five (23.8%) participants were placed in the romantic Latino condition, 38 participants (25.9%) in the romantic White condition, 36 participants (24.5%) in the non-romantic Latino condition, and 38 participants (25.9%) in the non-romantic White condition.

Method

Procedure and Participants

The main study was performed as a two-time measurement study. The moderating variables were measured at T1, whereas the manipulation and measure of the dependent variables took place at T2. A time gap was placed between the measure of the moderating variables and the rest of the study so that participants were not made aware of the purpose of the study. At the beginning of the academic term, participants were recruited from Communication undergraduate courses. They were invited to participate in a series of studies and informed that they would receive extra-credit in exchange for their participation in both studies. If they agreed to participate in the studies, they were given a survey that measured the moderating variables. They were instructed to complete the survey on their own and to return it within a week.

Two weeks after the initial recruitment, participants were recruited for the second part of the study. They were informed that the study would take place in a computer lab,

where they would see a movie clip and answer several questions about the clip they watched. Responses at T1 and T2 were matched by asking participants for the last two digits of their phone number and the first three letters of their mother's maiden name.

A total of $N = 211$ subjects participated at the T1 and T2 administration of the studies (62.1% women, age $M = 21.59$, $SD = 3.31$). Because this study looked at how exposure to a stereotype of Latinos affects subsequent judgments, 40 participants (20.2%) that identified themselves as Latino were dropped. Thirteen subjects whose responses at T1 and T2 could not be matched, and 11 participants who misidentified the ethnicity of the Latino or White protagonist in the video clips were also dropped. The remaining and final sample size is $N = 147$, 63.9% women, age $M = 21.56$, $SD = 3.69$.

Care was taken to prevent participants from linking exposure to the clip with the subsequent judgments they were asked to make. When participants arrived to their lab session at T2, they were informed that the study for which they were originally recruited was extremely short and asked if they were willing to participate in a second, unrelated study. All participants agreed to participate in the second study. Participants were informed that the first study involved viewing a movie clip (see below) and answering some questions about the clip; and that the second study looks at the impressions people draw based on profiles taken from a dating website (e.g., match.com). Thus, participants were asked to view some profiles and to answer some questions about them. The two studies were saved as different files in the computer. One study was labeled "movie clips study" and the other was labeled "online dating study." Once participants informed me that they were done with the "movie clips study," I opened the "online dating study" file

in front of them. Upon conclusion of the “online dating study” all participants were debriefed and informed that all the studies for which they participated were part of the same study.

Dependent Variables

Following exposure to the clip, participants were given color copies of printed profiles from a dating website. They were asked to look at the profiles and to answer some questions about them. Each profile featured a picture of its owner. The profiles were of two men (one Latino, one White) and three women (ambiguously White or Latina). See Appendix E and F for pictures.

All of the profiles contained information regarding the owner’s description of him- or herself, his/her interests, and what he/she was looking for in a potential dating partner. The profile of one woman conveyed that she is into passionate relationships. The profile of the second woman conveyed that she is looking for a stable, committed relationship. The third female profile conveyed her as not falling into either of the two above categories (this is simply a filler profile). The profiles of the two men did not give any indication as to what type of relationship they were looking for. With the exception of the female filler profile, the pictures of the men and women were counterbalanced, such that the information contained in the profiles is not associated with the same picture for all participants

Love style. Once they looked at the profiles, participants were asked to evaluate the passionate love style of each the men using Hendrick and Hendrick’s (1986) eros subscale. The 7-item subscale was adapted to reflect perceptions of the targets’ love style

regarding a future lover (e.g., “He would be attracted to his lover immediately after they first met”). Participants were asked to indicate their agreement with the items on a 7-point Likert scale (1 = *strongly disagree*, 7 = *strongly agree*). The 7-item scale did not reach an adequate level of reliability for the Latino target. Therefore, two items were removed from the scale to reach adequate levels of reliability for both the Latino target ($\alpha = .71$) and White target ($\alpha = .70$). The items that were included in the main study are listed in Appendix A.

Perceptions of the men’s committed love style were measured with Rusbult et al.’s (1998) investment model scale. The 6-item scale was adapted to reflect perceptions of the target’s love style (e.g., “He wants his relationship to last for a very long time”). Participants were asked to indicate their agreement with each of the statements, with response options ranging from 1 = *strongly disagree* to 7 = *strongly agree* ($\alpha = .85$ for the Latino target, $\alpha = .82$ for the White target). See Appendix B for the scale.

Perceived ethnicity. As in the pilot study, participants were instructed to arrange the six ethnicities in the order they felt best fit each of the women. For example, if participants thought that she was Latina, then the number ‘1’ was assigned to this ethnicity for this particular person.

Perceived romantic compatibility. Three items assessed perceptions of romantic compatibility of each of the men with each of the women: (1) These two would have a real connection, (2) These two would really like each other, and (3) These two would be a good match. The first item comes from Eastwick and Finkel’s (2008) measure of chemistry, whereas the last two items were created for this study. Participants indicated

their level of agreement with each of the statements on a 7-point scale. All compatibility scales reached reliabilities greater than $\alpha = .91$.

Moderating Variables

Ethnicity accessibility was measured at T1 with three items. Participants were instructed to imagine their everyday life interactions with other people and to answer the three items with these experiences in mind. Participants indicated their awareness of their own race/ethnicity, the extent to which they think about other people's race/ethnicity, and how aware they are of ethnic differences when communicating with members of other racial/ethnic groups. The items were modified from Harwood, Hewstone, Paolini, and Voci (2005) to reflect chronic rather than episodic group accessibility. Similar modifications have been used in other research (Paolini, Harwood, & Rubin, 2009). All items were measured on 7-point scales with higher numbers indicating greater ethnic group accessibility ($\alpha = .78$).

Stereotype endorsement of Latinos as seductive was measured at T1 with four items. The items asked participants to indicate the extent to which they perceive Latinos, generally, to be seductive, physically attractive, romantic, and sexually appealing. All items were measured on 7-point scales, with higher numbers indicating more of the attribute ($\alpha = .83$). The same items were used to measure the construct of Whites as seductive ($\alpha = .83$). To create a measure of Latino seductiveness that accounts for White seductiveness, the Latino seductiveness measure was regressed on the White seductiveness measure. The residuals from this regression were used for the analyses. This variable serves as an indicator of Latino seductiveness that controls for perceptions

of White seductiveness. Finally, demographic data (e.g., age, sex, ethnic identification) were obtained from participants.

Results

Stimuli Check

Ratings of passionate love style and relational commitment for the profiles of the men and women were evaluated. For the male profiles, no differences emerged between Profile 1 ($M = 4.82$, $SD = .75$) and Profile 2 ($M = 4.78$, $SD = .84$) in terms of perceptions of the owner's passionate love style, $t(146) = .57$, $p > .05$; or relational commitment (Profile 1: $M = 3.70$, $SD = .98$; Profile 2: $M = 3.60$, $SD = .98$), $t(146) = 1.00$, $p > .05$. Among the female profiles, the owner of the romantic profile ($M = 6.38$, $SD = 1.11$) was evaluated as more romantic than the owner of the committed profile ($M = 5.20$, $SD = 1.09$), $t(146) = -9.43$, $p < .001$, $r^2 = .38$. However, the two profiles were rated comparable in terms of commitment ($M = 5.95$, $SD = 1.28$ for romantic woman, $M = 6.08$, $SD = 1.15$ for committed woman), $t(146) = .88$, $p > .05$. Even though the two profiles were not significantly different in terms of commitment, within-profile differences did emerge. Specifically, the owner of the romantic profile was evaluated as more romantic than committed in romantic relationships, $t(146) = -4.63$, $p < .001$, $r^2 = .13$. Conversely, the owner of the committed profile was evaluated as significantly more committed than romantic in romantic relationships, $t(146) = 9.68$, $p < .001$, $r^2 = .39$.

Perceived ethnicity of the pictures was also evaluated. As mentioned in the method section, participants ($n = 11$) who did not identify the Latino male target as Latino and the White male target as White were excluded from the analyses. These

participants were dropped because the measure of the dependent variable is contingent on the targets being identified as Latino and White, respectively. Significant differences emerged for the female pictures. Even though results from the pilot study indicated that the two female pictures that were selected were ethnically-ambiguous, the results from the main study show otherwise. The woman in Picture 1 was ranked as equally likely to be Latina ($M = 1.80, SD = .84$) or White ($M = 2.04, SD = 1.29$), $t(146) = -1.63, p > .05$. However, the woman in Picture 2 was ranked as more likely to be White ($M = 1.64, SD = 1.14$) than Latina ($M = 2.31, SD = 1.06$), $t(146) = 4.46, p < .001, r^2 = .12$. Given the differences that emerged for the female pictures, the analyses involving perceptions of the women's ethnicity will control for picture used.

Hypotheses 1 and 2

The first hypothesis predicted that the Latino male target will be perceived as more passionate than the White male target. Support was found for this hypothesis. The Latino target ($M = 4.90, SD = .83$) was perceived more passionate than the White target ($M = 4.71, SD = .76$), paired $t(146) = 2.82, p < .01, r^2 = .05$. The second hypothesis predicted that the romantic woman will be perceived as more likely Latina than will the relationally-committed woman. Support also was found for this prediction. This hypothesis was tested using a within subjects ANOVA with female picture as a covariate. Results indicated that the romantic woman ($M = 1.99, SD = .97$) was ranked more likely Latina than was the relationally-committed woman ($M = 2.12, SD = 1.01$), $F(1, 145) = 28.47, p < .001, \eta^2 = .16$.

Hypothesis 3

The third hypothesis predicted that the male targets would be perceived as more romantic when participants are exposed to the clip featuring romantic behavior than to the clip featuring non-romantic behavior. A 2 (male target: White vs. Latino) \times 2 (type of behavior: non-romantic vs. romantic) mixed-design ANOVA was performed to test this hypothesis. The main effect for behavior was marginally significant, $F(1, 145) = 2.91, p < .10, \eta^2 = .02$. Participants exposed to romantic behavior ($M = 4.90, SD = .67$) judged the male targets as more passionate than did participants exposed to non-romantic behavior ($M = 4.71, SD = .67$). Therefore, marginal support was provided for this hypothesis. The interaction effect was non-significant.

Hypothesis 4

This hypothesis predicted that participants exposed to the clip featuring a Latino protagonist would judge the male targets as more romantic than would participants exposed to a clip featuring a White protagonist. A 2 (male target: White vs. Latino) \times 2 (ethnicity of protagonist: White vs. Latino) mixed-design ANOVA was performed to test this hypothesis. However, no support was found for the prediction. Those exposed to a Latino protagonist ($M = 4.81, SD = .68$) did not rate the male targets as more romantic than those exposed to a White protagonist ($M = 4.80, SD = .68$), $F(1, 145) = .01, p > .05$. The interaction effect also was non-significant.

Hypothesis 5

It was predicted that participants exposed to a Latino protagonist, compared to those exposed to a White protagonist, would rank the romantic woman as more likely

Latina than the relationally-committed woman. Table 3 contains descriptive statistics for perceptions of the female targets' ethnicity. To test this hypothesis, a 2 (female target: romantic vs. relationally-committed) \times 2 (ethnicity of protagonist: White vs. Latino) mixed-design ANOVA with the first variable within subjects and female picture as a covariate was performed. The interaction between female target and ethnicity of protagonist was non-significant, $F(1, 144) = 1.61, p > .05$. Thus, perceptions of the female targets' ethnicity were not affected by condition. Hypothesis 5 was not supported. The main effect for ethnicity of protagonist also was non-significant.

Hypotheses 6 and 7

These hypotheses predicted that the effect of behavior prime on perceptions of the Latino (H6) and the White (H7) male targets' romanticism is moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is the same ethnicity as the target than when he is not. To test these hypotheses, a 2 (male target: White vs. Latino) \times 2 (type of behavior: non-romantic vs. romantic) \times 2 (ethnicity of protagonist: White vs. Latino) mixed-model ANOVA with the first variable within subjects was performed. A significant interaction between the three factors would indicate that the White and Latino targets were rated differently depending on the behavior and ethnicity of the protagonist featured on the clip. The interaction between male target and type of behavior was non-significant, $F(1, 143) = .01, p > .05$. The three-way interaction also was non-significant, $F(1, 143) = .77, p > .05$. Therefore, these hypotheses were not supported, indicating that behavior and ethnicity conditions

did not affect perceptions of the male targets' love style. Table 4 provides descriptive statistics for this analysis.

Hypothesis 8

This hypothesis predicted that (a) the Latino male target would be perceived as less relationally-committed when participants are exposed to a clip featuring romantic behavior than when they are exposed to a clip featuring non-romantic behavior. Additionally, it was hypothesized that (b) this effect would be stronger when the protagonist is Latino than when he is White. Table 5 provides descriptive statistics for this variable. This hypothesis was tested through a 2 (type of behavior) \times 2 (ethnicity of protagonist) between subjects ANOVA. The results of the ANOVA do not provide support for the hypothesis. The main effect for behavior was non-significant, $F(1, 143) = .07, p > .05$. The interaction between type of behavior and ethnicity of protagonist also had a non-significant effect on perceptions of the Latino target's relational commitment, $F(1, 143) = .12, p > .05$, indicating that perceptions of the Latino target's relational commitment were unaffected by type of behavior and ethnicity of the protagonist.

Hypotheses 9 and 10

It was predicted that (a) exposure to romantic behavior, as opposed to non-romantic behavior, would lead participants to rank the romantic female target as more likely Latina (H9) and the relationally-committed female target as less likely Latina (H10), and that (b) these effects would be stronger when the protagonist of the clip is Latino rather than White. To test these hypotheses, a 2 (female target) \times 2 (type of behavior) \times 2 (ethnicity of protagonist) mixed model ANOVA was performed with the

first variable within subjects and female picture as a covariate (see Table 3 for descriptive statistics). The two-way interactions involving female target were non-significant. However, the three-way interaction was significant, $F(1, 142) = 6.39, p < .05, \eta^2 = .04$. This effect was further investigated by performing separate 2 (type of behavior) \times 2 (ethnicity of protagonist) between subjects ANOVAs on each of the female targets. For the romantic woman, the interaction between behavior and ethnicity of protagonist was non-significant, $F(1, 142) = .05, p > .05$, indicating that ranking of the romantic female target's ethnicity did not differ across conditions. Thus, Hypothesis 9 was not supported. For the relationally-committed woman, the interaction between behavior and ethnicity of protagonist was significant, $F(1, 142) = 8.53, p < .01, \eta^2 = .06$. Figure 1 provides a graphical illustration of this effect. Independent samples t -tests revealed that when exposed to non-romantic behavior, participants ranked the relationally-committed woman as more likely Latina when exposed to a Latino protagonist ($M = 1.92, SD = .94$) than when exposed to a White protagonist ($M = 2.50, SD = 1.16$), $t(72) = 2.38, p < .05, r^2 = .07$. The results for exposure to romantic behavior were marginally significant, $t(71) = -1.81, p < .10, r^2 = .04$; indicating that when exposed to romantic behavior, participants who were exposed to a White protagonist ranked the relationally-committed woman as more likely Latina ($M = 1.84, SD = .82$) than did those exposed to a Latino protagonist ($M = 2.23, SD = 1.00$). This effect is consistent with Hypothesis 10.

Hypothesis 11

This hypothesis predicted that compatibility ratings with the male targets would be higher for the romantic woman than for the relationally-committed woman when

participants are exposed to romantic, compared to non-romantic, behavior. Descriptive statistics of the compatibility ratings between the male and female targets can be found in Tables 6 and 7. To test this hypothesis, a 2 (female target) \times 2 (male target) \times 2 (type of behavior) mixed model ANOVA was performed with the first two variables within subjects and female picture as a covariate. The interaction between female target and type of behavior was non-significant, $F(1, 144) = .77, p > .05$, indicating that whether participants were exposed to romantic or non-romantic behavior, the compatibility ratings for the romantic woman and the relationally-committed woman with the male targets were the same. Thus, no support was found for Hypothesis 11. However, a main effect for female target emerged, $F(1, 144) = 17.79, p < .001, \eta^2 = .11$. This effect reveals that compatibility ratings involving the romantic female ($M = 3.89, SD = 1.01$) were higher than those involving the relationally-committed female ($M = 3.51, SD = 1.03$).

Hypothesis 12

This hypothesis focused on the compatibility ratings for the Latino male target. It predicted that the effect of behavior prime on compatibility ratings involving the Latino target would be stronger when the protagonist is Latino than when he is White. This hypothesis was tested with a 2 (female target) \times 2 (type of behavior) \times 2 (ethnicity of protagonist) mixed model ANOVA with the first variable within subjects and female picture as a covariate. The interaction between female target and type of behavior was non-significant, $F(1, 142) = .52, p > .05$. The three-way interaction between the three variables also was non-significant, $F(1, 142) = .15, p > .05$, indicating that compatibility ratings for the Latino target with the female targets did not change as a function of the

type of behavior and ethnicity condition (see Table 6 for descriptive statistics). Of note, the interaction between female target and ethnicity of protagonist was significant, $F(1, 142) = 10.60, p < .01, \eta^2 = .07$. This effect was further analyzed by performing separate between-subjects ANOVAs on each of the female targets with female picture as a covariate. For the Latino target's compatibility with the romantic woman, the effect of ethnicity of the protagonist was non-significant, $F(1, 146) = 2.19, p > .05$. However, for the relationally-committed woman, the effect of ethnicity of the protagonist was significant, $F(1, 146) = 9.98, p < .01, \eta^2 = .07$. She was seen as more compatible with the Latino following exposure to a Latino protagonist ($M = 3.95, SD = 1.31$) than following exposure to a White protagonist ($M = 3.19, SD = 1.31$). Although significant, these effects are contrary to what was predicted in H12.

Hypothesis 13

This hypothesis dealt with the White male target's compatibility ratings with the female targets. It predicted that the effect of behavior prime on compatibility ratings involving the White target would be stronger when the protagonist is White than when he is Latino. To test this hypothesis, a 2 (female target) \times 2 (type of behavior) \times 2 (ethnicity of protagonist) mixed model ANOVA with the first variable within subjects and female picture as a covariate was performed. Descriptive statistics for the compatibility ratings of the White male target are in Table 7. This hypothesis was not supported. Compatibility ratings involving the White male and the female targets did not vary depending on the behavior and ethnicity of the protagonist, $F(1, 142) = .03, p > .05$. All other two-way interactions were non-significant.

Hypotheses 14-16

These hypotheses predicted that perceptions of the male target's love style (H14 and H15) and perceptions of the romantic woman's ethnicity (H16) would mediate the effects predicted in H12 and H13. For Hypothesis 14, it was predicted that behavior and ethnicity of the protagonist would interact in predicting the Latino target's love style and that this, in turn, would predict his compatibility with the female targets. The interaction between the type of behavior and ethnicity of the protagonist did not significantly affect perceptions of the Latino target's love style (see results for H6 and H8). This indicates that perceptions of the Latino target's love style does not mediate the relationship between the behavior \times ethnicity interaction and compatibility ratings involving the Latino. Therefore, hypothesis 14 was not supported. Hypothesis 15 predicted that behavior and ethnicity of the protagonist would interact in predicting the White male target's passionate love style, which would in turn predict his compatibility ratings with the female targets. The effect of the independent variables on the mediator was non-significant (see results for H7), indicating that perceptions of the White target's passionate love style is not a mediator of his compatibility with the female targets. Thus, hypothesis 15 was not supported.

Hypothesis 16 predicted that behavior and ethnicity of the protagonist would predict ranking of the female targets' ethnicity as Latina and that this, in turn, would predict their compatibility ratings with the Latino target. The interaction between behavior and ethnicity of the protagonist did not affect ranking of the romantic woman's ethnicity as Latina (see results for H9). Therefore, this variable cannot mediate the

relationship hypothesized in H12. The interaction between behavior and ethnicity of the protagonist significantly affected ranking of the relationally-committed woman's ethnicity as Latina (see results for H10). However, the interaction between these two variables did not affect compatibility ratings between the Latino target and the relationally-committed female target (the DV). Therefore, even though the factors predict the mediator, they do not predict the dependent variable. As such, no support was found for hypothesis 16.

Hypotheses 17-20

This set of hypotheses predicted that ethnicity accessibility and stereotype endorsement moderate the relationships hypothesized in H4-H10 and H12-H15. Specifically, it was predicted that higher levels of ethnicity accessibility and stereotype endorsement would be associated with stronger priming effects.

Analysis strategy. Multiple regression analyses were performed to test H17-20. Ethnicity of the protagonist was effect coded (-1 = White, 1 = Latino), behavior of protagonist was coded as 0 (Non-romantic behavior) to 1 (Romantic behavior), and the moderators were mean-centered. In each analysis, ethnicity of the protagonist and behavior of protagonist were entered along with the moderator (either ethnicity accessibility or stereotype endorsement) in Step 1. The two-way interaction terms (ethnicity of protagonist \times type of behavior, ethnicity of protagonist \times moderator, type of behavior \times moderator) were entered in Step 2, while the three-way interaction term was entered in Step 3. For the analyses involving the female profiles, the control variable for female picture was entered in Step 1. The variables of interest and the interaction terms

were entered in subsequent steps. If significant, the three-way interaction effect was further investigated by performing separate two-way interaction regressions on the White and Latino protagonist conditions. Because the sample was divided in two to perform these analyses, the ability to detect small effect sizes decreased. Therefore, attention will be paid to the pattern of the results and to the size of the effect, not necessarily to the significance of the results. Furthermore, graphical illustrations are provided of significant three-way interactions to aid in understanding the effect. The graphs were created using procedures from Dawson and Richter (2006) for plotting significant effects.

Hypothesis 17. This hypothesis predicted that ethnicity accessibility would moderate the relationships predicted in H4-H10, H12, and H13, such that stronger effects will emerge as accessibility increases. The results of the regression analyses testing the moderating effect of ethnicity accessibility for all the hypotheses are listed in Table 8. As can be seen in Table 8, ethnicity accessibility significantly moderated the relationships predicted in Hypotheses 7, 8, 10, and 12. Only the results from these analyses will be discussed.

Hypothesis 7 predicted that the effect of behavior prime on perceptions of the White male target's romanticism is moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is White than when he is Latino. Hypothesis 17 further predicted that this effect would be stronger as ethnicity accessibility increases. Figure 2 provides a graphical illustration of the three-way interaction. Decomposition of the significant three-way interaction effect revealed that the two-way interaction (type of behavior \times ethnicity accessibility) for the White

protagonist condition was positive, but non-significant, $B = .18$, $t(72) = 1.34$, $p > .05$, $r^2 = .02$. The results for the White protagonist condition support the predicted role of ethnicity accessibility as a moderator of the effect of the behavior \times ethnicity interaction effect on perceptions of the White target's passionate love style. Participants with high ethnicity accessibility judged the White target as more passionate when they were exposed to the White protagonist who acted romantically, compared to non-romantically. The two-way interaction for the Latino protagonist was negative, but non-significant, $B = -.19$, $t(67) = -1.48$, $p > .05$, $r^2 = .03$. Participants with low ethnicity accessibility judged the White target as more passionate when they were exposed to the Latino protagonist who acted romantically, compared to non-romantically.

Hypothesis 8 predicted that the effect of behavior prime on perceptions of the Latino male target's relational commitment is moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is Latino than when he is White. Hypothesis 17 predicted that this effect would be stronger as ethnicity accessibility increases. Even though there was a marginally significant three-way interaction predicting the Latino target's relational commitment, the results were not in the predicted direction. For the White protagonist condition, the two-way interaction between type of clip and ethnicity accessibility was significant, $B = .47$, $t(72) = 2.40$, $p < .05$, $r^2 = .07$. The effect of the two-way interaction for the Latino protagonist condition was non-significant, $B = -.02$, $t(67) = -.12$, $p > .05$, $r^2 = .00$. The effect size of the interaction term strongly suggests that nothing is going on for the Latino protagonist. Figure 3 provides a graphical illustration of the three-way interaction effect. Whereas

participants with high ethnicity accessibility judged the Latino target as less relationally-committed when they were exposed to the White protagonist who acted non-romantically, compared to romantically, the opposite effect emerged for participants with low ethnicity accessibility. That is, those with low accessibility judged the Latino target as more relationally-committed when they were exposed to the non-romantic White protagonist.

Hypothesis 10 predicted that the effect of behavior prime on rankings of the relationally-committed woman as Latina is moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is Latino than when he is White. Hypothesis 17 predicted that this effect would be stronger as ethnicity accessibility increases. The three-way interaction was marginally-significant in predicting rankings of Latina as the committed woman's ethnicity. Further investigation revealed that the two-way interaction (type of behavior \times ethnicity accessibility) was non-significant for the White protagonist condition, $B = -.10$, $t(71) = -.60$, $p > .05$, $r^2 = .01$, but significant for the Latino protagonist condition, $B = -.48$, $t(66) = -3.03$, $p < .01$, $r^2 = .12$. Among those who watched a Latino leading man, participants exposed to romantic behavior ranked the relationally-committed woman as less likely Latina than those exposed to non-romantic behavior. However, this effect occurs at low levels of ethnicity accessibility and not at high levels of accessibility. At high levels of ethnicity accessibility, rankings of Latina as the committed woman's ethnicity were nearly the same across the type of behavior conditions. Thus, support was not found for this hypothesis. Figure 4 provides a graphical depiction of the three-way interaction.

Hypothesis 12 predicted that the effect of behavior prime on compatibility ratings involving the Latino target are moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is Latino than when he is White. Hypothesis 17 predicted that this effect would be stronger as ethnicity accessibility increases. The three-way interaction was not significant in predicting perceived compatibility between the Latino target and the romantic woman, but it was significant in predicting his compatibility with the committed woman. The two-way interaction between type of behavior on the clip and ethnicity accessibility was significant for the White protagonist condition, $B = .67$, $t(71) = 3.00$, $p < .05$, $r^2 = .11$, but not for the Latino protagonist condition, $B = .11$, $t(66) = .53$, $p > .05$, $r^2 = .00$ (see Figure 5 for a graphical illustration). The results indicate that the effect of protagonist behavior on compatibility ratings between the Latino target and the committed woman occurred among those who were exposed to a White protagonist: For those with high ethnicity accessibility, compatibility ratings between the Latino target and the committed woman were higher when exposed to romantic, compared to non-romantic, behavior. Among those with low ethnicity accessibility, compatibility ratings were lower when exposed to romantic, compared to non-romantic, behavior.

Hypothesis 18. This hypothesis predicted a moderated mediation model, wherein the mediator effects proposed in H14-16 would be stronger as ethnicity accessibility increases. Complete description of the analytic approach and results is provided below, but for overview purposes, it should be noted that none of the effects reached significance

and none of the hypotheses received any support for the moderating role of ethnicity accessibility.

In H14, it was predicted that perceptions of the Latino target's love style would mediate the relationship between exposure to a particular clip and compatibility ratings involving the Latino target. Ethnicity accessibility was found to moderate the relationship between the behavior \times ethnicity interaction and romantic compatibility ratings between the Latino target and the committed woman. Thus, the moderated mediation effect was tested for romantic compatibility ratings between the Latino target and the committed woman as the outcome variable. Given that the three-way interaction (ethnicity of protagonist \times type of behavior \times ethnicity accessibility) was only significant in predicting perceptions of the Latino target's relational commitment, only this variable was tested as a mediator. Therefore, the moderated mediation that was tested is the following:

Perceptions of the Latino target's relational commitment mediates the relationship between the behavior \times ethnicity interaction and romantic compatibility ratings between the Latino target and the committed woman. This mediation is moderated by ethnicity accessibility.

To test the moderated mediation hypothesis, the guidelines and analytic tools from Preacher, Rucker, and Hayes (2007) were employed. This strategy involves testing the mediating effect of perceptions of the Latino target's relational commitment on compatibility ratings at different levels of ethnicity accessibility. First, a regression model predicting the mediator was performed. The three-way interaction was significant in predicting the mediator (see Table 8). Then, a second regression model was performed;

this one predicting the dependent variable with the mediator included as a predictor. In this model, perceptions of the Latino target's relational commitment was a significant predictor of compatibility ratings between the Latino target and the committed woman, $B = .39, t(137) = 4.17, p < .001, r^2 = .11$. However, the conditional indirect effect of the focal predictor variable (i.e., type of behavior \times ethnicity of protagonist) on the dependent variable (i.e., compatibility ratings between the Latino target and the committed woman) was non-significant at all levels of the moderator (i.e., ethnicity accessibility). The conditional indirect effect refers to the mediated relationship between the independent variable and the dependent variable at various (i.e., conditional) values of the moderator. Therefore, support was not found for this moderated mediation model.

Hypothesis 15 predicted that behavior and ethnicity of the protagonist would interact in predicting perceptions of the White male target's passionate love style and that this, in turn, would predict the compatibility ratings involving the White man. Hypothesis 18 predicted that this mediation would be moderated by ethnicity accessibility. However, ethnicity accessibility did not moderate any of the compatibility ratings involving the White target; therefore, moderated mediation does not occur in predicting the compatibility ratings involving the White target as the outcome variables.

Hypothesis 16 predicted that behavior and ethnicity of the protagonist would interact in predicting rankings of the female targets' ethnicity as Latina and that this, in turn, would predict their compatibility ratings with the Latino target. It was hypothesized that this mediation would be moderated by ethnicity accessibility. The moderated mediation effect was tested for romantic compatibility ratings between the Latino target

and the committed woman as the outcome variable. Given that the three-way interaction (ethnicity of protagonist \times type of clip \times ethnicity accessibility) was only significant in predicting perceptions of the committed woman's ethnicity, only this variable was tested as a mediator. Thus, the moderated mediation that was tested is the following:

Perceptions of the committed woman's ethnicity mediates the relationship between the behavior \times ethnicity interaction and romantic compatibility ratings between the Latino target and the committed woman. This mediation is moderated by ethnicity accessibility.

The three-way interaction was a significant predictor of perceptions of the committed woman's ethnicity (i.e., the mediator) (see results for H17). However, when included in the regression model, the mediator was not a significant predictor of compatibility ratings, $B = -.06$, $t(137) = -.52$, $p > .05$. Overall, no support was found for Hypothesis 18.

Hypothesis 19. This hypothesis predicted that endorsement of the Latin lover stereotype would moderate the relationships predicted in H4-H10, H12, and H13, such that stronger effects would emerge at higher levels of stereotype endorsement. The results of the regression analyses testing the moderating effect of stereotype endorsement for all the hypotheses are listed in Table 9. As can be seen in Table 9, stereotype endorsement significantly moderated the relationships predicted in Hypotheses 7, 12, and 13. Only the results from these analyses will be discussed.

Hypothesis 7 predicted that the effect of behavior prime on perceptions of the White target's romanticism is moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is White than when he is

Latino. Hypothesis 19 predicted that this effect would be stronger among those who endorse the stereotype of Latinos as seductive (see Figure 6 for a graphical illustration of the three-way interaction). Support was found for the moderating role of stereotype endorsement. The significant three-way effect was further investigated by performing separate two-way interactions on the White and Latino conditions. The two-way interaction (type of behavior \times stereotype endorsement) was non-significant for the Latino protagonist, $B = -.16$, $t(67) = -.79$, $p > .05$, $r^2 = .01$, but marginally significant for the White protagonist, $B = .32$, $t(72) = 1.79$, $p < .10$, $r^2 = .04$. Participants with high levels of stereotype endorsement judged the White target as more passionate when they were exposed to the White protagonist who acted romantically, compared to non-romantically. Those with low levels of stereotype endorsement showed little effect based on White protagonist behavior.

Hypothesis 12 predicted that the effect of behavior prime on compatibility ratings involving the Latino target are moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is Latino than when he is White. Hypothesis 19 predicted that this effect would be stronger at higher levels of stereotype endorsement. The three-way interaction was a non-significant predictor of compatibility with the romantic female, but a significant predictor of compatibility ratings with the committed female. Decomposition of this effect indicated that for the White protagonist condition, the relationship between type of behavior on the clip (from non-romantic to romantic) and compatibility ratings between the Latino man and the committed woman steadily becomes more negative as stereotype endorsement decreases,

$B = .44$, $t(71) = 1.42$, $p > .05$, $r^2 = .03$. However, for the Latino protagonist condition, the same relationship steadily becomes more negative as stereotype endorsement *increases*, $B = -.33$, $t(66) = -1.01$, $p > .05$, $r^2 = .02$. Figure 7 provides a graphical illustration of the three-way interaction. Even though no significant results emerged involving the romantic woman, the results for the committed woman support the predicted moderating role of stereotype endorsement (H19). Among participants who strongly endorse the stereotype of Latino seductiveness, those exposed to the romantic Latino clip rated the compatibility between the Latino target and the committed woman lower than did those exposed to the non-romantic Latino clip.

Hypothesis 13 predicted that the effect of behavior prime on compatibility ratings involving the White target are moderated by protagonist ethnicity, such that the effects of romantic behavior prime are stronger when the protagonist is White than when he is Latino. Hypothesis 19 predicted that this effect would be stronger at higher levels of stereotype endorsement. The three-way interaction did not significantly predict perceptions of the White target's compatibility with the romantic woman, but it did predict perceptions of his compatibility with the relationally-committed woman. Decomposition of this effect revealed that for the White protagonist condition, the two-way interaction (type of behavior \times stereotype endorsement) was non-significant, $B = .16$, $t(71) = .50$, $p > .05$, $r^2 = .00$. However, it was significant for the Latino protagonist condition, $B = -.78$, $t(66) = -2.29$, $p < .05$, $r^2 = .07$. Figure 8 provides a graphical depiction of this effect. This interaction effect indicates that the relationship between type of behavior on the clip (from non-romantic to romantic) and compatibility ratings

between the White target and the committed woman steadily becomes more negative as endorsement of the stereotype becomes stronger. The results do not support the prediction in H19: Participants who strongly endorse the stereotype of Latino seductiveness rated the compatibility between the White man and the committed woman lower when they were exposed to a romantic Latino protagonist than when they were exposed to a non-romantic Latino protagonist. It was hypothesized that this effect would occur when exposed to a White, as opposed to a Latino, protagonist.

Hypothesis 20. This hypothesis presented a moderated mediation model, wherein the mediator effects proposed in H14-16 would be stronger as stereotype endorsement increases. Complete description of the results is provided below, but for overview purposes, it should be noted that none of the effects reached significance and none of the hypotheses received any support for the moderating role of stereotype endorsement.

Hypothesis 14 predicted that perceptions of the Latino target's love style mediates the relationship between the behavior \times ethnicity of protagonist interaction and the compatibility ratings involving the Latino man. It was hypothesized that this mediation is moderated by stereotype endorsement. Even though stereotype endorsement moderated the compatibility ratings between the Latino target and the committed woman (the DV), it did not moderate the relationship between the behavior \times ethnicity interaction and perceptions of the Latino target's love style (the mediator). Thus, a moderated mediation effect with the Latino's love style as a mediator does not occur in predicting compatibility ratings involving the Latino target.

Hypothesis 15 predicted that perceptions of the White male target's passionate love style mediates the relationship between the behavior \times ethnicity interaction and the compatibility ratings involving the White man. It was hypothesized that this mediation is moderated by stereotype endorsement. Stereotype endorsement moderated the relationship between priming condition and romantic compatibility ratings between the White target and the committed woman (the DV). Moreover, the three-way interaction (ethnicity of protagonist \times type of behavior \times stereotype endorsement) significantly predicted perceptions of the White target's passionate love style (the mediator). Thus, the moderated mediation model that was tested for the White target is: Perceptions of the White male target's passionate love style mediates the relationship between condition (ethnicity of protagonist \times type of behavior) and romantic compatibility ratings between the White man and the committed woman; this mediation is moderated by the stereotype endorsement of Latino seductiveness.

To test the moderated mediation model, perceptions of the White target's passionate love style (i.e., the mediator) was regressed on the three-way interaction. The interaction term significantly predicted the mediator (see results for H19). A second regression was performed predicting compatibility ratings with the mediator included in the model. The mediator did not significantly predict compatibility ratings, $B = .15$, $t(137) = .98$, $p > .05$, $r^2 = .01$. Therefore, the model was not supported.

Hypothesis 16 predicted that behavior and ethnicity of the protagonist would predict rankings of Latina as the female targets' ethnicity and that this, in turn, would predict their compatibility ratings with the Latino target. It was hypothesized that this

mediation is moderated by stereotype endorsement. Even though stereotype endorsement moderated the compatibility ratings between the committed woman and the male targets (the DV), it did not moderate the relationship between the ethnicity of protagonist \times type of behavior interaction and perceptions of the committed woman's ethnicity (the mediator). Thus, moderated mediation does not take place in predicting the compatibility ratings involving the committed woman because the three-way interaction does not predict the mediator. Overall, no support was found for Hypothesis 20.

DISCUSSION

Content analytic research shows that a common portrayal associated with Latino representation on television is that of the Latin lover (Mastro & Behm-Morawitz, 2005). This stereotype depicts Latinos as romantic and passionate. Moreover, Latin lovers are known for their ability to woo women (Ramírez Berg, 1990). Despite its popularity in the media, empirical research has yet to be conducted looking at the effects of exposure to this particular stereotype on viewers' judgments of Latinos in general. However, media effects research informs us that exposure to ethnic group stereotypes affects viewers' attitudes and cognitions regarding members of the stereotyped group (Johnson et al., 2000; Mastro, 2003; Power et al., 1996). Therefore, I expected to find that exposure to the Latin lover stereotype would likewise affect people's evaluations of other Latinos, such that they are viewed in line with the stereotype (e.g., romantic).

The priming paradigm was employed to guide this research. When a construct is primed, information related to the construct, compared to information not related to it, is more easily retrieved for aiding interpretation of incoming stimuli (Power et al., 1996). Thus, it was predicted that upon priming the Latin lover stereotype, an unrelated Latino target would be judged according to his fit with the recently-activated stereotype. Additionally, SCT (Turner et al., 1987) submits that individuals have multiple social identities and that activation of a particular identity depends on the context. When ethnic group identity is salient, individuals perceive themselves and others in terms of their ethnic group memberships. This study sought to shed some light on the contributions of SCT in explaining individual differences in priming effects. Guided by the tenets of SCT,

this study also set out to uncover the effects of priming romance, and how judgments of unrelated targets varied depending on the ethnicity of the person enacting the romantic behavior and on the ethnicity of the target himself.

Although priming research has documented the effects of exposure to ethnic group stereotypes on viewers' subsequent judgments, research has yet to focus on the effects of exposure to the Latin lover stereotype. By focusing on this particular stereotype of Latinos, this study contributes valuable information regarding perceptions of the stereotype itself. It also provides insights about the effects of exposure to romantic behavior on the evaluations of others' love style. Moreover, the findings from this study draw attention to the unique contribution that SCT makes in accounting for individual differences in media effects.

This study found that the Latin lover stereotype affected judgments of Latinos in general. However, the results supporting the application of the Latin lover stereotype emerged when participants were not exposed to a media message. In general, priming the Latin lover stereotype did not affect participants' evaluations of unrelated targets. The only two direct priming effects that emerged were for behavior (romantic or non-romantic) on perceptions of the male targets' passionate love style and for ethnicity (White or Latino) on perceptions of the committed woman's ethnicity as Latina and on her compatibility with the Latino man.

Ethnicity accessibility and endorsement of the Latin lover stereotype were predicted to moderate priming effects. The two variables affected the size of some priming effects, but the majority of predicted moderated priming effects did not emerge.

Ethnicity accessibility moderated the effects on judgments of the White man's passionate love style, the Latino man's relational commitment, the relationally-committed woman's ethnicity as Latina, and the compatibility between the Latino man and the relationally-committed woman. Stereotype endorsement moderated the effects on perceptions of the White man's passionate love style and all compatibilities involving the relationally-committed woman.

The Latin Lover Stereotype

By looking at perceptions of the Latin lover stereotype, this study set the foundation from which more research examining the stereotype can grow. This study found that people perceive the Latin lover as a male in his mid-twenties. He is good-looking, well-dressed, and sexually appealing. He is known for being romantic and passionate, while not necessarily excelling in relational commitment. Physically, the Latin lover is tall, dark, and wears tight clothes. Finally, the Latin lover speaks with a thick Spanish accent, is a good dancer, and has a smooth attitude. In terms of the stereotype's influence on people's judgments, this study revealed that Latinos, in general, are perceived in line with the Latin lover stereotype. Specifically, it was found that a Latino man was judged as more passionate than a White man and that a romantic woman was perceived as more likely Latina than a woman who was less romantic.

Priming the Latin Lover Stereotype

This study predicted that exposure to a Latino acting romantically would prime the Latin lover stereotype, which would affect subsequent evaluations of unrelated targets. Another focus of the study was to gauge the effects of priming romance or

ethnicity in general. Support was found for the effects of priming romance on viewers' evaluations of unrelated targets. Regardless of who enacted the behavior, when participants saw romantic behavior, they rated unrelated male targets as passionate in general. Support also was found for the effects of exposure to a romantic Latino protagonist on participants' perceptions of unrelated female targets' ethnicity. Specifically, when exposed to a romantic Latino, participants perceived a relationally-committed woman as less likely Latina; however, exposure to a romantic Latino did not affect participants' perceptions of a romantic woman's ethnicity.

Weak Priming Effects

Overall, little support was found for the effects of priming the Latin lover stereotype on participants' perceptions of unrelated targets. Failure to reject the null hypothesis could be due to the limited amount of statistical power in this study. Priming research has shown that even though media do have an effect on viewers, this effect is small (e.g., Dixon & Azocar, 2007), consequently requiring a large sample to detect such effect. For example, Dixon and Azocar found no direct priming effects with a sample of 148 participants (Study 1); however, a small direct priming effect ($r = .10 - .15$) emerged when they increased their sample size to 277 participants (Study 2). Therefore, it is plausible that the failure to reject the null hypothesis in this study is not due to the absence of an effect, but to a lack of power to observe such effect. With a sample of 147 participants, power analyses reveal that, if a small effect ($d = .30$) was indeed present, the probability of correctly rejecting the null hypothesis in a between subjects design was .44. The power analysis also indicates that the probability of correctly rejecting the null

hypothesis in a correlational design is .22. Power was calculated assuming a small effect size and an alpha of .05. In order to reach adequate power (.80) and to have confidence that the null hypothesis is true if the results were non-significant, power analyses indicated that a sample of 348 participants would be needed in a between subjects design. That is, 174 participants would be needed per general priming condition (e.g., behavior of protagonist). Substantially more participants ($N = 785$) would be needed in analyses involving correlations. Assuming that priming effects do exist, the study's small sample size inhibited finding small, but notable between-subjects and correlation effects. Therefore, the results of this study dealing with those analyses should not be interpreted as disconfirming priming effects. However, power analyses for a within subjects design indicate that adequate power (.80) was obtained to detect small effects. Therefore, a lack of power does not explain the null findings for the analyses dealing with repeated measures (e.g., H5). Thus, weak priming effects cannot be entirely attributed to lack of statistical power.

Of course, it could also be the case that some artifact of the experimental design prevented finding effects of exposure to the Latin lover stereotype. For instance, the manipulation may not have accurately captured the essence of the Latin lover stereotype. Even though the Latino character in the romantic clip met the overt requirements of the Latin lover (e.g., tall, dark-skinned, thick Spanish accent), he may not have captured the more subtle characteristics of the Latin lover. The pilot test only measured perceived physical attractiveness and romanticism of the leading men on the clip, but it did not measure other attributes associated with the Latin lover stereotype. In a clip that is nearly

1:30 minutes long, the Latino character may not have been perceived as seductive or smooth enough to trigger activation of the Latin lover prototype to affect subsequent judgments. Additionally, even though the romantic Latino character was rated as more physically attractive than the non-romantic Latino character, he was rated as less physically attractive than the White character in both the romantic and non-romantic clips. It could be the case that the romantic Latino character needed to be more physically attractive in order for him to be associated with the Latin lover stereotype.

Another explanation for the lack of effects is that perhaps this particular prototype of Latinos cannot be primed. In other words, extremely brief exposure to a romantic Latino does not suffice in activating the Latin lover stereotype among viewers. It could be the case that prolonged exposure leads to significant effects, or that the viewer must be actively engaged in the viewing experience for effects to emerge. For example, if a viewer identifies with the character being courted by the Latino character, then the outcomes of exposure to the message will be stronger for this viewer than for someone who does not identify with the character.

Aside from the Latin lover, multiple stereotypes are associated with Latinos (e.g., criminality, laziness). The lack of significant priming effects for Latino passion could be due to the unintentional activation of another prototype that affected participants' evaluations of the targets. For example, an attribute that is seen as prototypical of Latinos is that of strong family values (Mastro & Tukachinsky, 2009). Perceptions of Latinos' relational commitment in romantic relationships can be affected by activation of this prototype. That is, because Latinos are seen as having strong family values, they are

likely to be very committed to their partners. Perhaps relational commitment is more strongly associated with Latinos than is passion. Therefore, upon exposure to a Latino character, the prototype for Latino relational commitment is activated and affects the evaluations that are drawn of the target. Even though the characters on the clips were rated for their perceived romanticism, they were not rated for their perceived relational commitment. Maybe the romantic characters were also seen as committed in their romantic relationships. Therefore, no differences emerged in terms of perceptions of the Latino target's relational commitment, whether participants were exposed to a romantic or non-romantic Latino character. In support of this explanation, the study found that when exposed to a Latino protagonist, participants rated the romantic compatibility between the Latino target and the relationally-committed woman higher than when participants were exposed to a White protagonist. A movie clip featuring the romantic Latino character with multiple female partners was deliberately not selected as the stimulus material; however, results suggest that a clip like this should have been selected to emphasize the womanizing aspect of the Latin lover, and not just the romantic aspect of the Latin lover.

Another explanation for the null priming effects could be due to the conceptualization of the Latin lover stereotype. Perhaps the construct of the Latin lover is not perceived as a group of attributes (e.g., a prototype), but instead is perceived as a specific person (e.g., an exemplar), and it is only upon exposure to the exemplar that the stereotype is activated. According to exemplar models of information-processing, incoming stimuli are evaluated in terms of their fit with the exemplar held for the

category (Rothbart, 1996). If participants have an exemplar for “Latino passion,” perhaps it is only when the specific exemplar is activated that unrelated targets are compared to their fit to the Latin lover stereotype. The pilot study that looked at perceptions of the Latin lover stereotype asked participants to name a specific character or person that would be labeled a Latin lover. In a sample of 49 participants, 43 percent identified Antonio Banderas (either the actor or one of his characters) as a Latin lover. It could be that, for the sample, Antonio Banderas *is* the Latin lover and it is only through exposure of this exemplar that the Latin lover stereotype is activated and affects subsequent evaluations of unrelated targets.

Despite the findings from the pilot study, clips featuring Antonio Banderas were not used as the manipulation stimuli in the main study. Even though the manipulation would have been internally valid, its external validity would have been compromised. Any significant effects that might emerge would only apply to exposure to the actor and not to exposure to the prototypical attributes in general. It is important to recall that the Latin lover stereotype is popular in prime-time television (Mastro & Behm-Morawitz, 2005), whereas Antonio Banderas appears in a limited number of films per year. Therefore, it was considered of greater importance to assess the effects of exposure to the Latin lover stereotype in a way that resembled participants’ actual viewing experience of the stereotype. For this reason, clips featuring an actor less popular than Antonio Banderas were used in the study. In other words, these clips resembled what viewers might encounter when tuning in to prime-time television. However, the results indicate that exposure to a romantic Latino leading man did not affect the evaluations that were

drawn of an unrelated Latino target. Future studies can look at whether exposure to Antonio Banderas leads to significant priming effects.

Stimuli manipulation issues aside, measurement error may also account for the lack of significant priming effects. Specifically, null results emerged for all analyses involving perceptions of the Latino target's passionate love style. These results may indicate that exposure to the prime in fact did not affect perceptions of Latino man's passionate love style, but they may also reflect weak operationalization of the passionate love construct. The variable was measured using a modified version of Hendrick and Hendrick's (1986) eros subscale of the love attitudes scale. To date, this scale has only been used to reflect one's own love style (e.g., "My lover and I would be attracted to each other immediately after we first met") (e.g., Davis & Latty-Mann, 1987; Segrin & Nabi, 2002). However, in this study, the scale was modified to reflect perceptions of someone else's love style ("He would be attracted to his lover immediately after they first met"). The scale may only be valid in its original conception and the modified version may not accurately tap at the construct of perceptions of others' passionate love style.

Another problem that arises with the eros scale is its applicability to non-White targets. That is, the scale has been used in predominantly White samples (e.g., Hendrick & Hendrick, 1986; Davis & Latty-Mann, 1987) and attention has not been given to whether the scale adequately measures a passionate love style among Latino samples. Consequently, the scale might only be applicable in measuring a passionate love style among White participants and, in terms of perceptions of others, it might only be applicable in measuring perceptions of other White individuals' love style. This could

explain why significant results involving this measure only emerged for perceptions of the White target's passionate love style, but not for perceptions of the Latino target's love style. Moreover, it also explains why the 7-item scale reached an adequate level of reliability for perceptions of the White target's passionate love style, but it failed to reach an adequate level of reliability for perceptions of the Latino target's passionate love style. This suggests that what is considered passionate love for a White population differs from what is considered passionate love for a Latino population.

Comparison with Other Priming Research

When juxtaposed with the significant priming effects found in other studies, the null priming effects found in this study suggest that different elements of the research design could account for why some studies find significant effects, whereas others do not. This section will evaluate some differences between this study and other priming research that did find significant priming effects.

The first element of the research design that may inhibit the ability to find significant effects, as mentioned above, is the size of the sample. Gilliam and Iyengar (2000) conducted a seminal study priming the stereotype of African Americans as criminals. The researchers found that exposure to an African American perpetrator affected participants' dispositional attributions of crime, support for punitive remedies, and racism. However, their study had a sample of 2331 participants, giving the researchers great power to detect small priming effects.

Another element that explains why, compared to other priming studies, this study found weak support for priming effects relates to the instructions given to participants at

the onset of the manipulation. Dixon (2006; Dixon & Azocar, 2007), for example, exposed participants to crime stories to prime the stereotype of Black criminality. However, before exposure to the manipulation material, participants were informed that their memory for the news would be examined. Upon receiving these instructions, participants' viewing experience was altered, such that they were paying heightened attention to the news story they viewed. This heightened attention to the manipulation may be responsible for some variance in the priming effects found in the studies. Participants in the present study were not informed that their memory for the clip they watched was going to be assessed. Significant priming effects may have emerged had this instruction been given to participants.

Another difference between this study and other priming studies that did find significant effects deals with the manipulation of the prime. In this study, all the manipulation videos were approximately 1:30 minutes long and only featured one male character. Other priming studies have employed manipulations that lasted longer. For example, Johnson et al. (2000) had participants listen to a 4-minute violent rap song and found support for the song priming the stereotype of African Americans as aggressive. Dixon and Azocar's (2007) priming manipulation involved having participants watch a 20-minute news program that featured 15 news stories. Seven of the news stories dealt with crime, meaning that participants were exposed to nearly 10 minutes of the prime. Moreover, in this study, participants were not exposed to just one stereotypical example; instead, they were exposed to multiple African Americans conforming to the stereotype of criminality. Combined, the results from these studies suggest that mere exposure to a

mediated stereotype may not suffice in leading to priming effects. Instead, issues dealing with message length moderate the effects of exposure.

A final element in the research design that may have prevented finding significant results deals with the dependent variable itself. In this study, participants judged unrelated White and Latino targets' love style. The profiles from the two men were created so that they would not appear romantic or relationally-committed. If one of the targets was perceived as romantic (or relationally-committed) this would be due to exposure to the clip. Other studies (e.g., Dixon & Azocar, 2007; Johnson et al., 2000; Power et al., 1996) have employed other approaches to assessing whether the prime affects evaluations of unrelated targets. Specifically, what these studies have done is present participants with a target whose behavior is consistent with the primed stereotype. Participants are then asked to evaluate the target (e.g., whether he can be rehabilitated) or to make attributions for the target's behavior. For example, after priming African American aggressiveness, Johnson et al. presented participants with a news story of an African American target who acted violently (i.e., engaged in stereotype-consistent behavior). The dependent measure involved asking participants to degree to which the target's behavior is attributed to dispositional or to situational reasons. This type of design promotes generalizability from the prime to the unrelated target. In other words, after exposure to the stereotype, participants are exposed to an unrelated target who engages in behavior that is consistent with the primed stereotype. Because the target is engaging in stereotype-consistent behavior, the likelihood that the primed stereotype is applied to the evaluations of the target increases. In the current study, the Latino target

did not engage in stereotype-consistent behavior, preventing generalizability from the prime to the target himself. Because the Latino target does not confirm the Latin lover stereotype, judgments of his passionate love style are unaffected.

Accessibility and Stereotype Endorsement

A notable contribution that this study makes to media effects research is that it incorporated insights from self-categorization theory (Turner et al., 1987) to account for individual differences in priming effects of group stereotypes. It was predicted that priming effects would be stronger among those whose ethnicity was highly accessible and among those who endorsed the stereotype of Latino seductiveness. This study found that taking into consideration how accessible one's ethnicity is, as well as how strongly one endorses the stereotype of Latinos as seductive, provides a better account of priming effects. However, this seemed to apply more to perceptions of the unrelated White target when participants were exposed to a non-romantic White protagonist. Specifically, among participants with higher levels of ethnicity accessibility and among those who viewed Latinos as seductive, exposure to a non-romantic White protagonist led them to perceive an unrelated White man as less passionate than did exposure to a romantic White protagonist. SCT suggests that for individuals whose ethnicity is highly accessible, generalization from the protagonist on the clip to the unrelated target was facilitated by their readiness to categorize the protagonist and the unrelated target as belonging to the same category of "White." Among individuals who see Latinos as seductive, SCT suggests that the non-romantic White protagonist normatively fit their stereotype of White non-seductiveness. For this group of people, exposure to the clip featuring a non-

romantic White protagonist led to the activation of the prototype defined by a lack of seductiveness among White people. Following the activation of the prototype, participants read the profile of a non-passionate White man. This target fit the prototype and was therefore evaluated as less passionate than when the prototype was not activated. These findings are meaningful because media priming research has mainly focused on perceptions of ethnic minority groups; however, the present study found that priming effects also emerge for perceptions of White targets.

Another effect that can be explained through a SCT perspective involves the compatibility ratings between the Latino male and the relationally-committed woman. Compatibility ratings between these two targets were lower among participants who perceived Latinos as seductive when they were exposed to a romantic Latino protagonist than when they were exposed to a non-romantic Latino protagonist. For these participants, the romantic Latino clip normatively fit their stereotype of Latinos as seductive. This facilitated the activation of the prototype defined by Latino seductiveness. Activation of the prototype led them to perceive the Latino man as more passionate and therefore less compatible with the less romantic woman. As explained above, limitations with the instrument measuring perceptions of the Latino man's passionate love style may have led to the null findings involving that variable.

Future Research Directions

This study looked at the effects of exposure to the Latin lover stereotype on participants' judgments of an unrelated Latino target. The movie clips that were used in the experiment featured the same two actors. The study's results may only apply to these

two actors and not to all movies in general. Future research should investigate whether exposure to other actors (e.g., Antonio Banderas) leads to different effects. The romantic behavior clips also featured the male protagonists romancing a woman belonging to their ethnic group. Future research can assess the role that the ethnicity of the woman plays in leading to different effects from exposure. It could be that exposure to a Latino protagonist romancing a Latina woman does not affect viewers' perceptions of Latinos in general, whereas exposure to a Latino protagonist romancing a White woman does. For instance, the latter situation might be seen as group-threatening behavior for the White ingroup (Riek, Mania, & Gaertner, 2006). Perceptions of threat might heighten the negative connotations of the Latin lover stereotype and lead to more negative evaluations of Latinos in general.

This study focused on the effects of exposure to the Latin lover stereotype on viewers' perceptions of other targets. Future research can examine how exposure to this stereotype affects viewers' perceptions of themselves. For example, among Latino viewers, exposure to a romantic Latino protagonist may have positive effects (e.g., higher self-esteem). Given the abundance of negative stereotypes that accompany Latino representation in the media (Ramírez Berg, 1990), Latino viewers may selectively expose themselves to this portrayal to draw positive benefits from it (Harwood, 1999).

Despite the limited amount of effects found in this study, it nonetheless provides a springboard from which research on perceptions of the Latin lover stereotype, as well as on effects of exposure to it, can grow. Uncovering the potential negative and positive effects of exposure to the stereotype is an endeavor worthy of further consideration.

APPENDIX A

Perceived Eros Love Style

1. He would be attracted to his lover immediately after they first met.
2. He would have the right physical chemistry with his lover.
3. His lovemaking with his partner would be very intense and satisfying.
4. He would feel like he and his lover were meant for each other.
5. He and his lover would become physically involved very quickly.
6. He and his lover would really understand each other.
7. His lover would fit his ideal standards of physical beauty.

Items Included in Main Study

1. He would be attracted to his lover immediately after they first met.
2. He would have the right physical chemistry with his lover.
3. His lovemaking with his partner would be very intense and satisfying.
4. He and his lover would become physically involved very quickly.
5. His lover would fit his ideal standards of physical beauty.

APPENDIX B

Perceived Commitment

1. He wants his relationship to last for a very long time.
2. He is committed to maintaining his relationship with his partner.
3. He would not feel very upset if his relationship were to end in the near future.
(reverse coded)
4. It is likely that he will date someone other than his partner within the next year.
(reverse coded)
5. He feels very attached to his relationship – very strongly linked to his partner.
6. He wants his relationship to last forever.

APPENDIX C

Original Male Profiles

Profile 1

I'm an outgoing, funny guy that loves hanging out with his friends. Life is too short to get worked up about much... Why sweat the small stuff? So I tend to be pretty easy going and not make a big fuss over the small things. When it comes to trying new things, I'm extremely open and will try anything at least once. I love to go the movies, hang out at a restaurant or bar, and all that fun stuff. I also like all things related to music. I feel that having a good sense of humor is a plus because you can't go through life without having a fun side to you... and it keeps you young at heart. I hope this is enough about me. If I missed something, just ask me.

Profile 2

I tend not to take everything so seriously and just enjoy things more. I'm very humorous and I like to make those around me laugh, and have a good time. I'm also very laid back and like to do things I've never done before, because after all, it's only by trying new things that you learn about more fun stuff to do. I like to play and watch sports, listen to live music, go out for jogs, and to hang out with my friends at a really cool bar in town. I'm going to say that I'm the typical chill, laid back guy. I think it's the simplest way for someone to describe themselves, and I can certainly say that that does describe me. Got enough about me? Send me a message if you want to learn more.

Revised Male Profiles

Profile 1

I'm an outgoing, funny guy that loves hanging out with his friends. Life is too short to get worked up about much... Why sweat the small stuff? So I tend to be pretty easy going and not make a big fuss over the small things. When it comes to trying new things, I'm extremely open and will try anything at least once. I like to go to the movies, hang out at a restaurant or bar, and all that fun stuff. I also like all things related to music. I feel that having a good sense of humor is a plus because you can't go through life without having a fun side to you... and it keeps you young at heart. If I missed something, send me a message to learn more.

Profile 2

I have a good sense of humor and love to make my friends laugh and have a good time. I tend not to take everything so seriously, after all, life has a lot of good things to offer... Why not enjoy them? I'm also very laid back and like to do things I've never done before... it's only by trying new things that you learn about more fun stuff to do. I like to listen to live music, play and watch sports, go out for jogs, and to hang out with my friends at a bar in town. I'm going to say that I'm the typical chill, laid back guy who's lighthearted. I think it's the simplest way for someone to describe themselves. I hope this is enough about me, if not, just ask me.

APPENDIX D

Female Profiles

Romantic Female

About me and who I'm looking for:

The main thing you need to know about me is that I'm a big time romantic. I love romance and think that it's very important in a relationship. I don't mean that I want flowers all the time (although flowers are nice and I LOVE them!) but bringing me a card "just because," making me dinner or drawing a bubble bath for me after a long day at work is romance in my eyes. If you want to catch my attention, win me over with acts of chivalry. I enjoy getting dressed up and looking good, whether it is to go out or simply to stay indoors. When it comes to relationships, I'm very passionate and I'm not afraid of showing my true nature to my guy.

I won't lie, looks are important, and there should be at least some level of physical attraction between me and a guy. It is such an amazing feeling when you meet someone and you feel an all-around attraction toward that person, whether it's someone to be serious with or someone you can have a little fun with. I want to feel challenged, intellectually, physically, and... (I'll leave that up to your imagination). So if you think you are the guy for me, you know where to find me.

Committed Female

About me and who I'm looking for:

Let's see, what can I say about me? Well, I've had my fair share of dating experiences and am looking for a quality relationship entailed with trust and commitment. I'm not into flashy guys or attention-getters, I simply want a man that can be true, faithful, caring, and ready to make a commitment. A little bit more about me, I am a loyal and interesting person looking for a companion I can just share my day to day life with. I value honesty and a genuine personality. It would be nice to have someone who is interested in the same things as me. I'm looking for a best friend who I can share everything with. I'm not looking for someone who is still into playing the field. I'd like to think that I'm kind, so I'd like to meet a man who is kind and keeps his promises.

I am looking for a guy to be my partner, which means that I am looking for a real relationship not just one of these 3 month deals. He will hate drama and games. I just want someone who can enjoy life with me. I want to smile a lot and bring a smile to someone's life. Someone with a lot of heart and compassion. Send me a message if you want to know more about me.

Average Female

About me and who I'm looking for:

I'm spontaneous and love to travel. Kayaking, camping, hiking, and jogging are on the top of my list of things to do. I'm a morning person who loves to wake up to a cup of coffee and a copy of the newspaper. I love to snuggle at home, hang out with friends, go out for dinner dates, watch movies and just have a good time. I enjoy doing new things but I sometimes like doing the same ole things too. I'm pretty easy going once you get to know me. I sometimes make rough first impressions but most people end up loving me sooner than later. I love to laugh and am told I have a great smile, but also enjoy having serious conversations about many topics. By the way, I love sarcasm and wit.

I don't know who I'm looking for exactly. I don't want to put a lot of labels on what I'm looking for, because when it comes down to it, you don't know what you're looking for until you find it. I make it a point to be kind to everyone I meet. I have a big heart and a strong will, and it'd be cool to meet someone with similar qualities. If you want to chat it up, just message me.

APPENDIX E

Latino Man



White Man



APPENDIX F

Picture 1



Picture 2

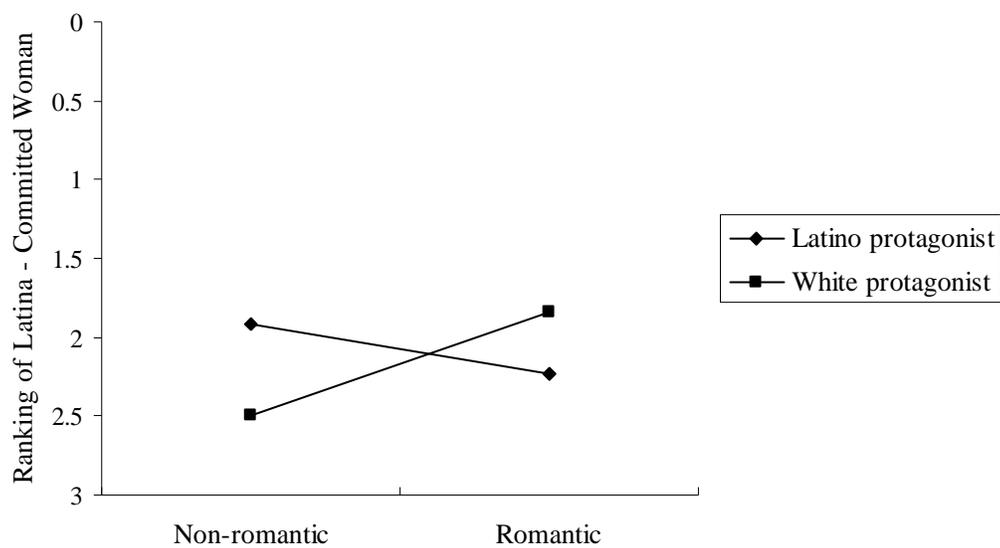


Average Female Picture



Figure 1

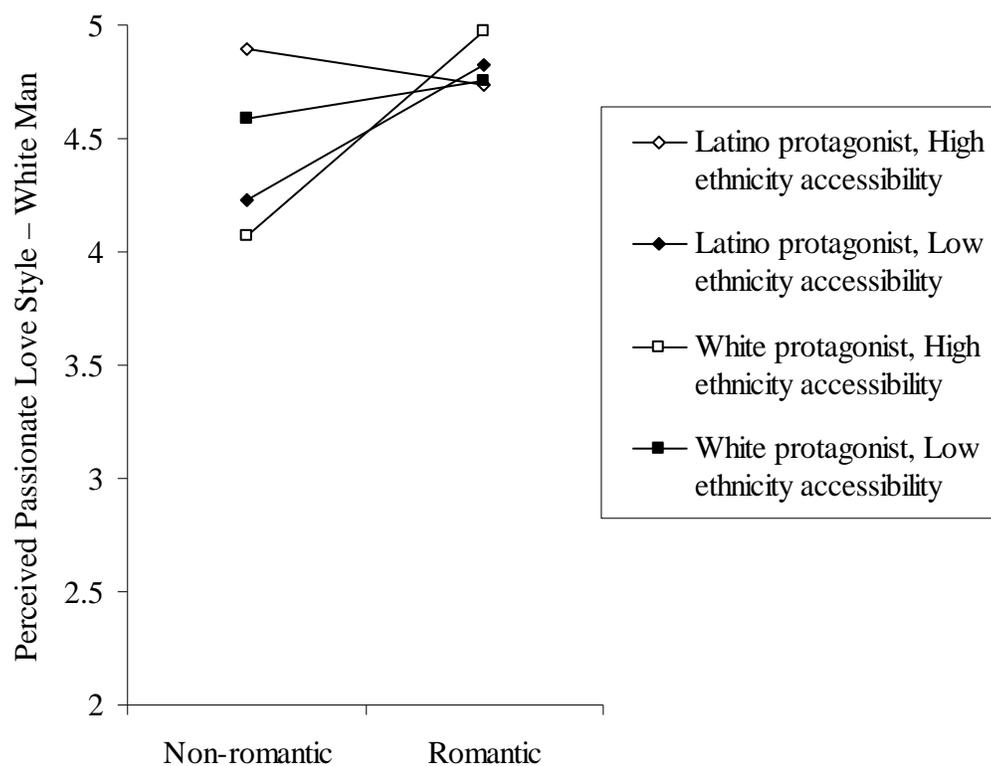
Ranking of Latina as the Relationally-Committed Woman's Ethnicity by Condition.



Note. Lower scores indicate that “Latina” is ranked as her top ethnicity. Graphical illustration is based on data using female picture as a covariate.

Figure 2

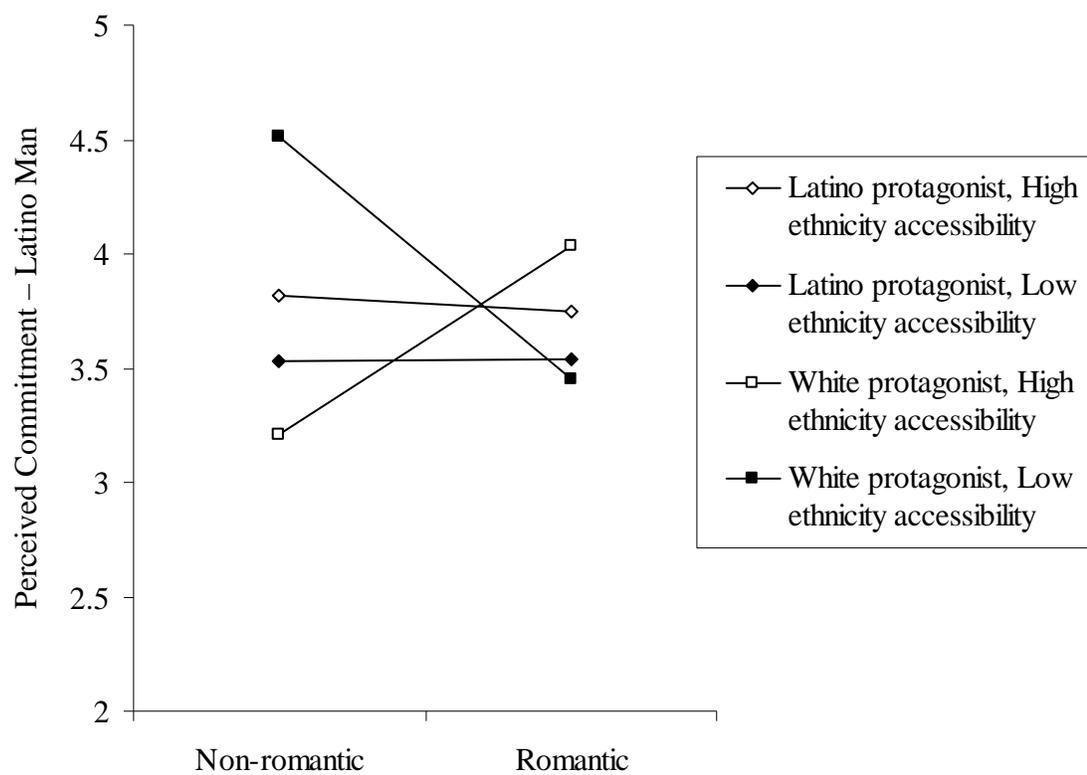
Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of the White Target's Passionate Love Style.



Note. Higher scores indicate higher perceived passionate love style.

Figure 3

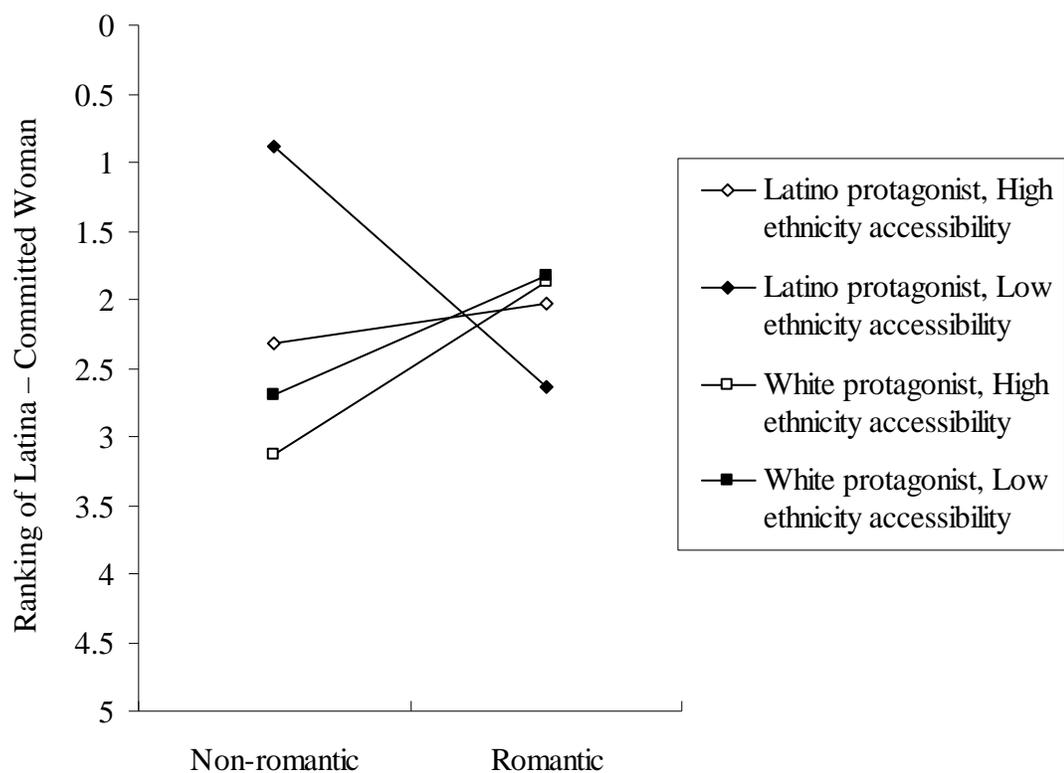
Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of the Latino Target's Relational Commitment.



Note. Higher scores indicate higher perceived relational commitment.

Figure 4

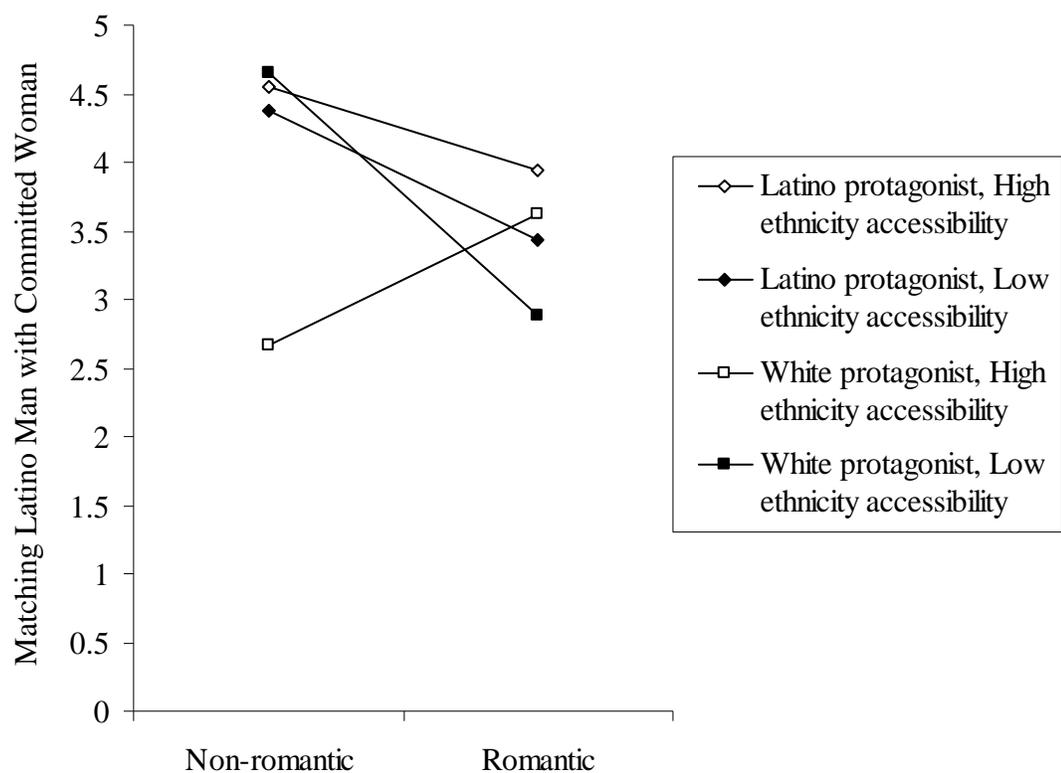
Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of Latina as the Committed Female's Ethnicity.



Note. Lower scores indicate that “Latina” is ranked as her top ethnicity. Graphical illustration is based on data controlling for female picture.

Figure 5

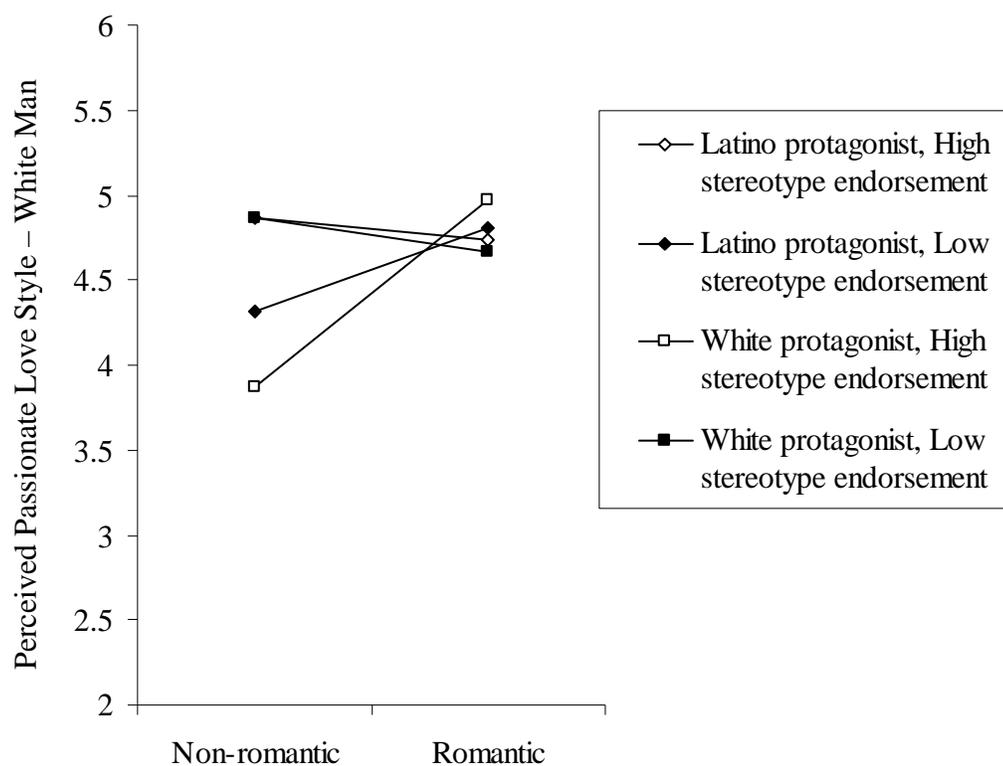
Graphical Illustration of Three-Way Interaction Effect between Ethnicity of Protagonist, Type of Clip, and Ethnicity Accessibility Predicting Perceptions of Romantic Compatibility between the Latino Target and the Relationally-Committed Woman.



Note. Higher scores indicate higher compatibility ratings. Graphical illustration is based on data controlling for female picture.

Figure 6

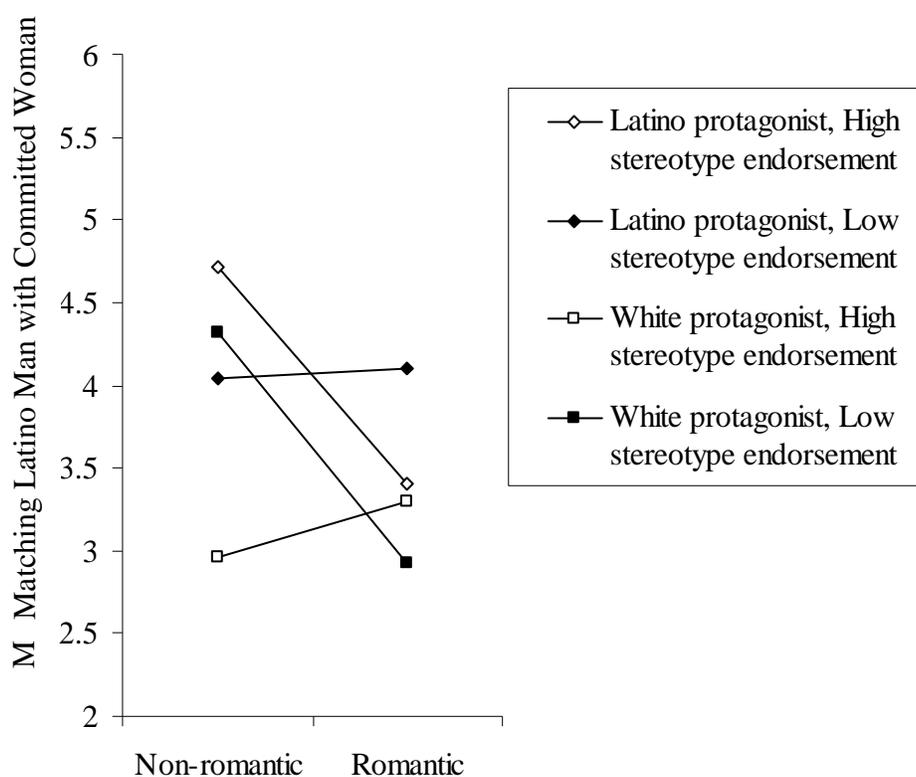
Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Perceptions of the White Target's Passionate Love Style.



Note. Higher scores indicate higher perceived passionate love style.

Figure 7

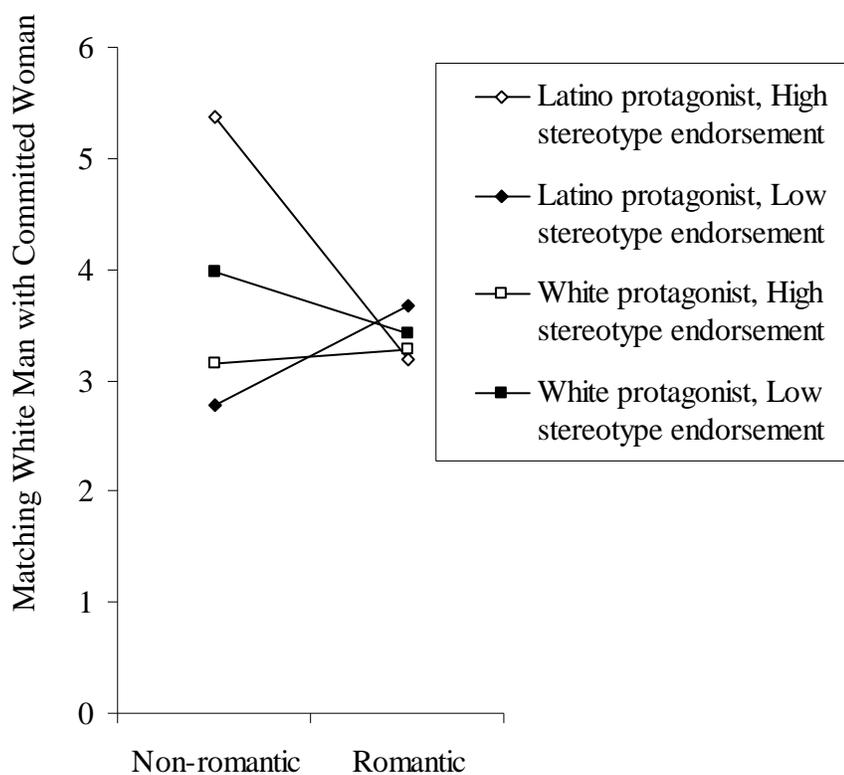
Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Compatibility Ratings Between the Latino Target and the Relationally-Committed Female.



Note. Higher scores indicate higher compatibility ratings. Graphical illustration is based on data controlling for female picture.

Figure 8

Graphical Illustration of Three-Way Interaction Effect Between Ethnicity of Protagonist, Type of Clip, and Stereotype Endorsement in Predicting Compatibility Ratings Between the White Target and the Relationally-Committed Female.



Note. Higher scores indicate higher compatibility ratings. Graphical illustration is based on data controlling for female picture.

Table 1

Descriptive Statistics for Content of Men's Profiles

	Profile 1		Profile 2		<i>t</i>	<i>r</i> ²
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>		
Romantic	3.91	1.19	3.49	1.21	3.08**	.09
Committed	3.96	1.21	3.72	1.04	1.47	.02
Realistic	4.88	1.50	4.66	1.49	1.51	.02

Note. All items are measured on a 1-7 scale. High scores indicate more of the construct (e.g., more realistic). ** $p < .01$

Table 2

Descriptive Statistics for Content of Women's Profiles

	Romantic Profile		Committed Profile		Average Profile	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Romantic	6.02 _a	1.44	4.80 _b	1.32	4.38 _b	1.22
Committed	5.13 _b	1.60	6.11 _a	1.17	4.90 _b	1.36
Realistic	4.06 _a	1.43	5.00 _b	1.55	5.23 _b	1.48

Note. Means with different subscripts across rows differ significantly (paired t-test analysis, $p < .001$). All items are measured on a 1-7 scale. High scores indicate more of the construct (e.g., more realistic).

Table 3

Descriptive Statistics for Ranking of the Female Targets' Ethnicity as Latina by Condition.

	Type of behavior		
<i>Romantic female target</i>	Non-romantic	Romantic	Marginal Means
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	1.87 (.91)	1.82 (.90)	1.84 (.90)
Latino	2.22 (1.01)	2.06 (1.03)	2.14 (1.02)
Marginal means	2.04 (.97)	1.93 (.96)	
<i>Relationally-committed</i>			
<i>female target</i>			
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	2.50 (1.16)	1.84 (.82)	2.17 (1.05)
Latino	1.92 (.94)	2.23 (1.00)	2.07 (.98)
Marginal means	2.22 (1.09)	2.03 (.93)	

Note. Lower scores indicate that “Latina” is ranked as her top ethnicity.

Table 4

Descriptive Statistics for Perceptions of the Latino and White Male Targets' Passionate Love Style by Condition.

	Type of behavior		
<i>Latino target</i>	Non-romantic	Romantic	Marginal Means
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	4.82 (.72)	4.96 (.90)	4.89 (.81)
Latino	4.78 (.83)	5.03 (.86)	4.90 (.85)
Marginal means	4.80 (.77)	4.99 (.87)	
<i>White target</i>			
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	4.57 (.74)	4.83 (.77)	4.70 (.76)
Latino	4.66 (.72)	4.77 (.81)	4.71 (.76)
Marginal means	4.61 (.72)	4.80 (.78)	

Note. Higher scores indicate higher perceived passionate love style.

Table 5

Descriptive Statistics for Perceptions of the Latino Target's Relational Commitment by Condition.

	Type of behavior		Marginal Means
	Non-romantic	Romantic	
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	3.75 (1.24)	3.64 (.98)	3.70 (1.11)
Latino	3.65 (.86)	3.66 (1.14)	3.65 (1.00)
Marginal means	3.70 (1.06)	3.65 (1.05)	

Note. Higher scores indicate higher perceived relational commitment.

Table 6

Descriptive Statistics for Compatibility Ratings between the Latino Male Target and the Female Targets.

	Type of behavior		
<i>Compatibility with romantic female target</i>	Non-romantic	Romantic	Marginal Means
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	4.21 (1.51)	4.30 (1.22)	4.26 (1.36)
Latino	4.01 (1.32)	3.77 (1.32)	3.89 (1.31)
Marginal means	4.12 (1.41)	4.05 (1.29)	
<i>Compatibility with relationally-committed female target</i>			
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	3.26 (1.47)	3.12 (1.15)	3.19 (1.31)
Latino	4.10 (1.07)	3.80 (1.52)	3.95 (1.31)
Marginal means	3.67 (1.35)	3.45 (1.37)	

Note. Higher scores indicate higher perceived compatibility.

Table 7

Descriptive Statistics for Compatibility Ratings between the White Male Target and the Female Targets.

	Type of behavior		
<i>Compatibility with romantic female target</i>	Non-romantic	Romantic	Marginal Means
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	3.75 (1.42)	3.73 (1.21)	3.74 (1.31)
Latino	3.69 (1.45)	3.66 (1.28)	3.67 (1.36)
Marginal means	3.72 (1.42)	3.69 (1.23)	
<i>Compatibility with relationally-committed female target</i>			
Ethnicity of protagonist	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
White	3.40 (1.50)	3.34 (1.16)	3.37 (1.33)
Latino	3.65 (1.29)	3.44 (1.41)	3.54 (1.34)
Marginal means	3.52 (1.40)	3.39 (1.28)	

Note. Higher scores indicate higher perceived compatibility.

Table 8

Variance Accounted for by the Interaction Involving Ethnicity Accessibility as a Moderator for Hypotheses 4-10, 12, and 13.

Hypothesis	ΔR^2	ΔF	<i>df</i>
Hypothesis 4	.01	.90	(1, 143)
Hypothesis 5			
Romantic woman	.00	.09	(1, 142)
Committed woman	.02	2.25	(1, 142)
Hypothesis 6	.00	.59	(1, 139)
Hypothesis 7	.03	3.96*	(1, 139)
Hypothesis 8	.02	3.60 [†]	(1, 139)
Hypothesis 9	.00	.53	(1, 138)
Hypothesis 10	.02	3.19 [†]	(1, 138)
Hypothesis 12			
Romantic woman	.01	1.90	(1, 138)
Committed woman	.02	3.77 [†]	(1, 138)
Hypothesis 13			
Romantic woman	.01	1.61	(1, 138)
Committed woman	.00	.54	(1, 138)

[†] $p < .10$, * $p < .05$

Table 9

Variance Accounted for by the Interaction Involving Stereotype Endorsement as a Moderator for Hypotheses 4-10, 12, and 13.

Hypothesis	ΔR^2	ΔF	<i>df</i>
Hypothesis 4	.00	.48	(1, 143)
Hypothesis 5			
Romantic woman	.01	2.24	(1, 142)
Committed woman	.00	.18	(1, 142)
Hypothesis 6	.00	.00	(1, 139)
Hypothesis 7	.02	3.21 [†]	(1, 139)
Hypothesis 8	.02	2.11	(1, 139)
Hypothesis 9	.00	.02	(1, 138)
Hypothesis 10	.00	.62	(1, 138)
Hypothesis 12			
Romantic woman	.01	1.17	(1, 138)
Committed woman	.02	2.97 [†]	(1, 138)
Hypothesis 13			
Romantic woman	.00	.03	(1, 138)
Committed woman	.03	4.00*	(1, 138)

[†] $p < .10$, * $p < .05$

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