

	<b>Empirical Generalizations</b>	<b>Stereotypes</b>
<b>Different Processes</b>	Extensive and systematic study	Hearsay Overgeneralized personal experience
	Open to re-examination	Resistant to evidence
	Framed as an average or typical with room for exceptions	Rigidly applied
<b>Different motivations</b>	Descriptive – to better understand the world through description and explanation	Judgmental – to evaluate and maintain distance
	Neutral	Emotionally loaded
<b>Summary</b>	Descriptive, based on empirical evidence, open to revision, considers frequency of occurrence	Evaluative, based on flawed representations, insensitive to evidence, applied indifferently