

# “Yurop” According to Estonians: Some Ethnic Stereotypes 2

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# Stereotyping

- Walter Lipmann *Public Opinion*, 1922  
“Pictures in our head of peoples and events in the world”.
- Our actions do not arise from a direct and certain knowledge of these people and events, but are based on simplified pictures.
- Stereotypes – we pick out what our culture has already defined for us.

# Experiment & replications

- 1932 – 100 students from Princeton, replications 1950, 1967
- 84 adjectives – that best describe ten ethnic groups (Italian, English, German, Jews, Blacks, etc.)
- High degree of consensus between participants – conclusion: inaccuracy and inflexibility of stereotypes

# Consensus 1932

- English: sportsmanlike, intelligent, conventional, tradition-loving, conservative
- Americans: industrious, intelligent, materialistic, ambitious, progressive
- Germans: conservative, materialistic, conventional...

# ‘Justify injustices’

- 1965 control over ethnic stereotypes
- 1988 – no results – in public space polite, private space – stereotypes are alive
- We use them in cognitive processing: quickly and efficiently, under pressure of time or information load; their activation is automatic

A piece from YouTube – ethnic stereotypes,  
and prejudices

[http://www.youtube.com/watch?v=WUggqXGu\\_gTQ](http://www.youtube.com/watch?v=WUggqXGu_gTQ)

**Yurop according to Estonians**

4/29/2009

# Europe according to Estonians

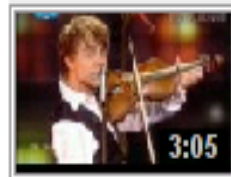
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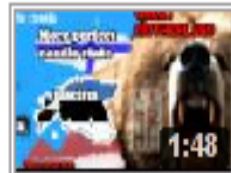
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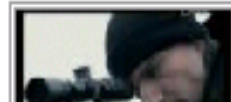
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**550,555** - 3,507 liked, 393 – not

Last comments:

\*Hahahah the Andorra part.

\*UK IS THE USA?!!!! LMAO!

\*WIND SUCKS!!!!!!

\*MOLVANIA ????

\*HAHAHAHAHHAHAHAHAH OUR  
FAVOURITE SOCCER TEAM ... ANDORA !!!!  
AHAHAHAHHA

\* Haha! USA :) That made me crack up :)



# Yurop

Estonia – our kingdom

Latvia, Lithuania – six toed Latvians (LV)

Finland – moss, moose

Sweden – they bought our kingdom

Norway – ski better than us

Island – dragons and Bjork

Ireland – plucking turkeys

UK - USA

# Yurop

France – frogs

Andorra – favourite soccer team

Spain – fascists, Estonian maffia

Italy – pizza fascists

Greece – vacation

Former Yugo – Molvania war

Turkey – steal our women

Netherlands – pot

# Yurop

Denmark – wind

Germany – cars

Czechoslovakia – beer

Austria, Switzerland – rich bastards

Hungary – more Estonians

Russia – United Idiot Emirates

Georgia – our friend

– [http://www.youtube.com/watch?v=NHW7DCP8\\_G](http://www.youtube.com/watch?v=NHW7DCP8_G)  
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Northeastern Europe according to Estonians

How Estonia, Latvia, Lithuania, Finland, Russia  
see each other

# North-Eastern europe according to us

KraChZiman

53 videos

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World according to estonia

CAUTION  
NEW WORLD ORDER  
AHEAD  
POTENTIAL HAZARDS INCLUDE

ABSOLUT CAPITALISM.

Stupid and fat cowboys

More perfect nordic state

Perfect nordic state

IMP & LATVIA & EO.

LITHUANIAN EMPIRE

RUSSIAN IMPERIALISTS

EVIL OCCUPANTS AND COMMUNISTS!!

0:12 / 1:47

360p

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2:09

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# Europe according to French



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# Europe according to Latvians



# Europe according to Romanians



# Europe according to Londoner



# Europe according to Russian



# Why and how

- Frustration *versus* aggression (verbal aggression) – sociocultural, political reasons
- Authoritarian personality – projects negative feelings on to other social group. *We are good, clever people who deserve our positions. THEY are.... Because of unpleasant characteristics, treated badly, stupid customs, oldfashioned*
- Positioning (1980ies, 1990ies) – dramaturgical positions, social interaction, meaning construction through discourse