

CREATE A 2ND MAPPING OF YOUR USER GROUP THAT DISTINGUISHES 'TYPE' FROM 'STEREOTYPE'.

Other than the first mapping assignment (that gave instructions on how design this map via a visual method) the second mapping assignment is focused on a subject rather than a form or medium. This means that this mapping has a variety of outcomes, you choose the one that fits you.

This 2nd mapping focusses on the concept of type and stereotype. First check out the theory behind this:

<https://1920.mywdka.nl/VGWMAJ13GV/major/assignment/system-user/3-stereotyping/>

The assignment is to find visual examples of types and stereotypes that are associated with your 'social group'. Map the [type](#) and the [stereotype](#). This mapping supplements your first mapping (by knolling).

To help you find the stereotypes, answer the following questions:

1. "Everyone creates stereotypes. We cannot function in the world without them." (S. Gilman)

1.1 Write down your personal interest in this group? What are you curious about? How do you relate to this group (positive or negative); do you want to be part of it, do you admire them, are you more negative about them?

My personal interest in this group started because I used to watch the English gypsy weddings on television all the time when I was younger. This concept of living is not similar to how the 'woonwagenbewoners' here in the Netherlands live. Although that is where my inspiration came from. Also close to my grandparents there is this trailer park which always interested me. The way it looks the people that live there.

1.2 What are the assumptions you have (or had) about the 'social group'? Where did you get these from? How were they debunked or confirmed?

The assumptions that I had/have about the social group is that they are aggressive. Or at least not welcoming to outsiders. And therefor can be dangerous. That is an assumption I have which I don't agree with in a way. I do not like the assumption I have. Also I assume that the social group does not pay taxes because they live in trailers. I got these assumptions through other people while growing up. I never checked to confirm them I just assumed that it was true.

2. Signifiers that stereotype: Objects and their meaning

2.1 Which existing stereotypes have you found about your group? Describe them.

I think you have the 'cool' badass youth with the scooters. in the parks. The old people who have been there forever and smoke a lot. The girls with lots of makeup.

2.2 *Fragmentation* and *Fetishized*: Which objects (e.g. food, products, clothes, part of the body) are used to stereotype with?

Stereotypes we have found are the way the social group dresses. So the track suit, short hair, golden necklace. The police always being present at the parks because something happened. The walls they have around trailers for protection I assume. And drugs. Also big dogs, they have a lot of big dogs. It is ironic because a stereotype we also found is the fact that they are always portrayed negatively in the news. Almost nothing positive pops up when you google search. The positive stereotypes we did find, is the connection they have with each other. The family bond.

2.3 Where did you find them? In which shape, form or media (jokes, sayings, news, tv, politics, shops, education,...)

Google, internet, news, media. They live in the same society as we do.

3. The effect of stereotypes: Power and discrimination

3.1 Who spreads these stereotypes? What's their intention?

The news and people mostly. I know that a lot of people get irritated because the assumption is that the Woonwagenbewoners do not pay taxes. While almost everyone in the Netherlands does. And the taxes aren't just a little bit. It is a lot of money that you 'give'. So maybe that is also why they appear negatively in the news. Also the violence that takes place.

3.2 Did you find examples of discrimination, ongoing conflicts, historic events or other injustices where stereotypes are used to control or overpower you 'social group'? Describe/show what happened?

The ongoing conflict about them having to leave. The conflict of not paying taxes. The conflict of not fitting the neighbourhood. Them protesting to stay where they are.

3.3 Have you found examples where your 'social group' is reversing the stereotype; using the known stereotypes and appropriating them for their own cause? (see more Hall, 5.1: Reversing the stereotype).

I think Andre Hazes and his wife Monique are a good example of reversing the stereotype. Andre is one of the most famous singers in the Netherlands. His wife is so kind. The whole country loves this couple. So that is where the stereotype kind of reverses.