

The Effect of Prejudice and Stereotypes on Communication and Social Perception at the Start of the Academic Studies

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Abstract

The literature defines communication as essential for the perception of the dimensions of social environment. Researches on prejudice and stereotypes analyze associations with negative feelings or attitudes, expressed in the form of verbal aggression, humiliation or exclusion, as profoundly damaging to social perception. Starting from the conviction that the university environment is an important setting where to base knowledge and intellectual growth, the research was conducted with purpose to understand and evaluate the effect of prejudice and stereotypes on communication, where in particular on the perceptions and feelings of students during the first meetings at the university auditoriums. The data were collected from a sample of 307 respondents ($n = 307$), randomly selected from students at the beginning of the first semester of the 1st year, and of the first semester of the 2nd year of Bachelor studies next University of Tirana “Nënë Tereza”. Following the analysis of the literature in the field of prejudice and stereotypes research, the selection of respondents from different university settings provided an empirically tested assessment of the effect of prejudice and stereotypes, related to different forms of expression.

Keywords: university settings, prejudice, stereotypes, communication, social perception.