



Plate 4.1 *Did you assume that these surgeons were men?*

(a)



(b)



Plates 4.2a and b *Two stills of a skinhead in the Guardian advertising campaign.*

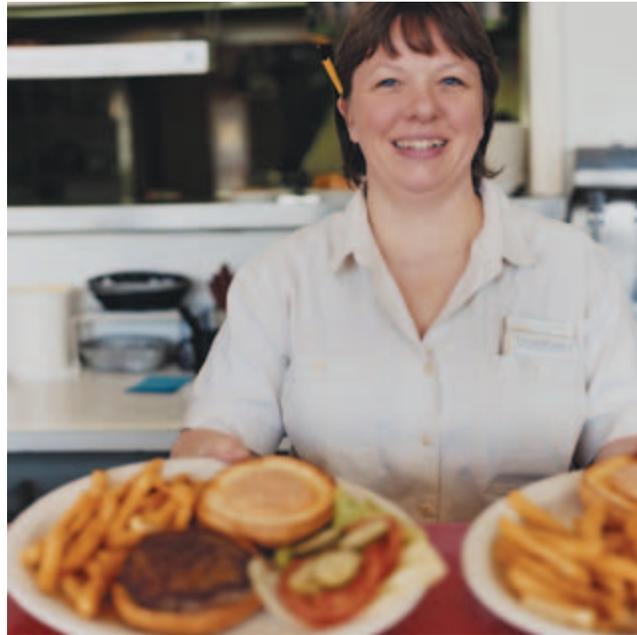


Plate 4.2c *Final still of the skinhead in the Guardian campaign.*

(a)



(b)



Plates 4.3a and b *What kind of music do you guess the stereotypical librarian and waitress listen to? Do they drink beer or wine?*



Plate 4.4 *Primes associated with the elderly appear to cue the activation of the elderly stereotype (e.g., walking more slowly).*

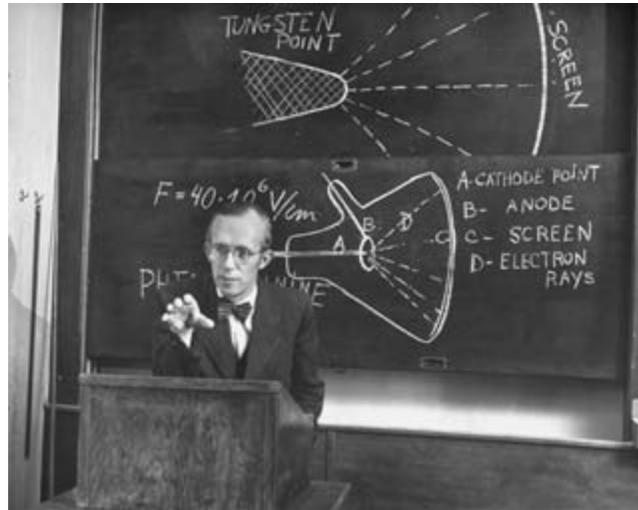


Plate 4.5 Could being primed with a photo of a 'professor' make you perform better at a quiz?