

# Social psychology

Business



**ASSIGN  
BUSTER**

Apply your knowledge of stereotyping and social identity theory to explain what went wrong here? In this case, there is a communication misunderstanding between Rockwell Bayport and Sad Gillian. Rockwell Bayport believed she did not get the promotion she deserved, moreover, it seems like that she had been sidelined for being a woman and “ could take the heart in marketing management.

For this case, there have not apparent evidence to support Gillian have stereotyped of Rockwell Bayport, Gillian was more likely to provide a good job opportunity for promotion in the future. By contrast, I think should be that Rockwell Bayport stereotyped of Sad as white man with gender stereotype.

Social identity theory (Machines & Steen, 2012, pp-69) is applied for this case. Rockwell Bayport stated herself as “ one of the top women and few visible minorities in brand management at Why Dairies. Her identity would contribute to her incorrect perception and opinion of Sad’s position arrangement for her. 2. What other perceptual error is apparent in this case study? False-consensus effect Machines & Steen, 2012, p.

78) should be another perceptual error, which is someone overestimates the extent to which others have beliefs and characteristics similar to own, Sad thought that the position of market research coordinator would be a great opportunity for Bayport, but Bayport did not think like same way, so this led them to misunderstand each other. . What can organizations do to Meltzer misconceptions in these types of situation? For Why Dairies Ltd, firstly, I recommend that company should train the staff have Global

Mindset ((Machines & Steen, 2012, p. 81-83). Staff try to begin with self-awareness by understanding one's beliefs, values, and attitudes, become more open-minded and less judgmental. Secondly, the staff who have conflicts or misunderstanding in communication should have a one-on-one or group meeting, address their own concerns and explain themselves.

The meeting will create meaningful and useful interaction, the staff will understand each other more and be more mindful with their actions in the future. Ruined-Ran Bayport, Gillian was more likely to provide a good job opportunity for promotion in women and few visible minorities in brand management at Why Dairies. Her identity would contribute to her incorrect perception and opinion of Sad's position 2. What other perceptual error is apparent in this case study?

False-consensus effect (Machines & Steen, 2012, p. 78) should be another perceptual error, which is someone opportunity for Bayport, but Bayport did not think like same way, so this led 3. What can organizations do to minimize misconceptions in these types of situation? Misunderstanding in communication should have a one-on-one or group meeting, meaningful and useful interaction, the staff will understand each other more and be more mindful with their actions in the future.