

The study aims to investigate the stereotypes in the Egyptian society and how they affect attention, judgment and behaviors among young people. It also tries to identify the factors affecting this cognitive bias such as the type of activation (explicit vs implicit), the type of the stereotype being activated, loading the memory resources at the time of activation.

The study includes three experimental sub-studies. The first one investigated the effect of activating the stereotypes of the mother in law, the step mother, the female boss, the poor student, the female student in math classes) on attention bias among student teachers in the college of education, Fayoum university. They were administered a computerized task of attentional cueing. It was revealed that activation of negative stereotypes leads to attention bias especially when the memory resources are loaded.

The second study aims to investigate the effect of explicit and implicit negative stereotypes activation on judgment bias. It was found that activating stereotypes leads to judgment bias and this interacts with the type of stereotypes being activated.

The third study examined the effect of activating the stereotype of male superiority over females in geometry on real performance. It was

revealed that explicit activation leads to performance disconfirming the stereotype while implicit activation leads to performance conforming with the stereotypes.

Results were discussed in the light of the literature. It was concluded that we have to correct the stereotypes in the Egyptian society which lead to bias in attention, judgment and behavior of young people.