

# MYSELF versus OTHER

# US versus THEM

## Description

factual observation

*What do I see?*

*(or touch, smell, hear, taste)*

## Generalisation

observable label

*examined similarities*

*found in a group of people*

## Interpretation

cognitive observation

*What do I think*

*about what I see?*

## Stereotype

cognitive label

*oversimplified ideas or hearsay*

*about other group of people*

## Evaluation

affective observation

*What do I feel*

*about what I think I saw?*

## Prejudice

affective label

*positive or negative feelings*

*about other group of people*

## Discrimination

behavioural intention

*action because of feelings*

*about other group of people*

when working in intercultural teams,  
be mindful of your own observations  
of the other team members

when exploring entrepreneurial  
opportunities, be mindful of your  
own potential biases