

# Comparative Study on the Ethnic Stereotypes and Self-Stereotypes of the Kapampangan, Ilocano, and Tagalog Students of Tarlac State University

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## Abstract

Tarlac State University (TSU) is a multi-ethnic and multicultural institution with a student population that is predominated by the Kapampangan, Ilocano, and Tagalog ethnolinguistic groups. This paper is a comparative study of the ethnic stereotypes and self-stereotypes of these three ethnolinguistic groups. Using a modified Katz and Braly trait checklist, this paper was able to: 1) profile the ethnic stereotypes and self-stereotypes of these three ethnolinguistic groups, 2) determine their uniformity indices, 3) determine their positivity/negativity indices, 4) compare and contrast their profiled ethnic stereotypes and self-stereotypes, 5) compare and contrast the uniformity indices of their ethnic stereotypes and self-stereotypes, and 6) compare and contrast the positivity/negativity indices of their ethnic stereotypes and self-stereotypes. This paper was also able to establish that the Kapampangan ethnic stereotype and self-stereotype shared the most number of traits in common, while the Tagalog ethnic stereotype and self-stereotype shared the least number of traits in common. This paper was also able to establish that the uniformity indices of the Kapampangan ethnic stereotype and self-

stereotype are closest to each other; while those of the Tagalog ethnic stereotype and self-stereotype are farthest from each other. Finally, this paper was able to establish that the positivity/negativity indices of the Kapampangan and Tagalog ethnic stereotype and self-stereotype are both closest to each other; while those of the Ilocano ethnic stereotype and self-stereotype are farthest to each other. This paper is significant not only in knowing whether there is a difference between how the three ethnolinguistic groups construct each other's stereotypes and their respective self-stereotypes, but more so in laying down the preliminary information that would lead towards understanding the dynamics among these same ethnolinguistic groups, and towards building a more cohesive student body in TSU, or citizens of Tarlac City, or inhabitants of Tarlac Province. This paper is also important in providing a model study that can be replicated in other multicultural institutions and locations in the country.

**Keywords:** Ethnic Stereotypes, Ethnic Self-Stereotypes, Ilocanos, Kapampangans, Philippine Ethnolinguistic Groups Tagalogs, Tarlac City, Tarlac State University,

## INTRODUCTION

Tarlac State University (TSU) is a publicly owned higher educational institution located in Tarlac City, in the province of Tarlac. It was founded in 1906, and currently has nine (9) colleges and three (3) campuses which are all situated in Tarlac City, in Tarlac Province [1]. Tarlac Province is politically surrounded by the provinces of Pangasinan, Nueva Ecija, Pampanga, and Zambales, while at the same time ethnolinguistically surrounded by Ilocanos, Tagalogs, and Kapampangans. Tarlac Province's being landlocked by Ilocano, Tagalog and Kapampangan-speaking territories translates into a status of being a multi-ethnic and multicultural province. Such provincial status is mirrored in Tarlac City, the provincial capital, as well as in TSU.

This paper is a comparative study on the ethnic stereotypes of TSU's three (3) predominant ethnolinguistic groups. More specifically, using a modified Daniel Katz and Kenneth Braly's trait checklist, this paper: 1) profiled the ethnic stereotypes and self-stereotypes of these three (3) ethnolinguistic groups, 2) determined their uniformity indices, 3) determined their positivity/negativity indices, 4) compared and contrasted their profiled ethnic stereotypes and self-stereotypes,

5) compared and contrasted the uniformity indices of their ethnic stereotypes and self-stereotypes, and 6) compared and contrasted the positivity/negativity indices of their ethnic stereotypes and self-stereotypes.

## Review of Related Literature

This paper utilized the methodology developed by Katz and Braly, specifically in their essay “Racial Stereotypes of One-Hundred College Students” [2]. The authors constructed an 84-item checklist of traits that could describe the characteristics of ten (10) races/nationalities as seen by American university students, namely: Black Americans, Chinese, Englishmen, Germans, Irishmen, Italians, Japanese, Jews, Turks, and White Americans (1933). Their study revealed that the Americans, Germans, and Englishmen were seen as the most positive races/nationalities; while the Black Americans, Turks, and Italians were seen as the most negative ones. Using a uniformity index that reckoned how many traits would it take for a given race/nationality so that their total frequencies would equal the value of half of all the choices made by the respondents, Katz and Braly also revealed that the sharpest images in the minds of the respondents were those of the Black Americans, Germans, and Jews; while the blurriest were those of the Turks, Chinese and Japanese.

Joel Berreman’s essay, “Filipino Stereotypes of Racial and National Minorities”, [3] is a study based on Katz and Braly’s mentioned work. In this study, a 96-item checklist of traits was formulated to construct the stereotypes of Black Americans, Chinese, Indians, Japanese, Spaniards, and White Americans as seen by Filipino university students. The study revealed that the Indians, Chinese, and White Americans were seen as the most positive races/nationalities, while the Spanish and Japanese were seen as the most negative ones. Using Katz and Braly’s uniformity index, Berreman also revealed that the sharpest images in the minds of the Filipino respondents were those of the Chinese and the Black Americans, while the blurriest were those of the White Americans and the Japanese.

Using the methodology of Katz and Braly, Jeanette Mendoza, et al.’s essay “Comparative Study on the Ethnic Stereotypes of the Kapampangan, Ilocano, and Tagalog Students of Tarlac State University”

[4] studied how each of these three (3) Philippine ethnolinguistic groups are stereotyped by other two (2) ethnolinguistic groups. The study was able to establish that the salient traits of the Kapampangan ethnic stereotype are mayabang, masarap magluto, and galante/magastos; that of the Ilocano ethnic stereotype are kuripot, baduy, and madiskarte; and that of the Tagalog ethnic stereotype are maka-Diyos, maganda/guwapo. The study was also able to establish that the Ilocano and the Tagalog ethnic stereotypes shared the most number of traits, while the Kapampangan and Ilocano ethnic stereotypes shared the least number of traits. Furthermore, the study was able to establish that the Ilocano ethnic stereotype is the sharpest, while the Tagalog ethnic stereotype is the blurriest. Finally, the study was also able to establish that the Tagalog ethnic stereotype is the most positive, while the Kapampangan ethnic stereotype is the most negative.

The foregoing study takes off from the earlier essay of Mendoza, et al., specifically by utilizing its data set. The research design of the earlier essay of Mendoza, et al. is slightly different from the research designs of Katz and Braly, as well as that of Berreman, in a sense that it was able to gather data among others, on how a given ethnolinguistic group constructs its self-stereotype. Such data on ethnic self-stereotype was not actually used in the earlier essay of Mendoza, et al. Hence, if the earlier essay of Mendoza, et al. examined only how the stereotype of a given ethnolinguistic group is constructed by other ethnolinguistic groups, this current paper examined how the stereotype of given ethnolinguistic group is self-constructed by this same ethnolinguistic group, and further compared the construction of such ethnic self-stereotype with its corresponding ethnic stereotype as constructed by the other ethnolinguistic groups.

### Significance of the Study

This paper is significant not only in knowing whether there is a difference between how the three ethnolinguistic groups construct each other's stereotypes and their respective self-stereotypes, but more so in laying down the preliminary information that would lead towards understanding the dynamics among these same ethnolinguistic groups, and towards building a more cohesive student body in TSU, or citizens of Tarlac City, or inhabitants of Tarlac Province. This paper is also

important in providing a model study that can be replicated in other multicultural institutions and locations in the country.

## METHODOLOGY

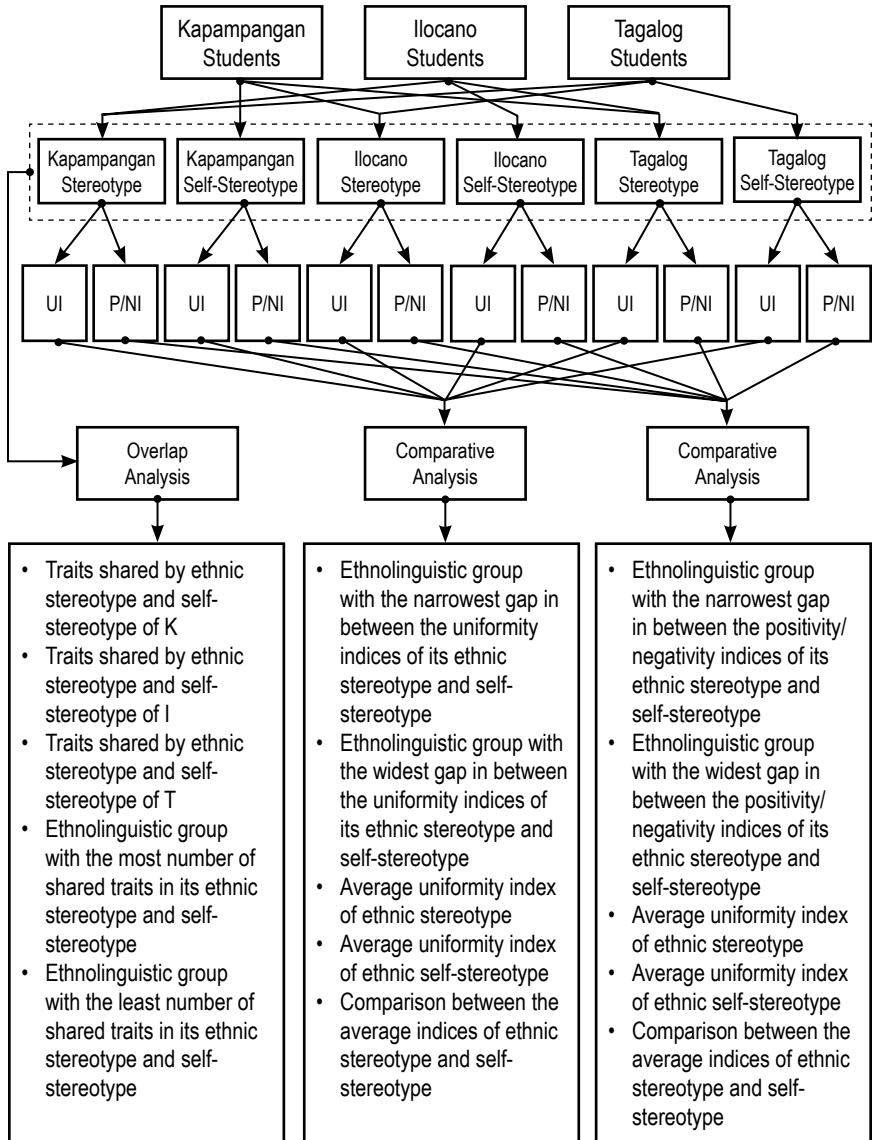
This paper utilized the data set from the earlier essay of Mendoza, et al. Such data was gathered by first asking one hundred fifty (150) TSU students to list down as many traits as they can that best describe the Kapampangans, and then the Ilocanos, and then the Tagalogs. The answers of the initial respondents were collated in an alphabetical order in a single checklist. Following Berreman, some of the traits from Katz and Braly that were deemed significant by the researchers were added into the said checklist that eventually contained one hundred sixty-two (162) items (see Appendix A).

Using this 162-item questionnaire, 100 Kapampangan, 100 Ilocano, and 100 Tagalog TSU students, all of whom are not part of the initial 150 informants, were instructed to extract 20 traits from the checklist that describe the Kapampangan. They were told to include unlisted traits that they think could also describe the Kapampangan. After finishing the first task, they were asked to do the same task for the Ilocano, and then for the Tagalog. After accomplishing the said tasks, the students were asked to go back to their extracted traits for the Kapampangan and told them to mark the five traits that best describe the Kapampangan with an “x”. They were instructed to do the same for the Ilocano, and the Tagalog.

The selection of the respondents differed from Katz and Braly's design, in such a way that these TSU students are also part of the ethnolinguistic groups included in this study. In order to ascertain whether each of these TSU students is a Kapampangan, Ilocano, or Tagalog, they were made to manifest their mother language on the questionnaire.

The data gathered from the questionnaires were analyzed in accordance to the six (6) main concerns of this paper. Figure 1 presents the conceptual framework for the analyses done.

**Figure 1**  
*Conceptual Framework*



Legend: UI - Uniformity Index      P/NI - Positivity/Negativity Index

The first main concern of this paper is the profiling of the ethnic stereotypes and self-stereotypes of the three ethnolinguistic groups. For the ethnic stereotypes, the results from the earlier essay of Mendoza, et al. were copied. For the ethnic self-stereotypes, this was done by identifying the top 12 traits for each group which is based on the frequency count from the responses coming from the same group. The second main concern of this paper is the determination of the uniformity indices of the three ethnic stereotypes and three ethnic self-stereotypes. Following Katz and Braly, a uniformity index of a given ethnolinguistic group is reckoned by counting the number of traits the total frequency of which would equal the value of half of all the choices made by the respondents (Katz & Braly, 287). The smaller the uniformity index of a given ethnolinguistic group, the sharper its stereotype will be. For the uniformity indices of the ethnic stereotypes, the results from the earlier essay of Mendoza, et al. were again copied. For the uniformity indices of the ethnic self-stereotypes, these were computed based on the system which was developed by Katz and Braly.

The third main concern of this paper is the determination of the positivity/negativity indices of the three ethnic stereotypes and the three ethnic self-stereotypes. Following the system undertaken by the earlier essay of Mendoza, et al, this was done by identifying first which of the 162 traits contained in the questionnaire are positive, neutral, or negative. Appendix B presents these classified traits. Each of the 12 traits that constitute the stereotype and self-stereotype of a given ethnolinguistic group were identified as positive, neutral, or negative with reference to Appendix B. The positivity/negativity index of a given ethnolinguistic group was computed by subtracting its total number of negative traits from its total number of positive traits. Hence, the bigger the positivity/negativity index, the more positive its stereotype will be.

The fourth main concern of this paper is the comparison and contrast of the profiled stereotypes and self-stereotypes of the Kapampangans, Ilocanos, and Tagalogs. More specifically, the comparisons and contrasts were done in order to determine: a) what are the traits that are shared by the Kapampangan ethnic stereotype and self-stereotype; b) what are the traits that are shared by the Ilocano ethnic stereotype and self-stereotype; c) what are the traits that are shared by the Tagalog ethnic stereotype and self-stereotype; d) which ethnolinguistic group has the most number of shared traits in its ethnic

stereotype and self-stereotype; and e) which ethnolinguistic group has the least number of shared traits in its ethnic stereotype and self-stereotype?

The fifth concern of this paper is the comparison and contrast of the uniformity indices of the three ethnic stereotypes and three ethnic self-stereotypes. More specifically, the comparisons and contrasts were done in order to identify: a) which ethnolinguistic group has the narrowest gap in between the uniformity indices of its ethnic stereotype and self-stereotype; b) which ethnolinguistic group has the widest gap in between the uniformity indices of its ethnic stereotype and self-stereotype; c) what is the average uniformity index of the three ethnic stereotypes; d) what is the average uniformity index of the three ethnic self-stereotypes; and e) on the average, which is sharper the ethnic stereotype or the ethnic self-stereotype?

The sixth concern of this paper is the comparison and contrast of the positivity/negativity indices of the three ethnic stereotypes and three ethnic self-stereotypes. More specifically, the comparisons and contrasts were done in order to identify: a) which ethnolinguistic group has the narrowest gap in between the positivity/negativity indices of its ethnic stereotype and self-stereotype; b) which ethnolinguistic group has the widest gap in between the positivity/negativity indices of its ethnic stereotype and self-stereotype; c) what is the average positivity/negativity index of the three ethnic stereotypes; d) what is the average positivity/negativity index of the three ethnic self-stereotypes; and e) on the average which is more positive, the ethnic stereotype or the ethnic self-stereotype?

## RESULTS AND DISCUSSION

### **The Ethnic Stereotypes and Self-Stereotypes of the Kapampangans, Ilocanos, and Tagalogs**

#### Profiles of the Ethnic Stereotypes and Self-Stereotypes

The **Kapampangan Ethnic Stereotype and Self-Stereotype**. Table 1 presents the top 12 traits of the Kapampangans as perceived by the Ilocano and Tagalog respondents, as well as the top 12 traits of the Kapampangans as perceived by the Kapampangan respondents.



**Table 1***Ethnic Stereotypical and Self-Stereotypical Traits of the Kapampangans*

Ethnic Stereotype (As Perceived by the Ilocano and Tagalog Respondents)			Ethnic Self-Stereotype (As Perceived by the Kapampangan Respondents)		
Traits	Frequency	Rank	Traits	Frequency	Rank
Mayabang	50	1.00	Masarap Magluto	28	1.00
Masarap Magluto	48	2.00	Maarte	23	2.50
Madaldal	46	3.00	Madaldal	23	2.50
Galante/Magastos	42	4.00	Galante/Magastos	21	4.50
Fashionista	36	5.50	Mayabang	21	4.50
Maarte	36	5.50	Maka-Diyos	18	6.00
Bungangera	30	7.00	Mataray	17	7.00
Palamura	25	8.00	Maayos Manamit	16	8.00
Maayos Manamit	24	9.50	Fashionista	15	9.00
Sosyal	24	9.50	Maganda/Guwapo	14	11.00
Maka-Diyos	23	11.00	Mahilig Gumimik/ Gumala	14	11.00
Hirap sa Pagbigkas ng mga Salitang Nag-uumpisa sa mga letrang A at H	22	12.00	Malakas ang Loob Sosyal	14	11.00

The earlier essay of Mendoza, et al. has already established, and as shown in table 1, that in as far as the Ilocano and Tagalog respondents are concerned, the ethnic stereotype of the Kapampangans is defined by the following traits: mayabang (n=50), masarap magluto (n=48), madaldal (n=46), galante/magastos (n=42), fashionista (n=36), maarte (n=36), bunganera (n=30), palamura (n=25), maayos manamit (n=34), sosyal (n=24), maka-Diyos (n=23), and hirap sa pagbigkas ng mga salitang nag-uumpisa sa mga letrang A at H (n=22).

Table 1 also shows that in as far as the Kapampangan respondents are concerned, their ethnic self-stereotype is defined by the following traits: masarap magluto (n=28), maarte (n=23), madaldal (n=23), galante/magastos (n=21), mayabang (n=21), maka-Diyos (n=18), mataray (n=17), maayos manamit (n=16), fashionista (n=15), maganda/guwapo (n=14), mahilig gumimik/gumala (n=14), malakas ang loob (n=14), and sosyal (n=14).

**The Ilocano Ethnic Stereotype and Self-Stereotype.** Table 2 presents the top 12 traits of the Ilocanos as perceived by the Kapampangan and Tagalog respondents, as well as the top 12 traits of the Ilocanos as perceived by the Ilocano respondents.

**Table 2***Ethnic Stereotypical and Self-Stereotypical Traits of the Ilocanos*

Ethnic Stereotype (As Perceived by the Kapampangan and Tagalog Respondents)			Ethnic Self-Stereotype (As Perceived by the Ilocano Respondents)		
Traits	Frequency	Rank	Traits	Frequency	Rank
Kuripot	128	1.00	Kuripot	50	1.00
Baduy	51	2.00	Maka-Diyos	27	2.00
Madiskarte	45	3.00	Matiyaga at Masipag	23	3.00
Maka-Diyos	31	4.00	Family-Centered	22	4.00
Praktikal	30	5.00	Hospitable	19	5.00
Old Fashioned	26	6.00	Mahilig Kumain ng Gulay	18	6.00
Istrikto	23	7.50	Magaling Humawak ng Pera	17	8.00
Magaling Humawak ng Pera	23	7.50	Mahilig Magpatawa	17	8.00
Matapang	21	9.00	Palaban	17	8.00
Hospitable	18	11.00	Maunawain	13	10.00
Mabilis Magsalita	18	11.00	Madaling Makibagay	11	12.00
Malambing	18	11.00	Madiskarte	11	12.00
			May Accent kung Magsalita	11	12.00
			Praktikal	11	12.00

The earlier essay of Mendoza, et al. has already established, and as shown in table 2, that in as far as the Kapampangan and Tagalog respondents are concerned, the ethnic stereotype of the Ilocanos is defined by the following traits: kuripot (n=128), baduy (n=51), madiskarte (n=45), maka-Diyos (n=31), praktikal (n=30), old fashioned (n=26), istrikto (n=23), magaling humawak ng pera (n=23), matapang (n=21), hospitable (n=18), mabilis magsalita (n=18), and malambing (n=18).

Table 2 also shows that in as far as the Ilocano respondents are concerned, their ethnic self-stereotype is defined by the following traits: kuripot (n=50), maka-Diyos (n=27), matiyaga at masipag (n=23), family-centered (n=22), hospitable (n=19), mahilig kumain ng gulay (n=18), magaling humawak ng pera (n=17), mahilig magpatawa (n=17), palaban (n=17), maunawain (n=13), madaling makibagay (n=11), madiskarte (n=11), may accent kung magsalita (n=11), and praktikal (n=11).

The **Tagalog Ethnic Stereotype and Self-Stereotype**. Table 3 presents the top 12 traits of the Tagalogs as perceived by the Kapampangan and Ilocano respondents, as well as the top 12 traits of the Tagalogs as perceived by the Tagalog respondents.

**Table 3***Ethnic Stereotypical and Self-Stereotypical Traits of the Tagalogs*

Ethnic Stereotype (As Perceived by the Kapampangan and Ilocano Respondents)			Ethnic Self-Stereotype (As Perceived by the Tagalog Respondents)		
Traits	Frequency	Rank	Traits	Frequency	Rank
Maka-Diyos	43	1.00	Maka-Diyos	39	1.00
Maganda/Guwapo	33	2.00	Mapagmahal	23	2.50
Maputi	29	3.00	Simple	23	2.50
Malambing	23	4.00	Family-Centered	16	4.00
Matulungin	22	5.50	Mahilig sa Pagkain	14	5.50
Palaban	22	5.50	Palangiti	14	5.50
Fashionista	18	8.00	Goal-Oriented	13	8.00
Goal-Oriented	18	8.00	Malambing	13	8.00
Madiskarte	18	8.00	Mapanuri	13	8.00
Bolero/Bolera	17	11.00	Hospitable	9	10.00
Makata	17	11.00	Makata	8	11.00
Mapagmahal	17	11.00	Maaasahan	7	14.50
			Maitim o Kayumanggi	7	14.50
			Maka-Kalikasan	7	14.50
			Matiyaga at Masipag	7	14.50
			Old Fashioned	7	14.50
			Praktikal	7	14.50

The earlier essay of Mendoza, et al. has already established, and as shown in table 3, that in as far as the Kapampangan and Ilocano respondents are concerned, the ethnic stereotype of the Tagalogs is defined by the following traits: maka-Diyos (n=43), maganda/guwapo (n=33), maputi (n=29), malambing (n=23), matulungin (n=22), palaban (n=22), fashionista (n=18), goal-oriented (n=18), madiskarte (n=18), bolero/bolera (n=17), makata (n=17), and mapagmahal (n=17).

Table 3 also shows that in as far as the Tagalog respondents are concerned, their ethnic self-stereotype is defined by the following traits: maka-Diyos (n=39), mapagmahal (n=23), simple (n=23), family-centered (n=16), mahilig sa pagkain (n=14), palangiti (n=14), goal-oriented (n=13), malambing (n=13), mapanuri (n=13), hospitable (n=9), makata (n=8), maaasahan (n=7), maitim o kayumanggi (n=7), maka-kalikasan (n=7), matiyaga at masipag (n=7), old fashioned (n=7), and praktikal (n=7).

## Uniformity Indices of the Ethnic Stereotypes and Self-Stereotypes

**Uniformity Indices of the Kapampangan Ethnic Stereotype and Self-Stereotype.** Table 4 presents the computations for the uniformity indices of the Kapampangan ethnic stereotype and self-stereotype.

**Table 4**  
*Computations of the Uniformity Indices  
of the Kapampangan Ethnic Stereotype and Self-Stereotype*

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
1	50	50	28	28
2	48	98	23	51
3	46	144	23	74
4	42	186	21	95
5	36	222	21	116
6	36	258	18	134
7	30	288	17	151
8	25	313	16	167
9	24	337	15	182
10	24	361	14	196
11	23	384	14	210
12	22	406	14	224
13	21	427	14	238
14	20	447	12	250
15	20	467	11	261
16	19	486	11	272
17	19	505	10	282
18	18	523	10	292
19	18	541	9	301
20	17	558	9	310
21	16	574	9	319
22	16	590	8	327
23	15	605	8	335

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
24	15	620	8	343
25	14	634	7	350
26	14	648	6	356
27	12	660	6	362
28	12	672	6	368
29	11	683	6	374
30	11	694	5	379
<b>Uniformity Index</b>	<b>16.74</b>		<b>14.00</b>	

The earlier essay of Mendoza, et al. has already established, and as shown in table 4, the uniformity index of the Kapampangan ethnic stereotype is 16.74. This means that it will take the frequencies of 16.74 Kapampangan stereotypical traits in order to reach the value of 500. Table 4 also shows that the uniformity index of the Kapampangan ethnic self-stereotype is 14.00. This means that it will take 14.00 Kapampangan self-stereotypical traits in order to reach the value of 250. The difference between the values of 500 and 250 is based on the difference between the 200 respondents who provided answers to construct the ethnic stereotype and the 100 respondents who provided answers to construct the ethnic self-stereotype.

**Uniformity Indices of the Ilocano Ethnic Stereotype and Self-Stereotype.** Table 5 presents the computations for the uniformity indices of the Ilocano ethnic stereotype and self-stereotype.

**Table 5**  
*Computations of the Uniformity Indices of the Ilocano Ethnic Stereotype and Self-Stereotype*

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
1	128	128	50	50
2	51	179	27	77
3	45	224	23	100

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
4	31	255	22	122
5	30	285	19	141
6	26	311	18	159
7	23	334	17	176
8	23	357	17	193
9	21	378	17	210
10	18	396	13	223
11	18	414	11	234
12	18	432	11	245
13	16	448	11	256
14	15	463	11	267
15	15	478	9	276
16	14	492	9	285
17	14	506	8	293
18	13	519	8	301
19	13	532	8	309
20	12	544	7	316
21	12	556	7	323
22	12	568	7	330
23	12	580	6	336
24	12	592	6	342
25	12	604	6	348
26	12	616	6	354
27	11	627	5	359
28	11	638	5	364
29	11	649	5	369
30	11	660	5	374
<b>Uniformity Index</b>	<b>16.57</b>		<b>12.45</b>	

The earlier essay of Mendoza, et al. has already established, and as shown in table 5, the uniformity index of the Ilocano ethnic stereotype is 16.57. This means that it will take the frequencies of 16.57 Ilocano

stereotypical traits in order to reach the value of 500. Table 5 also shows that the uniformity index of the Ilocano ethnic self-stereotype is 12.45. This means that it will take 12.45 Ilocano self-stereotypical traits in order to reach the value of 250.

**Uniformity Indices of the Tagalog Ethnic Stereotype and Self-Stereotype.** Table 6 presents the computations for the uniformity indices of the Tagalog ethnic stereotype and self-stereotype.

**Table 6**  
*Computations of the Uniformity Indices  
of the Tagalog Ethnic Stereotype and Self-Stereotype*

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
1	43	43	39	39
2	33	76	23	62
3	29	105	23	85
4	23	128	16	101
5	22	150	14	115
6	22	172	14	129
7	18	190	13	142
8	18	208	13	155
9	18	226	13	168
10	17	243	9	177
11	17	260	8	185
12	17	277	7	192
13	16	293	7	199
14	16	309	7	206
15	16	325	7	213
16	16	341	7	220
17	15	356	7	227
18	15	371	6	233
19	15	386	6	239
20	15	401	6	245
21	15	416	6	251

Traits	Ethnic Stereotype		Ethnic Self-Stereotype	
	Total Frequency	Cumulative Number of Choices Made	Total Frequency	Cumulative Number of Choices Made
22	14	430	6	257
23	14	444	6	263
24	14	458	6	269
25	13	471	6	275
26	13	484	6	281
27	13	497	6	287
28	11	508	5	292
29	11	519	5	297
30	11	530	5	302
<b>Uniformity Index</b>	<b>27.27</b>		<b>20.83</b>	

The earlier essay of Mendoza, et al. has already established, and as shown in table 6, the uniformity index of the Tagalog ethnic stereotype is 27.27. This means that it will take the frequencies of 27.27 Tagalog stereotypical traits in order to reach the value of 500. Table 6 also shows that the uniformity index of the Tagalog ethnic self-stereotype is 12.45. This means that it will take 20.83 Tagalog self-stereotypical traits in order to reach the value of 250.

### Positivity/Negativity Indices of the Ethnic Stereotypes and Self-Stereotypes

**Positivity/Negativity Indices of the Kapampangan Ethnic Stereotype and Self-Stereotype.** Table 7 presents the computation for the positivity/negativity indices of the Kapampangan ethnic stereotype and self-stereotype.



**Table 7**

*Computations of the Positivity/Negativity Indices of the Kapampangan Ethnic Stereotype and Self-Stereotype*

	<b>Ethnic Stereotype</b>	<b>Ethnic Self-Stereotype</b>
Positive Traits (Number)	Masarap Magluto Maayos Manamit Maka-Diyos (3)	Masarap Magluto Maka-Diyos Maayos Manamit Maganda/Guwapo Malakas ang Loob (5)
Neutral Traits (Number)	Fashionista Sosyal (2)	Fashionista Sosyal (2)
Negative Traits (Number)	Mayabang Madaldal Galante/Magastos Maarte Bungangera Palamura Hirap sa Pagbigkas ng mga Salitang Nag-uumpisa sa mga letrang A at H (7)	Maarte Madaldal Galante/Magastos Mayabang Mataray Mahilig Gumimik/Gumala (6)
<b>Positivity/Negativity Index</b>	<b>3 - 7 = -4</b>	<b>5 - 6 = -1</b>

The earlier essay of Mendoza, et al. has already established, and as shown in table 7, the positivity/negativity index of the Kapampangan ethnic stereotype is -4. Table 7 also shows that the positivity/negativity index of the Kapampangan ethnic self-stereotype is -1.

**Positivity/Negativity Indices of the Ilocano Ethnic Stereotype and Self-Stereotype.** Table 8 presents the computation for the positivity/negativity indices of the Ilocano ethnic stereotype and self-stereotype.

**Table 8**

*Computations of the Positivity/Negativity Indices of the Ilocano Ethnic Stereotype and Self-Stereotype*

	<b>Ethnic Stereotype</b>	<b>Ethnic Self-Stereotype</b>
Positive Traits (Number)	Madiskarte Maka-Diyos Praktikal Magaling Humawak ng Pera Matapang Hospitable Malambing (7)	Maka-Diyos Matiyaga at Masipag Family-Centered Hospitable Mahilig Kumain ng Gulay Magaling Humawak ng Pera Mahilig Magpatawa Maunawain Madaling Makibagay Madiskarte Praktikal (11)
Neutral Traits (Number)	Istriкто (1)	Palaban (1)
Negative Traits (Number)	Kuripot Baduy Old Fashioned Mabilis Magsalita (4)	Kuripot May Accent kung Magsalita (2)
<b>Positivity/Negativity Index</b>	<b>7 - 4 = 3</b>	<b>11 - 2 = 9</b>

The earlier essay of Mendoza, et al. has already established, and as shown in table 8, the positivity/negativity index of the Ilocano ethnic stereotype is 3. Table 8 also shows that the positivity/negativity index of the Ilocano ethnic self-stereotype is 9.

**Positivity/Negativity Indices of the Tagalog Ethnic Stereotype and Self-Stereotype.** Table 9 presents the computation for the positivity/negativity indices of the Tagalog ethnic stereotype and self-stereotype.

**Table 9**

*Computations of the Positivity/Negativity Indices of the Tagalog Ethnic Stereotype and Self-Stereotype*

	<b>Ethnic Stereotype</b>	<b>Ethnic Self-Stereotype</b>
Positive Traits (Number)	Maka-Diyos Maganda/Guwapo Maputi Malambing Matulungin Goal-Oriented Madiskarte Makata Mapagmahal (9)	Maka-Diyos Mapagmahal Simple Family-Centered Palangiti Goal-Oriented Malambing Hospitable Makata Maaasahan Maka-Kalikasan Matiyaga at Masipag Praktikal (13)
Neutral Traits (Number)	Palaban Fashionista (2)	Mahilig sa Pagkain Mapanuri (2)
Negative Traits (Number)	Bolero/Bolera (1)	Maitim o Kayumanggi Old Fashioned (2)
<b>Positivity/Negativity Index</b>	<b>9 - 1 = 8</b>	<b>13 - 2 = 11</b>

The earlier essay of Mendoza, et al. has already established, and as shown in table 9, the positivity/negativity index of the Tagalog ethnic stereotype is 8. Table 9 also shows that the positivity/negativity index of the Ilocano ethnic self-stereotype is 11.

### **Comparative Analyses**

#### **Overlap Analyses of the Ethnic Stereotypes and Self-Stereotypes**

**Shared Traits between the Kapampangan Ethnic Stereotype and Self-Stereotype.** Figure 2 is a Venn diagram that illustrates the overlapping traits of the Kapampangan ethnic stereotype and self-stereotype.

**Figure 2**

*Overlap Analysis on the Kapampangan Ethnic Stereotype and Self-Stereotype*

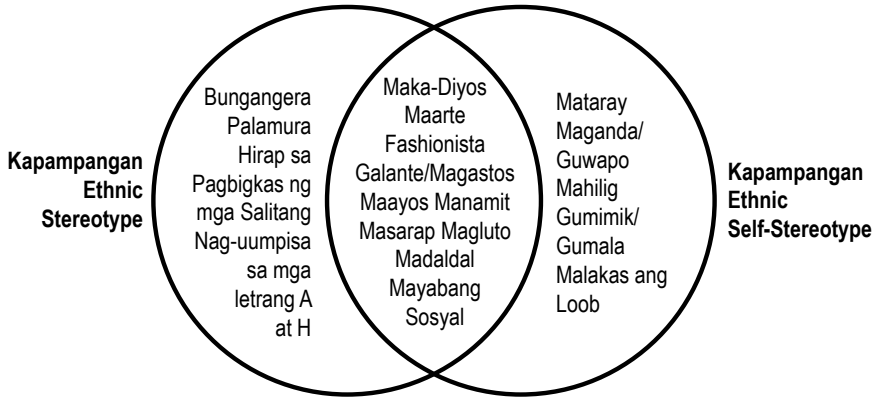


Figure 2's overlap analysis demonstrates that the following traits are shared by the Kapampangan ethnic stereotype and self-stereotype: maka-Diyos, maarte, fashionista, galante/magastos, maayos manamit, masarap magluto, madaldal, mayabang, and sosyal.

**Shared Traits between the Ilocano Ethnic Stereotype and Self-Stereotype.** Figure 3 is another Venn diagram that illustrates the overlapping traits of the Ilocano ethnic stereotype and self-stereotype.

**Figure 3**

*Overlap Analysis on the Ilocano Ethnic Stereotype and Self-Stereotype*

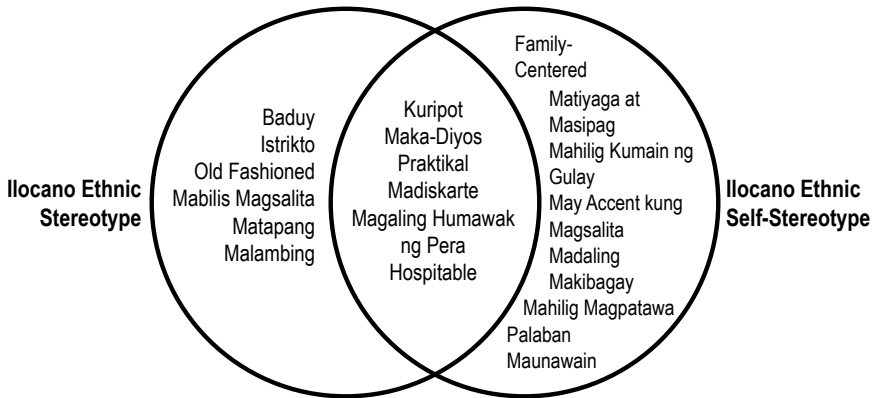


Figure 3's overlap analysis demonstrates that the following traits are shared by the Ilocano ethnic stereotype and self-stereotype: kuripot, maka-Diyos, praktikal, madiskarte, magaling humawak ng pera and hospitable.

**Shared Traits between the Tagalog Ethnic Stereotype and Self-Stereotype.** Figure 4 is still another Venn diagram that illustrates the overlapping traits of the Tagalog ethnic stereotype and self-stereotype.

**Figure 4**  
*Overlap Analysis on the Tagalog Ethnic Stereotype and Self-Stereotype*

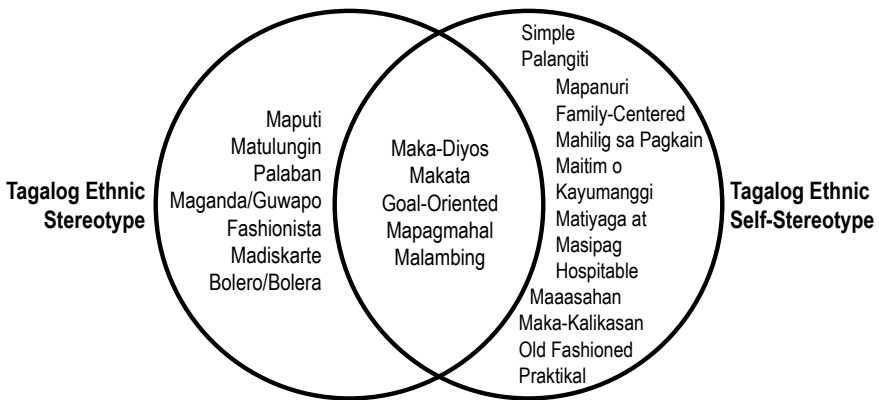


Figure 4's overlap analysis demonstrates that the following traits are shared by the Tagalog ethnic stereotype and self-stereotype: maka-Diyos, makata, goal-oriented, mapagmahal, and malambing.

Figures 2, 3, and 4 show that the Kapampangan ethnic stereotype and self-stereotype overlapped on 9 traits; that of the Ilocano ethnic stereotype and self-stereotype on 6 traits; while that of the Tagalog ethnic stereotype and self-stereotype on 5 traits. Hence, the most similar ethnic stereotype and self-stereotype are those of the Kapampangans; while the least similar are those of the Tagalogs.

## Comparison of Uniformity Indices

Table 10 presents the comparison of the uniformity indices between the ethnic stereotypes and self-stereotypes of the three ethnolinguistic groups, as well as the numerical differences between such indices.

**Table 10**

*Comparisons on the Uniformity Indices of the Ethnic Stereotypes and Self-Stereotypes of the Three Ethnolinguistic Groups*

Ethnolinguistic Group	Ethnic Stereotype	Ethnic Self-Stereotype	Difference
Kapampangan	16.74	14.00	2.74
Ilocano	16.57	12.45	4.12
Tagalog	27.27	20.83	6.44
Average	20.19	15.76	4.43

Table 10 demonstrates that the Kapampangan ethnic self-stereotype is sharper than its ethnic stereotype; that the Ilocano ethnic self-stereotype is also sharper than its ethnic stereotype; and that the Tagalog ethnic self-stereotype is also sharper than its ethnic stereotype. On the average, the ethnic self-stereotype is likewise sharper than the ethnic stereotype. Table 10 also demonstrates that closest ethnic stereotype and self-stereotype uniformity indices are those of the Kapampangans; while the farthest apart ethnic stereotype and self-stereotype uniformity indices are those of the Tagalogs.

## Comparison of Positivity/Negativity Indices

Table 11 presents the comparison of the positivity/negativity indices between the ethnic stereotypes and self-stereotypes of the three ethnolinguistic groups, as well as the numerical differences between such indices.

**Table 11**

*Comparisons on the Positivity/Negativity Indices of the Ethnic Stereotypes and Self-Stereotypes of the Three Ethnolinguistic Groups*

Ethnolinguistic Group	Ethnic Stereotype	Ethnic Self-Stereotype	Difference
Kapampangan	-4.00	-1.00	3.00
Ilocano	3.00	9.00	6.00
Tagalog	8.00	11.00	3.00
Average	2.33	6.33	4.00

Table 11 demonstrates that the Kapampangan ethnic self-stereotype is less negative than its ethnic stereotype; that the Ilocano ethnic self-stereotype is more positive than its ethnic stereotype; and that the Tagalog ethnic self-stereotype is also more positive than its ethnic stereotype. On the average, the ethnic self-stereotype is likewise more positive than the ethnic stereotype. Table 11 also demonstrates that the closest ethnic stereotype and self-stereotype positivity/negativity indices are those of the Kapampangans and Tagalogs; while the farthest apart ethnic stereotype and self-stereotype positivity/negativity indices are those of the Ilocanos.

## CONCLUSION

If the earlier essay of Mendoza, et al. was able to establish that the traits constituting the Kapampangan ethnic stereotype are mayabang, masarap magluto, madaldal, galante/magastos, fashionista, maarte, bungangera, palamura, maayos manamit, sosyal, maka-Diyos, and hirap sa pagbigkas ng mga salitang nag-uumpisa sa mga letrang A at H; this paper was able to add that the traits constituting the Kapampangan ethnic self-stereotype are masarap magluto, maarte, madaldal, galante/magastos, mayabang, maka-Diyos, mataray, maayos manamit, fashionista, maganda/guwapo, mahilig gumimik/gumala, malakas ang loob, and sosyal. Furthermore, if the earlier essay of Mendoza, et al. was able to establish that the traits constituting the Ilocano ethnic stereotype are kuripot, baduy, madiskarte, maka-Diyos, praktikal, old fashioned, istrikto, magaling humawak ng pera, matapang, hospitable, mabilis magsalita, and malambing; this paper was able to add that the traits constituting the Ilocano ethnic self-stereotype are kuripot,

maka-Diyos, matiyaga at masipag, family-centered, hospitable, mahilig kumain ng gulay, magaling humawak ng pera, mahilig magpatawa, palaban, maunawain, madaling makibagay, madiskarte, may accent kung magsalita, and praktikal. Finally, if the earlier essay of Mendoza, et al. was able to establish that the traits constituting the Tagalog ethnic stereotype are maka-Diyos, maganda/guwapo, maputi, malaming, matulungin, palaban, fashionista, goal-oriented, madiskarte, bolero/bolera, makata and mapagmahal; this paper asserts that the traits constituting the Tagalog ethnic self-stereotype are maka-Diyos, mapagmahal, simple, family-centered, mahilig sa pagkain, palangiti, goal-oriented, malaming, mapanuri, hospitable, makata, maaasahan, maitim o kayumanggi, maka-kalikasan, matiyaga at masipag, old fashioned, and praktikal.

This paper was able to establish that the Kapampangan ethnic stereotype and self-stereotype shared the most number of traits in common; while the Tagalog ethnic stereotype and self-stereotype shared the least number of traits in common. This paper was also able to establish that the uniformity indices of the Kapampangan ethnic stereotype and self-stereotype are closest to each other; while those of the Tagalog ethnic stereotype and self-stereotype are farthest from each other. On the average, ethnic self-stereotypes are sharper than ethnic stereotypes. This paper was also able to establish that the positivity/negativity indices of the Kapampangan and Tagalog ethnic stereotype and self-stereotype are both closest to each other; while those of the Ilocano ethnic stereotypes and self-stereotypes are farthest to each other. On the average, ethnic self-stereotypes are more positive than ethnic stereotypes.

In figure 5, the x-axis represents the uniformity index, the y-axis represents the positivity/negativity index, while the sizes of the bubbles represent the number of shared traits between the stereotypes (black bubbles) and their respective self-stereotypes (white bubbles).



**Figure 5**

*Three-Dimensional Comparison on the Three Ethnic Stereotypes and Self-Stereotypes*

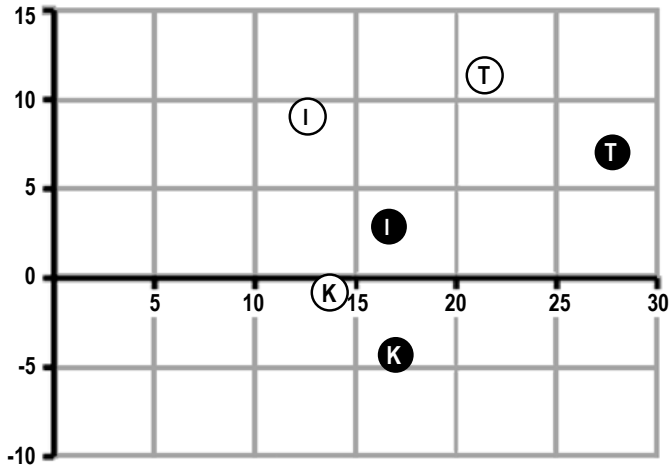


Figure 5 illustrates that the Ilocano ethnic self-stereotype (I, white bubble) is the sharpest image, while the Tagalog ethnic stereotype (T, black bubble) is the blurriest image. The Tagalog ethnic self-stereotype (T, white bubble) is the most positive image, while the Kapampangan ethnic stereotype (K, black bubble) is the most negative image. The Kapampangan ethnic stereotype (K, black bubble) and self-stereotype (K, white bubble) share the most number of traits in common, while the Tagalog ethnic stereotype (T, black bubble) and self-stereotype (T, white bubble) share the least number of traits in common. Thus, the Ilocano ethnic stereotype and self-stereotype are the sharpest pair; the Kapampangan ethnic stereotype and self-stereotype, although the most negative pair, are nevertheless the most consensual pair; while the Tagalog ethnic stereotype and self-stereotype, although the most positive pair, are also the blurriest and least consensual pair.

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## APPENDICES

### APPENDIX A: 162-Item Trait Checklist

Trait Checklist		
Baduy	Mahilig sa Maanghang	Matulungin
Bolero/Bolera	Mahilig sa Pagkain	Maunawain
Bungangera	Mahilig sa Sports	May Accent kung Magsalita
Carefree ang Attitude	Mahinhin	May Crab Mentality
Family-Centered	Mahirap	May Dedikasyon
Fashionista	Mahirap Kausap	May Dignidad
Fatalistic	Mahiyain	May Konsensya
Galante/Magastos	Mainitin ang Ulo	May Kumpiyansa sa Sarili
Goal-Oriented	Maitim o Kayumanggi	May Malasakit
Hindi Makasarili	Makabayan	May Ningas Kugon
Hindi Mapagkatiwalaan	Maka-Diyos	May Pakikisama
Hindi Mapanghusga	Maka-Kalikasan	May Paninindigan
Hindi Nagpapaapi	Makalat	Mayabang
Hindi Responsable	Makasarili	Mayaman
Hirap Makisama sa Ibang Tao	Makata	Nagmamarunong
Hirap sa Pagbigkas ng mga Salitang Nag-uumpisa sa mga Letrang A at H	Makwenta	Nagpapapansin
Hospitable	Malakas ang Loob	Nagrebeldelde
Independent	Malambing	Nasa Loob ang Kulo
Istriko	Maliit	Old Fashioned
Katamtaman ang Tangkad	Malikhain	Open Minded
Konserbatibo Manamit	Malinis ang Kalooban	Optimistic
Kumikilala ng Utang na Loob	Malinis sa Bahay/Paligid	Palaban
Kuripot	Malinis sa Katawan	Palaging Late
Lasinggero	Mapagkaibigan	Palamura
Maaasahan	Mapagkumbaba	Palangiti
Maarte	Mapaglaro	Palautang
Maawain	Mapagmahal	Pango
Maayos ang Ugali	Mapagpatawad	Pasensiyoso

Trait Checklist		
Maayos Magsalita	Mapagtanim ng Sama ng Loob	Passionate
Maayos Manamit	Mapagtimi	Peace Maker
Mabagal Kumilos	Mapagtiwala	Pilosopo
Mabango	Mapamahiin	Praktikal
Mabilis Magsalita	Mapang-asar/Mapang-api	Prangka kung Magsalita
Mabilis Matuto ng Ibang Wika	Mapangmata/Mapanghusga	Puro Plano, Walang Gawa
Mabuting Tao	Mapanisi	Resilient
Madaldal	Mapanlamang	Responsable
Madaling Kausap	Mapanuri	Rumerespeto sa Nakakatanda
Madaling Makibagay	Maputi	Sensitibo
Madamot	Mareklamo	Seryoso
Madisiplina	Marunong Mangasiwa/Ma-muno	Sexy
Madiskarte	Masarap Magluto	Simple
Madungis Tingnan	Masaya Kausap/Masiyahin	Sobrang Confident
Magalang	Masinop sa Gamit	Social climber
Magaling Humawak ng Pera	Masunurin	Sosyal
Maganda/Guwapo	Mataas ang Pride	Sumusunod sa Oras
Maginoo	Mataas ang Tono ng Boses	Tahimik
Maharot	Matakaw	Tamad
Mahilig Gumimik/Gumala	Matalino	Tapat
Mahilig Kumain ng Gulay	Matangkad	Tsismoso/Tsismosa
Mahilig Mag-isa	Matapang	Tumatangkilik ng Gawang Pilipino
Mahilig Magpatawa	Mataray	Tunay kung Makitungo
Mahilig Makipagkumpetensiya	Matigas ang Ulo	Tuwid Magdesisyon
Mahilig Manggaya	Matipuno ang Katawan	Walang Hiya
Mahilig sa Gulo	Matiyaga at Masipag	Walang Pasensiya

**APPENDIX B: The 162 Traits from the Questionnaire as Classified into Positive, Negative, and Neutral**

<b>Positive Traits</b>	<b>Neutral Traits</b>	<b>Negative Traits</b>
Family Centered	Fashionista	Baduy
Goal-Oriented	Hindi Nagpapaapi	Bolero/Bolera
Hindi Makasarili	Istriktong	Bungangera
Hindi Mapanghusga	Katamtaman ang Tangkad	Carefree ang Attitude
Hospitable	Konserbatibo Manamit	Fatalistic
Independent	Mahilig Mag-isa	Galante/Magastos
Kumikilala ng Utang na Loob	Mahilig sa Maanghang	Hindi Mapagkatiwalaan
Maaasahan	Mahilig sa Pagkain	Hindi Responsable
Maawain	Mahiyain	Hirap Makisama sa ibang Tao
Maayos ang Ugali	Mapaglaro	Hirap sa Pagbigkas ng mga Salitang Nag-uumpisa sa mga Letrang A at H
Maayos Magsalita	Mapanuri	Kuripot
Maayos Manamit	Palaban	Lasinggero
Mabango	Seryoso	Maarte
Mabilis Matuto ng ibang Wika	Sobrang Confident	Mabagal Kumilos
Mabuting Tao	Sosyal	Mabilis Magsalita
Madaling Kausap	Tahimik	Madaldal
Madaling Makibagay		Madamot
Madisiplina		Madungis Tingnan
Madiskarte		Maharot
Magalang		Mahilig Gumimik/Gumala
Magaling Humawak ng Pera		Mahilig Makipag Kumpetensiya
Maganda/Guwapo		Mahilig Manggaya
Maginoo		Mahilig sa Gulo
Mahilig Kumain ng Gulay		Mahirap
Mahilig Magpatawa		Mahirap Kausap
Mahilig sa Sports		Mainitin ang Ulo
Mahinhin		Maitim/Kayumanggi
Makabayan		Makalat

Positive Traits	Neutral Traits	Negative Traits
Makadiyos		Makasarili
Makakalikasan		Makwenta
Makata		Maliit
Malakas ang Loob		Mapagtanim ng Sama ng Loob
Malambing		Mapagtiwala
Malikhain		Mapamahiin
Malinis ang Kalooban		Mapang-asar/Mapang-api
Malinis sa Bahay/Paligid		Mapangmata/Mapanghusga
Malinis sa Katawan		Mapanisi
Mapagkaibigan		Mapanlamang
Mapagkumbaba		Mareklamo
Mapagmahal		Mataas ang Pride
Mapagpatawad		Mataas ang Tono ng Boses
Mapagtimi		Matakaw
Maputi		Mataray
Marunong Mangasiwa/ Mamuno		Matigas ang Ulo
Masarap Magluto		May Accent kung Magsalita
Masaya Kausap/Masiyahin		May Crab Mentality
Masinop sa Gamit		May Ningas Kugon
Masunurin		Mayabang
Matalino		Nagmamarunong
Matangkad		Nagpapapansin
Matapang		Nagrebelde
Matipuno ang Katawan		Nasa Loob ang Kulo
Matiyaga at Masipag		Old-Fashioned
Matulungin		Palaging Late
Maunawain		Palamura
May Dedikasyon		Palautang
May Dignidad		Pango
May Kumpiyansa sa Sarili		Pilosopo

Positive Traits	Neutral Traits	Negative Traits
May Konsensiya		Prangka kung Magsalita
May Malasakit		Puro Plano, Walang Gawa
May Pakikisama		Sensitibo
May Paninindigan		Tamad
Mayaman		Tsismoso/Tsismosa
Open Minded		Walang Hiya
Optimistic		Walang Pasensiya
Palangiti		
Pasensiyoso		
Passionate		
Peace Maker		
Praktikal		
Resilient		
Responsible		
Rumerespeto sa Nakakatanda		
Sexy		
Simple		
Sumusunod sa Oras		
Tapat		
Tumatangkilik ng Gawang Pilipino		
Tunay kung Makitungo		
Tuwid Magdesisyon		