

Review of: "American Institutional Stereotypes: A Pilot Investigation of Factor Structure"

Benedict DeDominicis

Potential competing interests: No potential competing interests to declare.

The article's theme and focus are interesting and worthy of study. I am not an expert on statistical analysis and I do not use it, so I do not want to comment on this component of the paper. I would rather suggest that a more dynamic component to accommodate manipulation and use of these stereotypes should be incorporated to reflect the competition for influence by societal elites over constituencies and the general public more broadly. The article is a good foundation for approaching the stuff of political campaigns in terms of prevailing images and stereotypes that together constitute the national sensorium. Social movements deconstruct these prevailing stereotypical images while focusing on more or less specific public policy goals. State leaders in the form of political governing personnel act within this dynamic environment to seek legitimacy from the public for their policy decisions and their authority more broadly. In sum, further study would be useful to comprehend how the content of these stereotypes of the business, government and non-profit sector actually affects the decisional latitude of government policy makers. Of course, the idiosyncratic features of each case would lend themselves or even require a case study qualitative methodological approach that would build upon the findings in this study. If so, then the usefulness of this study is inferred insofar as it illustrates what political practitioners actually use in their manipulation of symbols in rhetorical appeals in political campaigns. Such case studies would give a fuller understanding of the practical politically constraining content of these symbols.