

Anexo 1. Imágenes Estereotipo

<i>Image</i>	<i>Subject's description of target's motivation</i>	<i>Subject's description of target's capability</i>	<i>Subject's description of target's decision-making process</i>
Enemy	Motives are judged to be evil and unlimited; they can include a variety of imperial interests in economic, ideological, and communal domination	If aggressor is met with strong opposition, it will be exposed as a paper tiger; this domestic weakness overrides empirical evidence of substantial capability	Leaders are bound by a common cause and are able to plot and execute complex sinister plans
Ally	Ready to pursue mutually beneficial economic relations and to cooperate in peaceful joint efforts to protect and improve the global environment; motivated by altruism as much as by self-interest	Military is defensive in orientation and pursues governmental policies willingly; a large patriotic public is willing to make sacrifices to protect the nation's freedom and the government's institutions; popularity of the government enhances its capability	System is well-managed and organized but tremendously complicated and sometimes slow-moving because of the many services it delivers to an advanced and complex economy and society
Degenerate	Leaders are more concerned with preserving what they have than with a vision for the future and have accepted their fall from greatness, only wanting to make it less painful	Country is less strong than it might be, its available power instruments are discounted due to its unwillingness to actively defend itself or enter into confrontations	Decision making is confused and perhaps anarchic; country lacks focused leadership, organization, and discipline
Imperialist	Great cynicism about the altruistic ideology of the great power, including a strong perception of hypocrisy; imperial power is seen as interested in maintaining the colony as a source of raw materials, a locus for investments, and a market for its manufactured products and culture; exploitation of one's country is the imperial power's goal	Any event that can be viewed as detrimental to the country's well-being is considered another component of the conspiracy controlled by the imperial power; the presence of "hidden-hand" potential is granted through the willingness of a section of the native elite to enter into a collaborative relationship with the imperial power in return for internal support	Imperial power's embassy staff and imperial agents under other cover are perceived to seek to exercise ultimate decision-making control; since contacts between imperial and native bureaucracies are less formalized and routinized, awareness of imperial power decisional diversity is slight
Colony	Good forces: paternal leader; progressive modernizer; nationalist; leader driven by interest of the people Bad forces: radical fanatic demagogue; xenophobic racist extremist; evil dictator; puppet of great-power enemy	Good forces: well-meaning children who need tutelage; can use equipment with supervision, but lack discipline and skill needed to operate and maintain infrastructure, technology, and weapons; hopelessly disorganized and ascriptive in organization; children in need of leadership Bad forces: untalented children who have the advantage of external support and advice; terrorists whose actions reveal their moral weakness; immature agitators who are arrogant and closed minded and who confuse slogans and dogmas for intelligence; conspirators who are cunning and clever at deception and terror; agents whose real reasons for success come from ties to foreign masters	Good forces: try hard but simply cannot manage national affairs in an efficient way Bad forces: well-organized into highly disciplined units that follow a strict top-down process of decision making

Fuente: Richard K. Herrmann y Michael Fischerkeller, "Beyond the enemy image and spiral model: cognitive-strategic research after the cold war," *International Organization*, vol. 49, No. 3 (summer, 1995[cited Nov 2005]Cambridge University Press)pp. 415 : available from <http://links.jstor.org/sici?sici=00208183%28199522%2949%3A3%3C415%3ABTEIAS%3E2.0.CO%3B2-Q>

La tabla muestra más detalladamente las características de cada imagen ideal. La primera columna describe como son percibidas las motivaciones del estado, la segunda la percepción sobre su capacidad y la tercera es una descripción del proceso de toma de decisiones.