

# Social Harmony *versus* Social Change?

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Majority and Minority  
Perspectives on  
Common Identity

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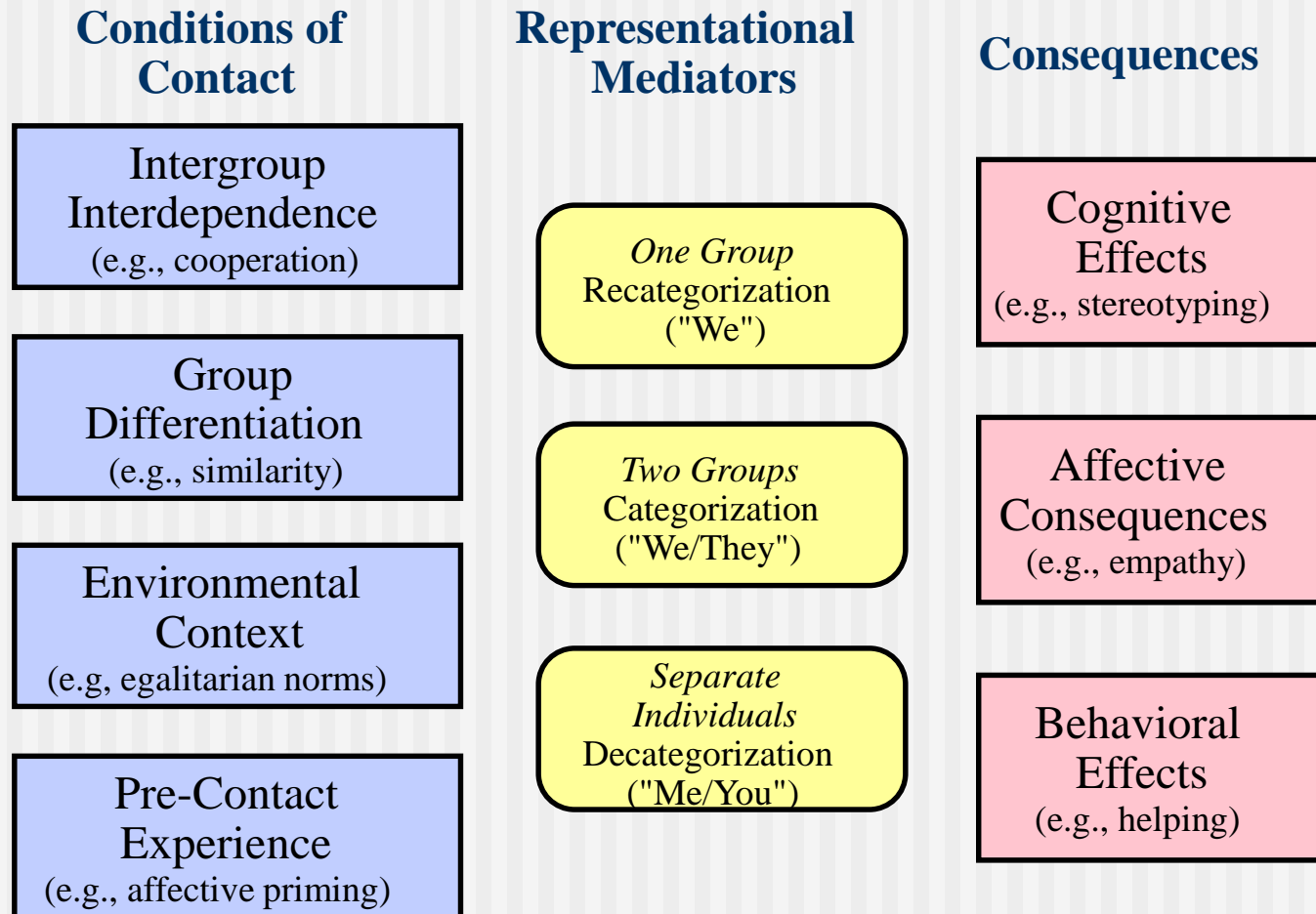
# Contact Hypothesis/Theory

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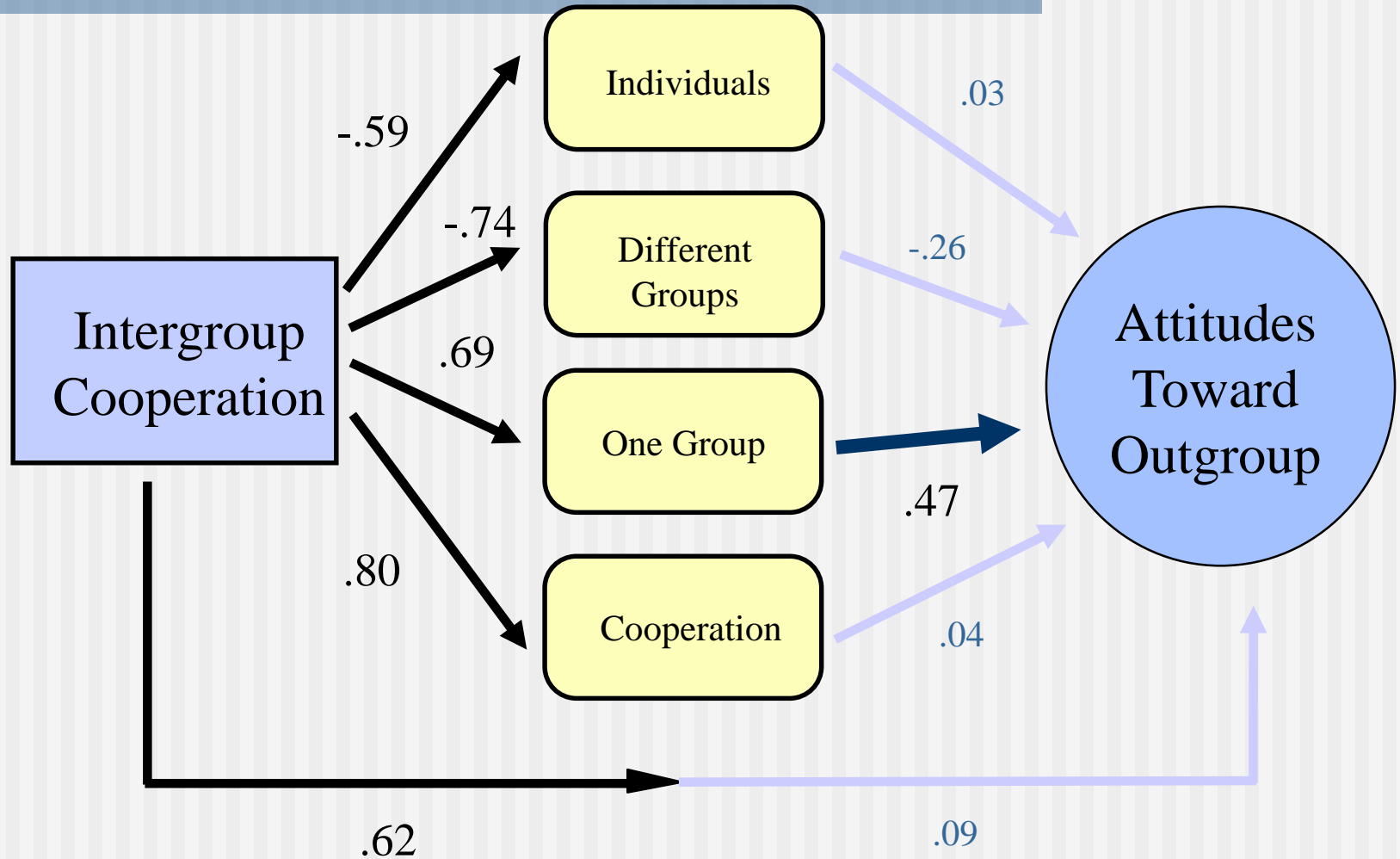
- Williams (1947)/Allport (1954)
- Conditions of Contact
  - Equal Status, Common Goals, Supportive Norms, Cooperation
- Pettigrew & Tropp (2006)
  - 515 reports, 713 samples,  $n > 25,000$
- Beyond the “Black Box”

# Common Ingroup Identity Model

(Gaertner, Dovidio, Anastasio, Bachman, & Rust, 1993)



# Cooperation

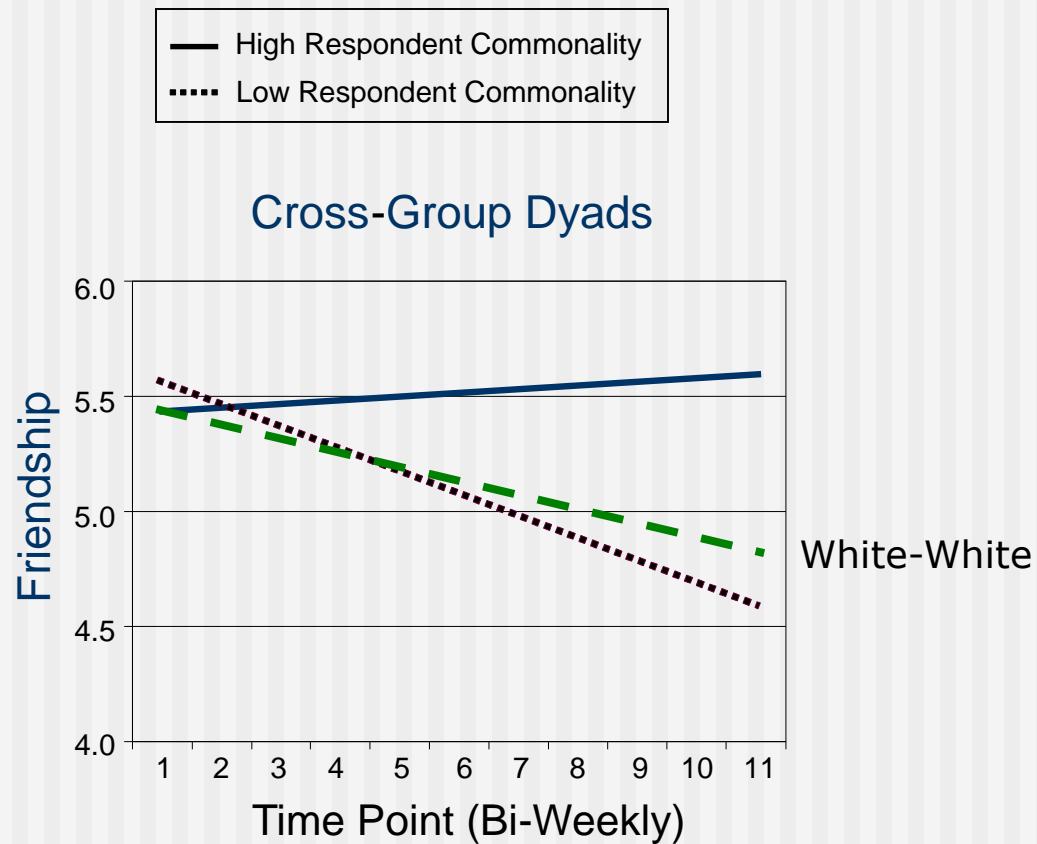


# Challenges

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- Can a common ingroup identity be sustained? (Hewstone, 1996)
- Does a common ingroup identity limit generalizability to the outgroup as a whole? (Gaertner & Dovidio, 2000)

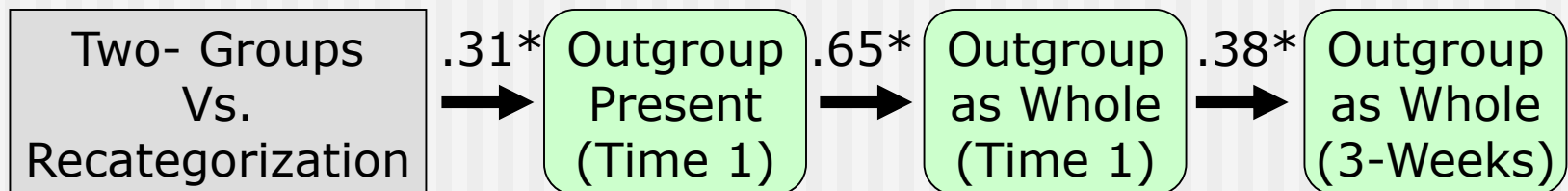
# Moderation (West, Pearson, Dovidio, et al., 2009)



# Generalization to the Group as a Whole (Guerra et al., in press)

- Portuguese 4<sup>th</sup> Grade Elementary School Students (White & Black)
- Recategorization vs. Two-Group Manipulation (Gaertner et al., 1989)
- Evaluative Bias: (a) outgroup members present, (b) outgroup as a whole at the same time, and (c) outgroup as a whole 3-weeks later

## Evaluation



# Challenge du jour

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- What are the functions and consequences of creating a common ingroup identity?
  - How well does it serve the motivations of majority and minority group members
  - What are the consequences, beyond attitudes, of a common identity



# Comparing the Psychology of Prejudice Reduction & Collective Action (Wright & Lubensky, 2009)

## Prejudice Reduction

- **Low** subgroup identification
- **Low** salience of subgroup membership
- Perceive group boundaries to be **Permeable**
- **Low** salience of group-based inequality
- Generally **Positive** characterizations of the outgroup

## Collective Action

- **High** subgroup identification
- **High** salience of subgroup membership
- Perceive group boundaries to be **Impermeable**
- **High** salience of group-based inequality
- Generally **Negative** characterizations of the outgroup

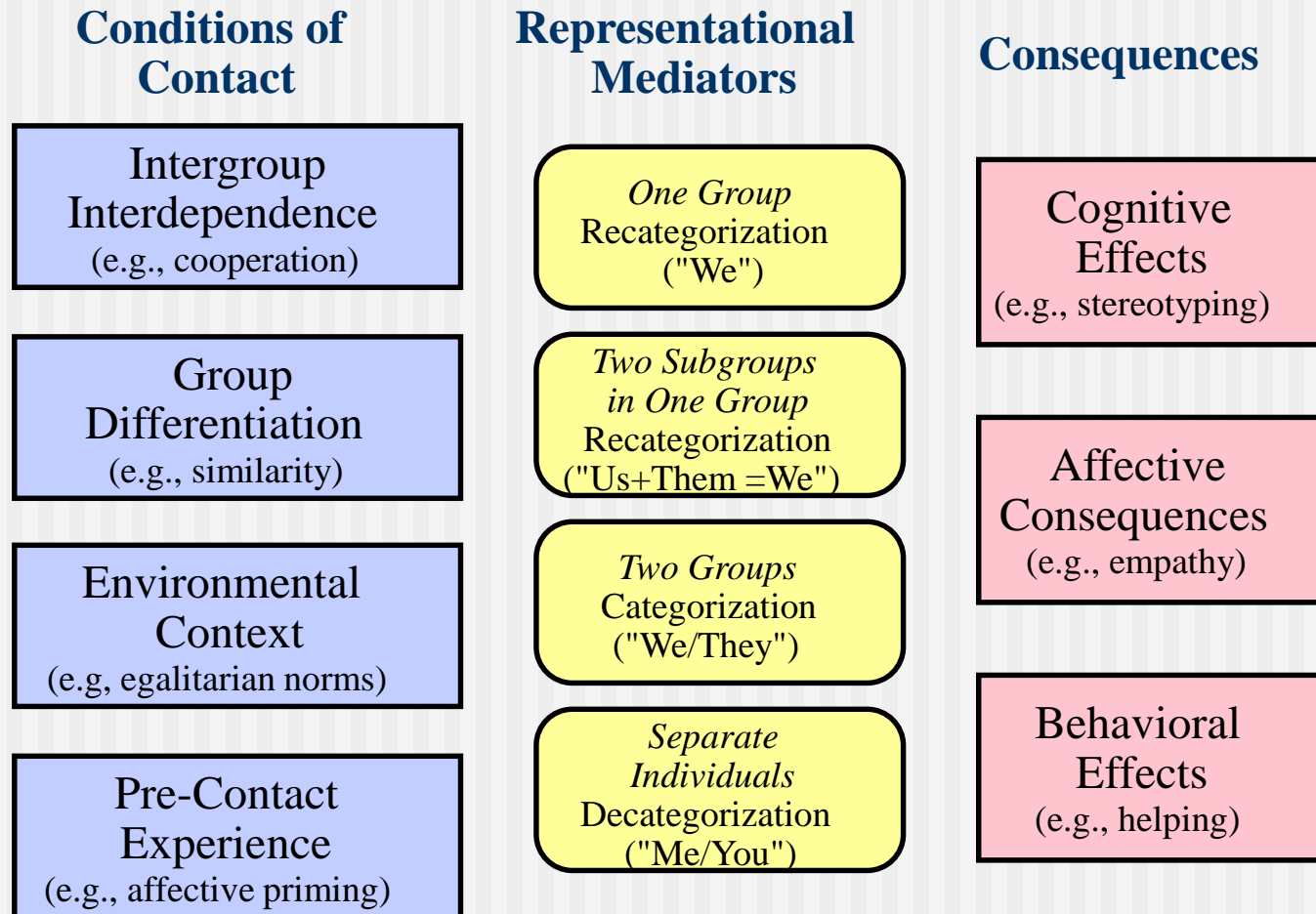
# Overview

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- Commonality as Preference
- Commonality as Strategy
- Commonality, Harmony, & Action
  - Advantaged Group
  - Disadvantaged Group
- Conclusions & Implications

# Common Ingroup Identity Model

(Gaertner & Dovidio, 2000)



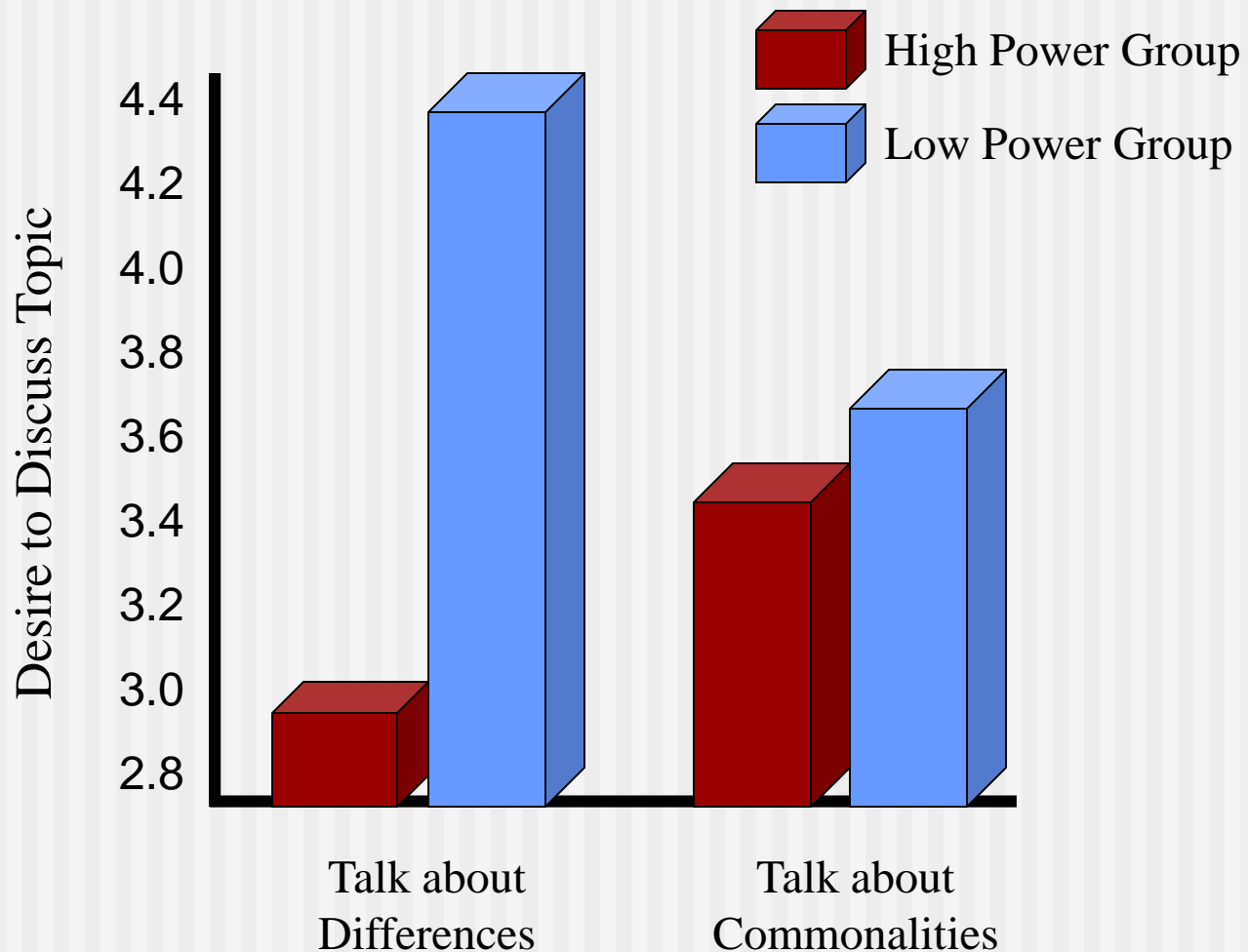
# Models of Intergroup Relations

		Superordinate Group Identity	
		Low	High
Sub-Group Identity	Low	Decategorization Individuals Meritocracy Colorblind	Recategorization One Group Assimilation Colorblind
	High	Categorization Separate Groups Separatism	Recategorization Same Team Multiculturalism

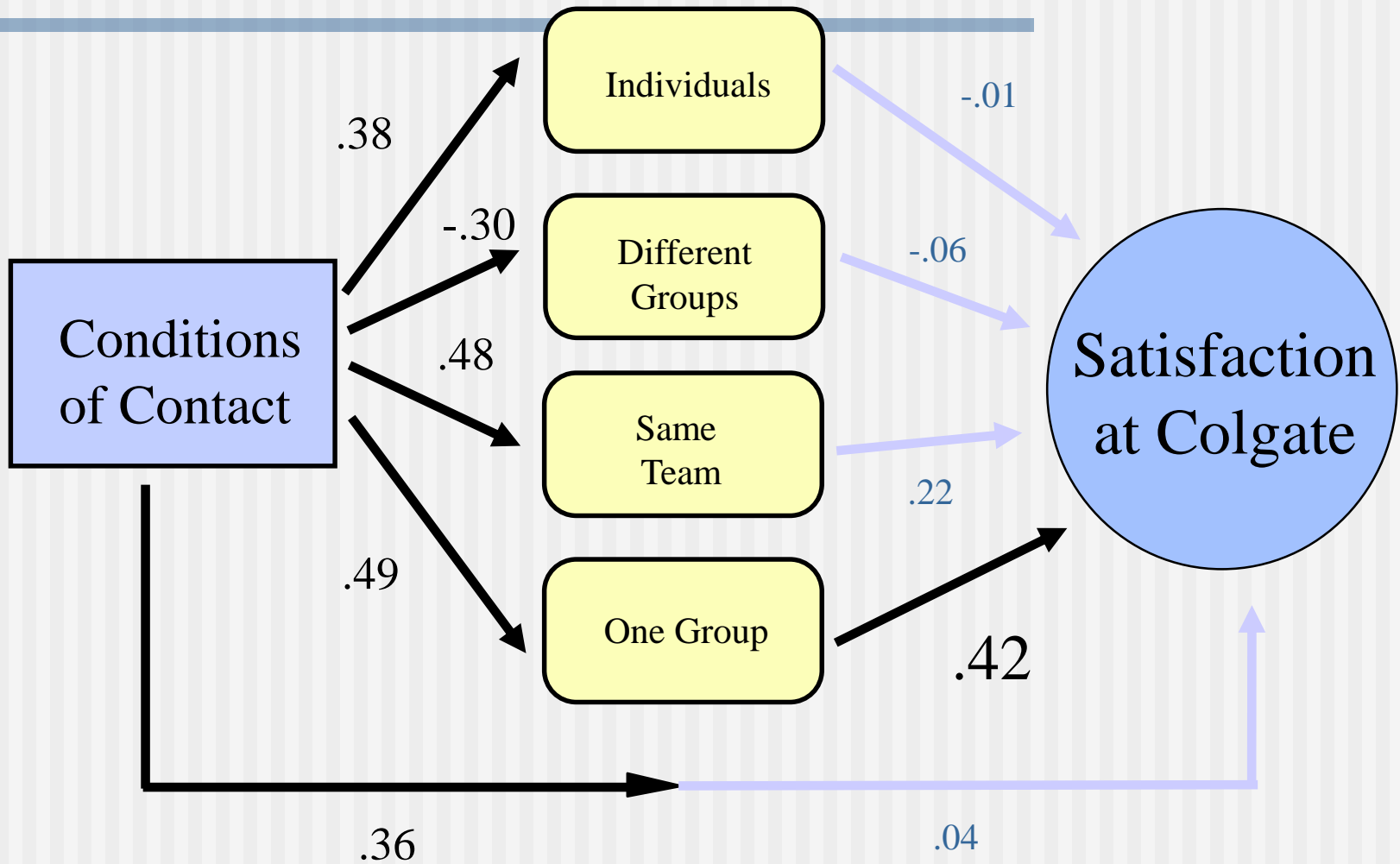
# *Representation Preferences*

	Whites	Blacks
Assimilation (colorblind) (High Sup./Low Sub.)	5.3	3.3
Multiculturalism (High Sup./High Sub.)	4.7	6.1
Individualism (colorblind) (Low Sup./Low Sub.)	5.6	4.0
Separatism (Low Sup./High Sub.)	1.7	2.4

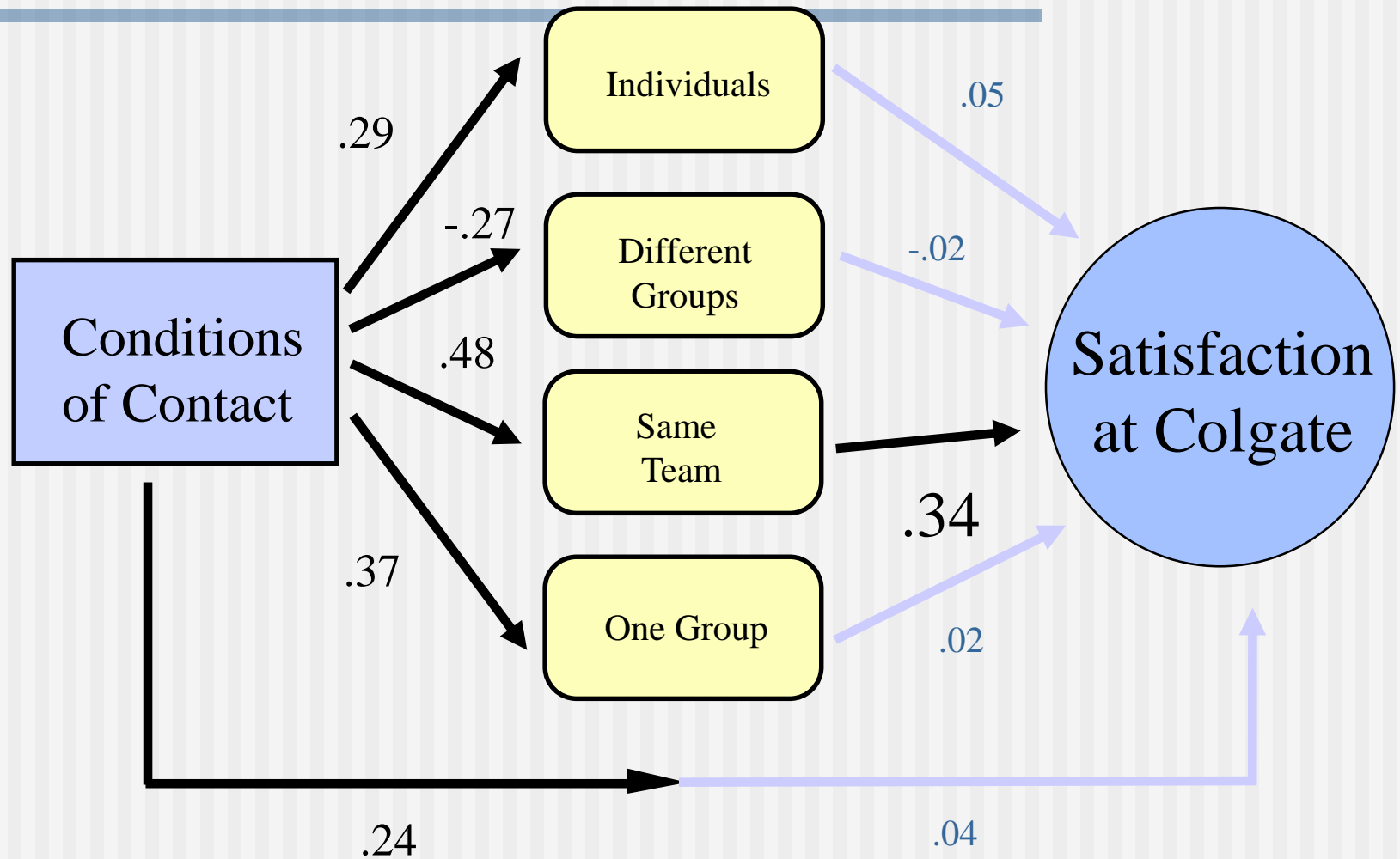
# Preferences for Contact (Saguy, Dovidio, & Pratto, 2008)



# *Beyond Preference: Whites*



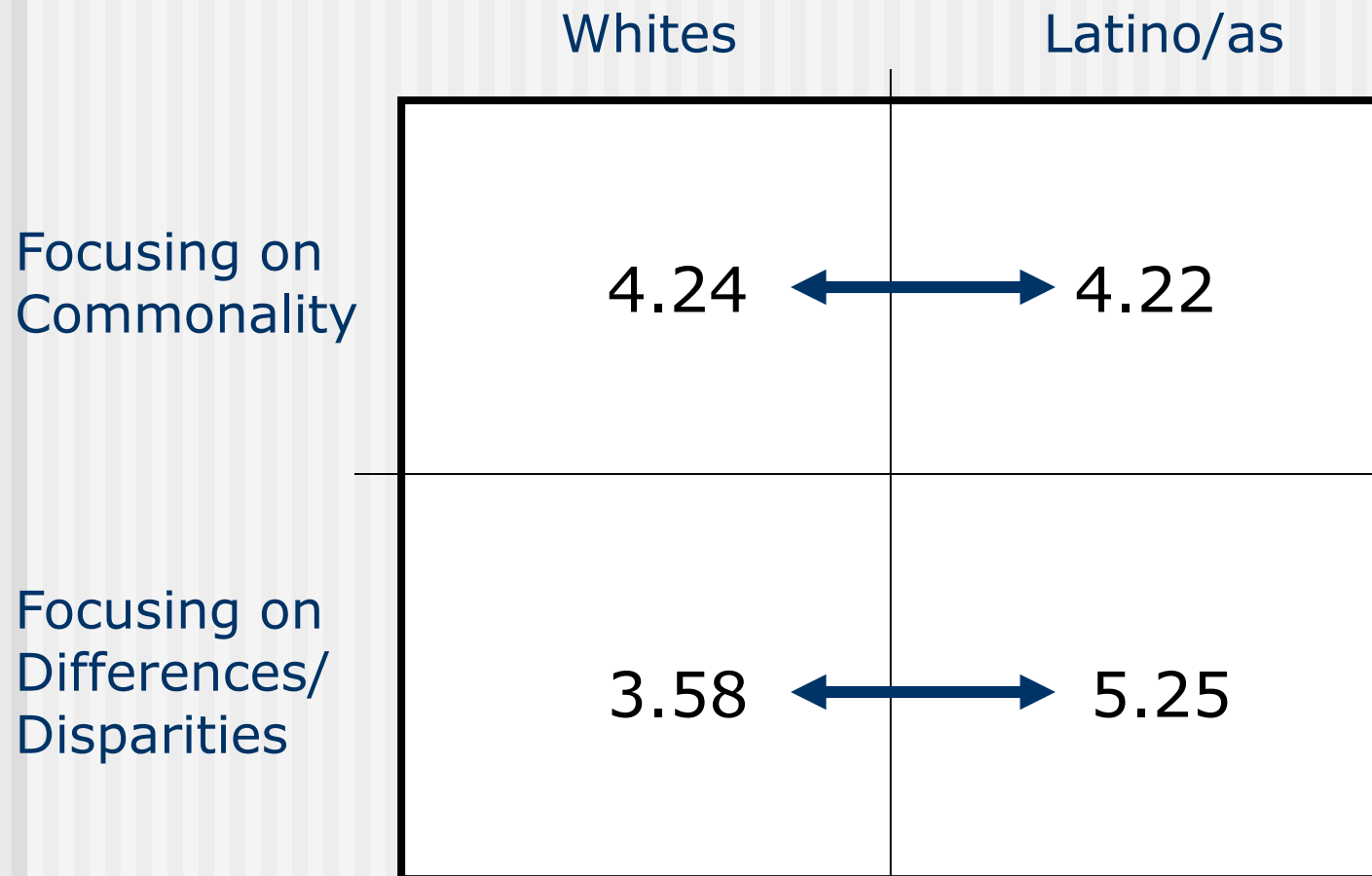
# *Beyond Preference: Minorities*





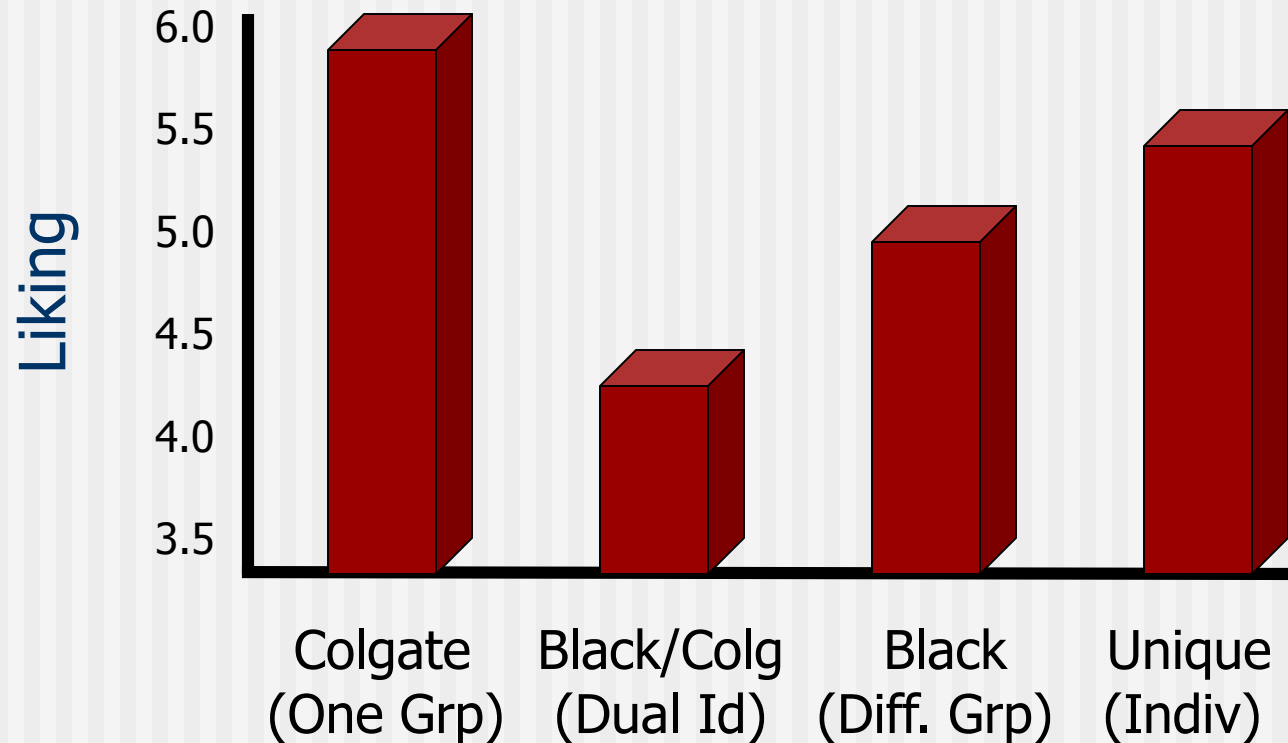
# Commonality and Strategy

(Saguy, 2008)



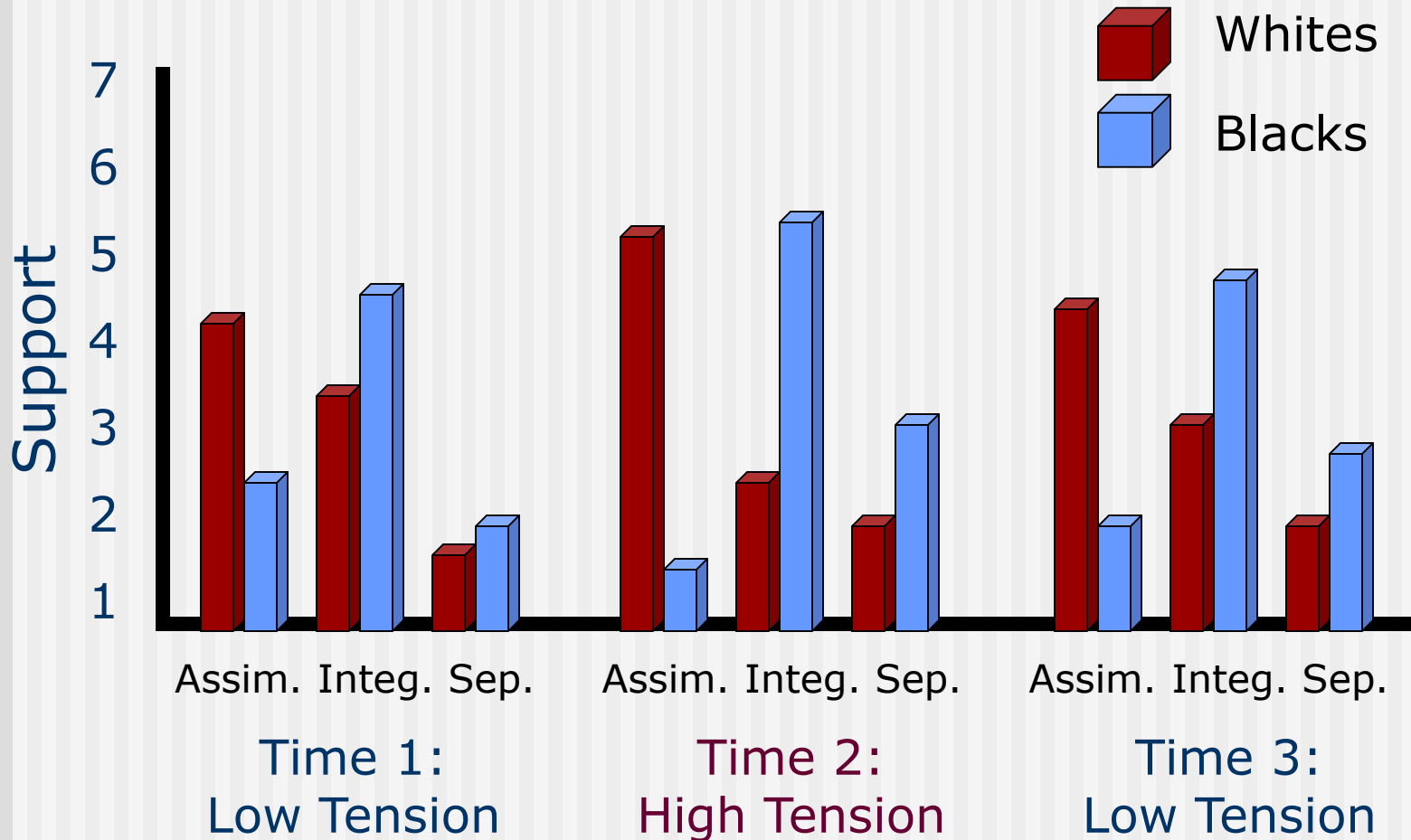
# Whites' Responses to Commonality/ Difference (Dovidio et al., 2009)

To Specific Group Member



(see also Kaiser & Pratt-Hyatt, 2009)

# Policy Preferences



# Attitudes vs. Action (Saguy, Tausch, Dovidio, & Pratto, 2009)

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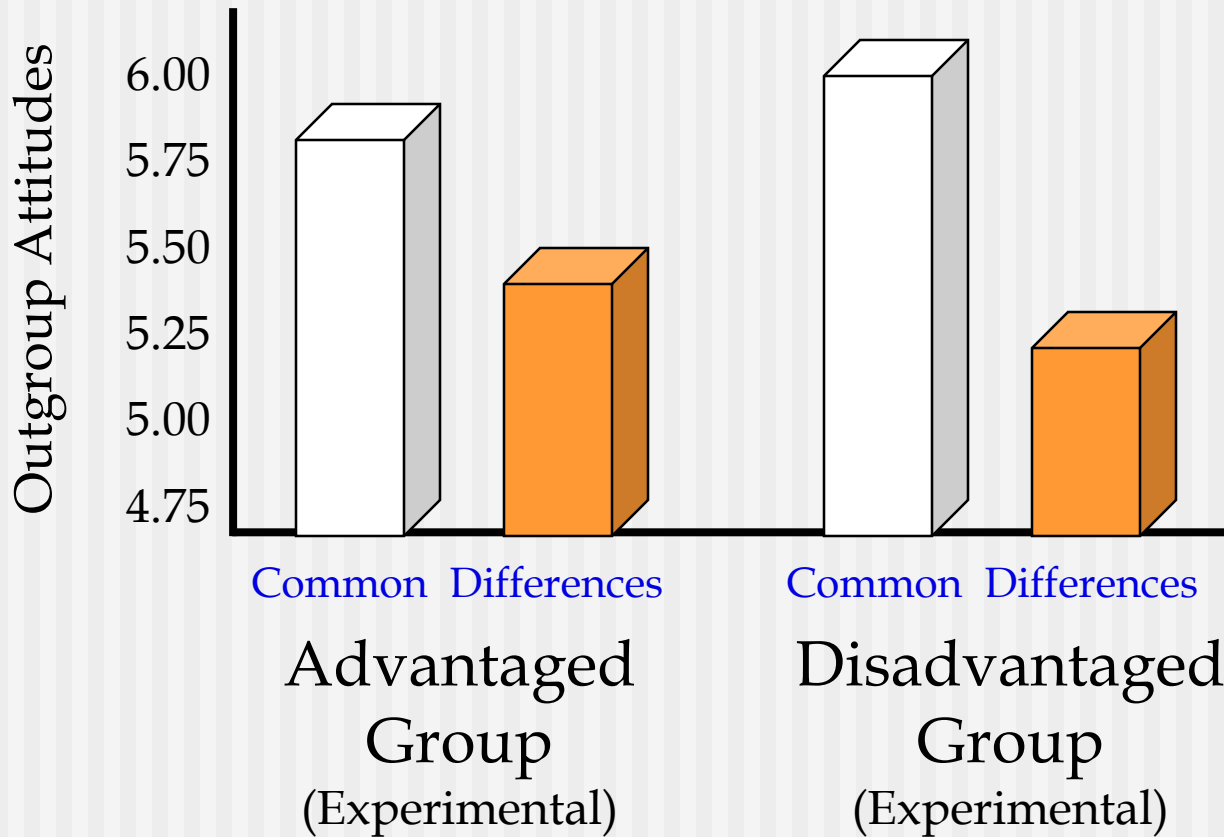
- Focusing on commonality (versus difference) can
  - create more positive attitudes
  - but not translate into social action

# Advantage and Disadvantage: Experimental Groups

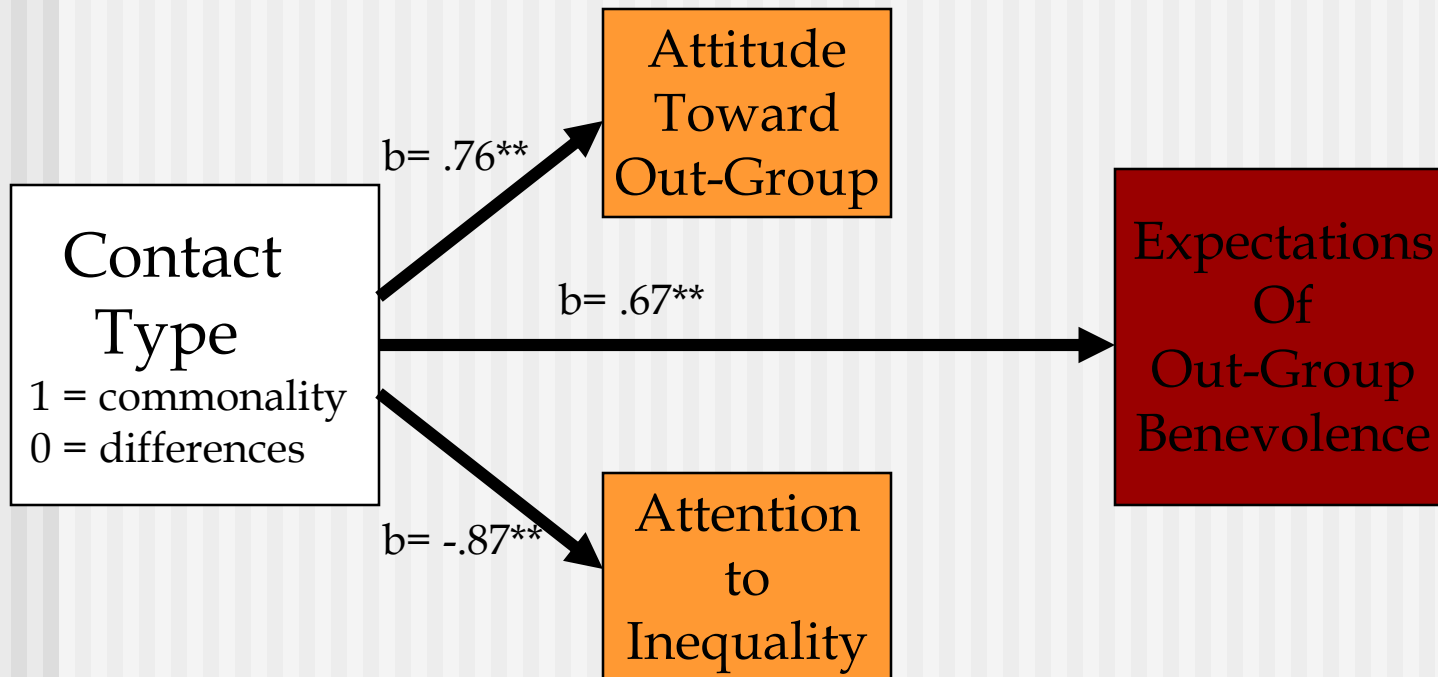
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- Two 3-Person Experimental Groups
- Responsibility for Distribution of Credits (out of 10) Given to One (Advantaged) Group
- Interact with Commonality Focus or Difference Focus
- Intergroup Attitudes, Expectations, Behavior

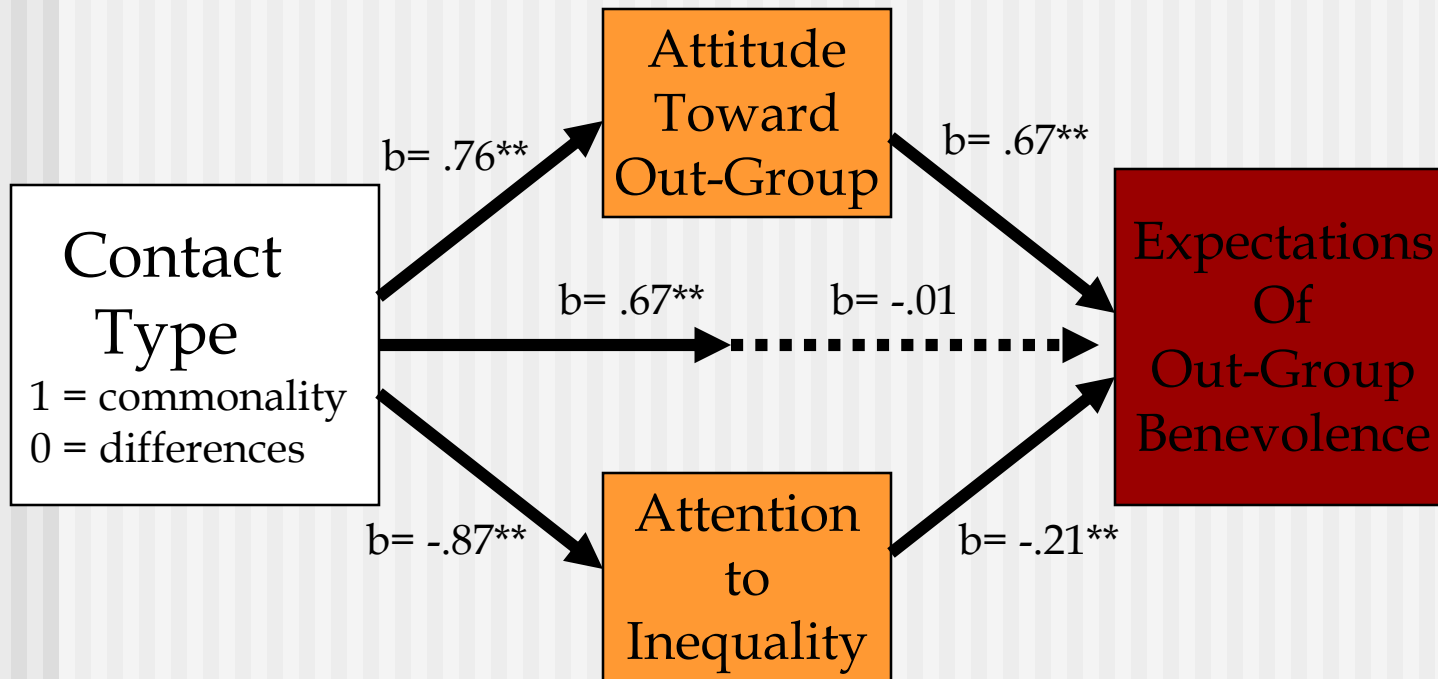
# Talking about Commonalities or Power Differences



# Disadvantaged Group's Expectations of Out-Group Benevolence

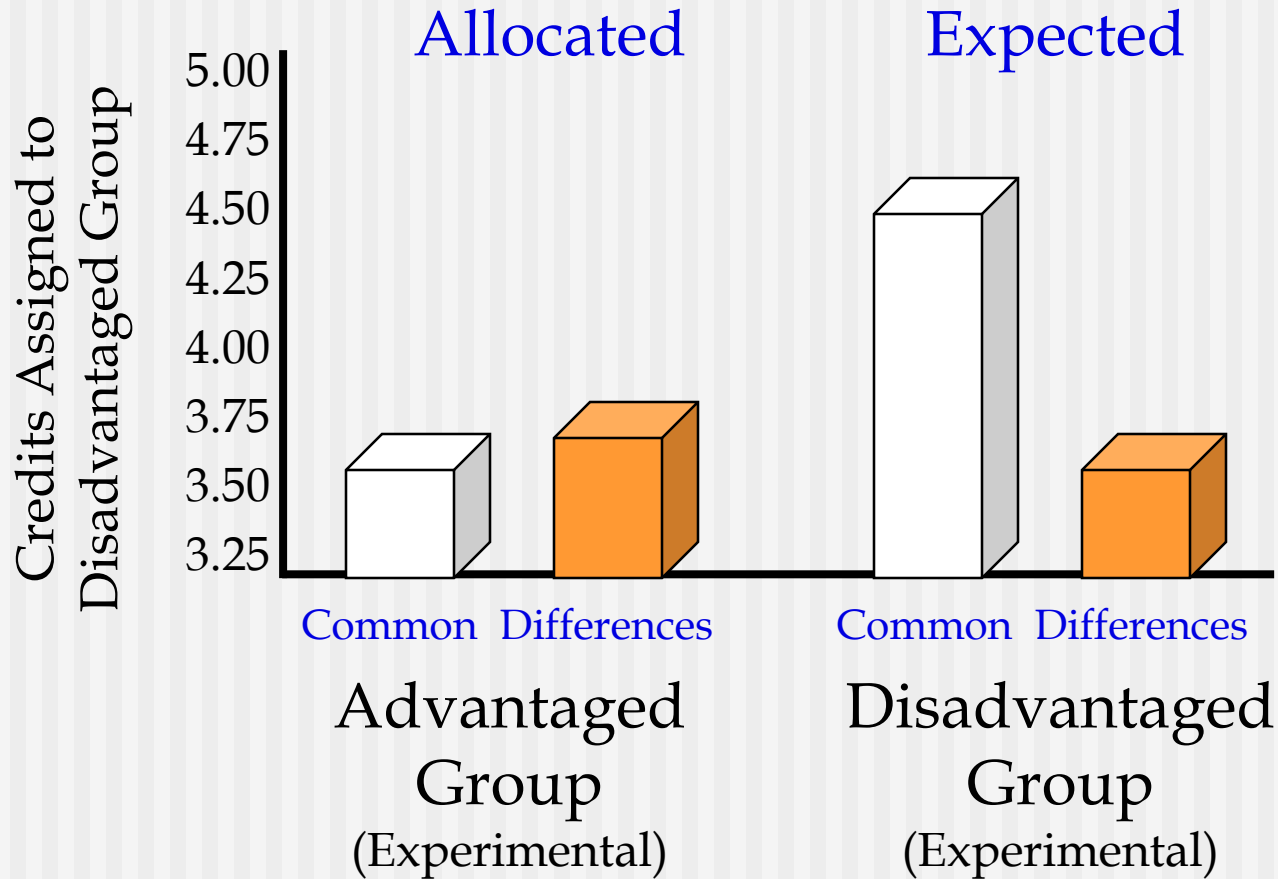


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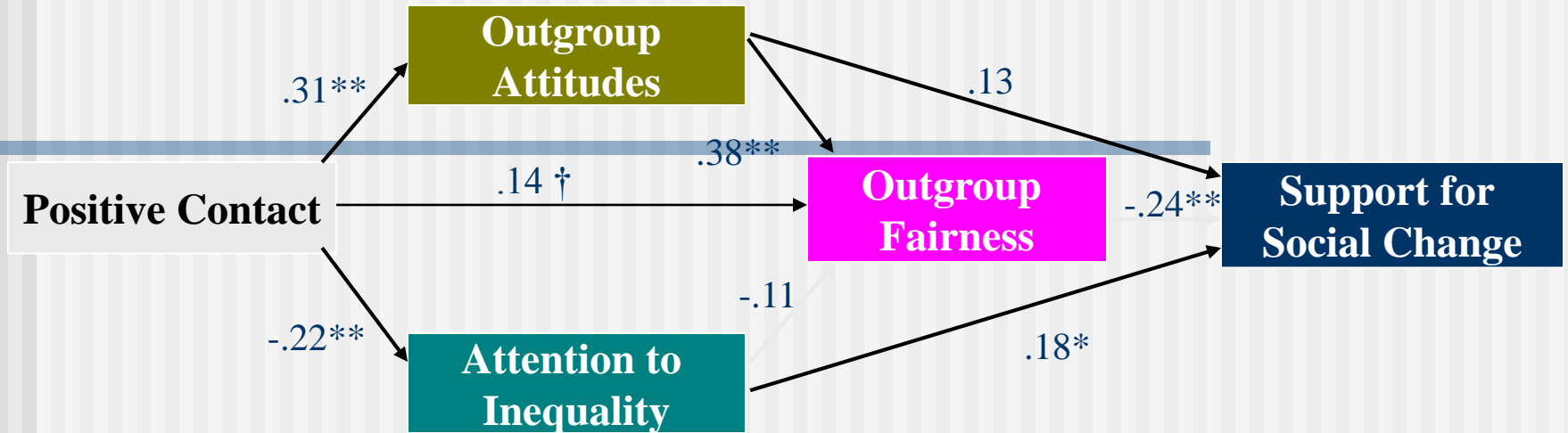




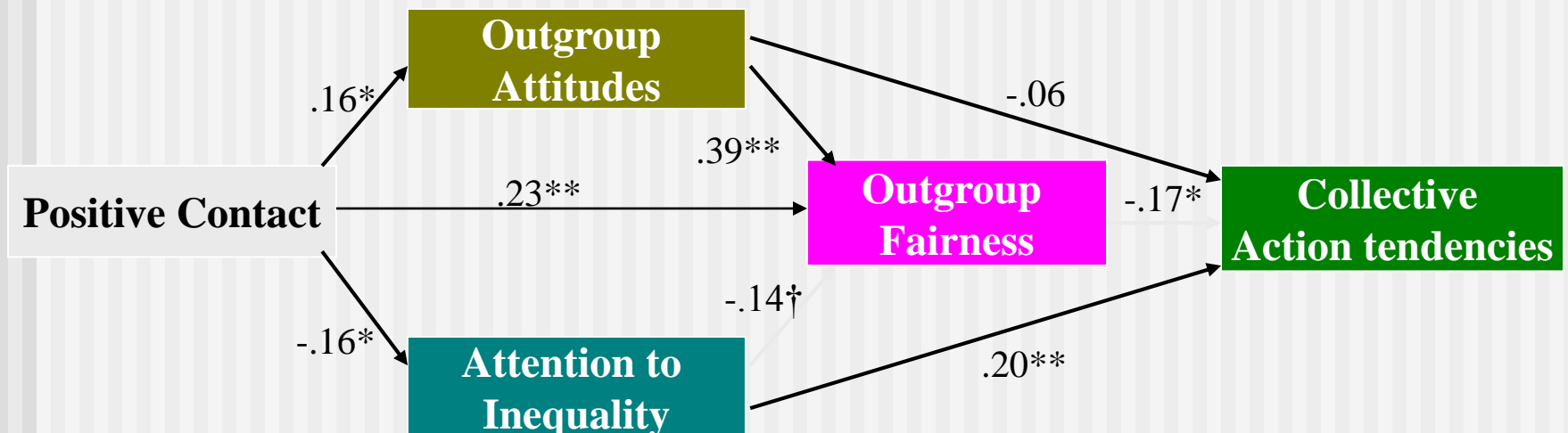
# Talking about Commonalities or Power Differences



### Model for Arabs in Israel



### Model for Muslims in India



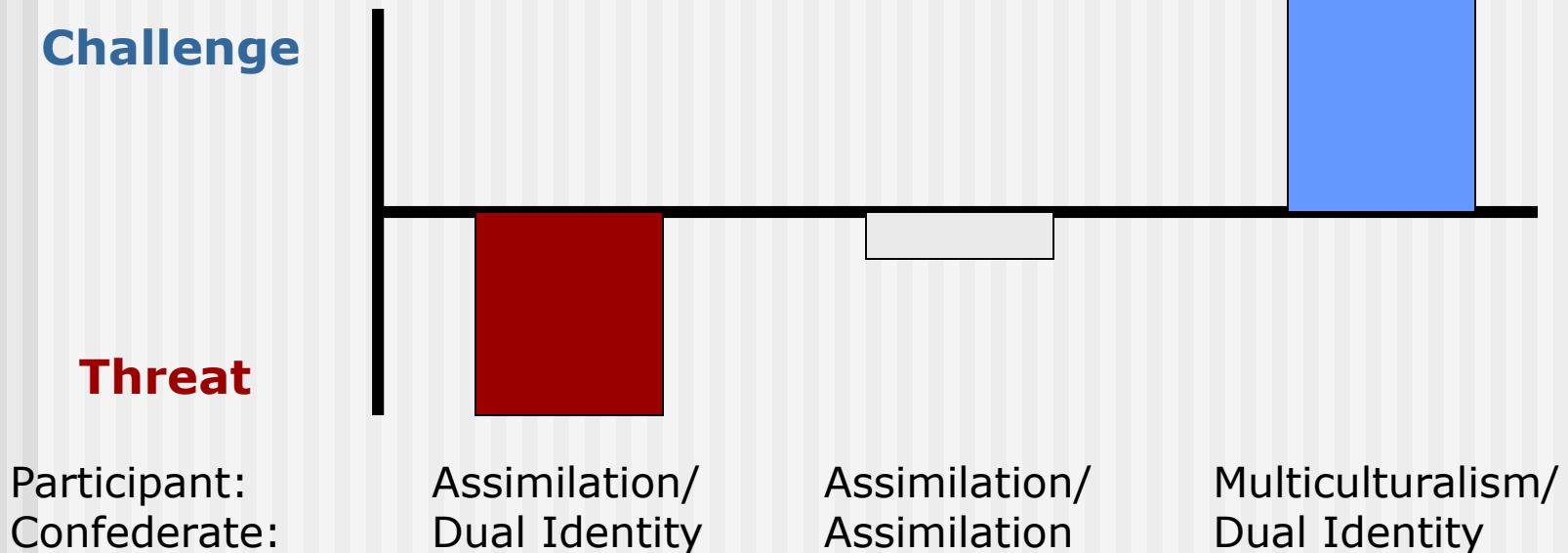
# Assimilation/Multiculturalism and Majority Group Motivation

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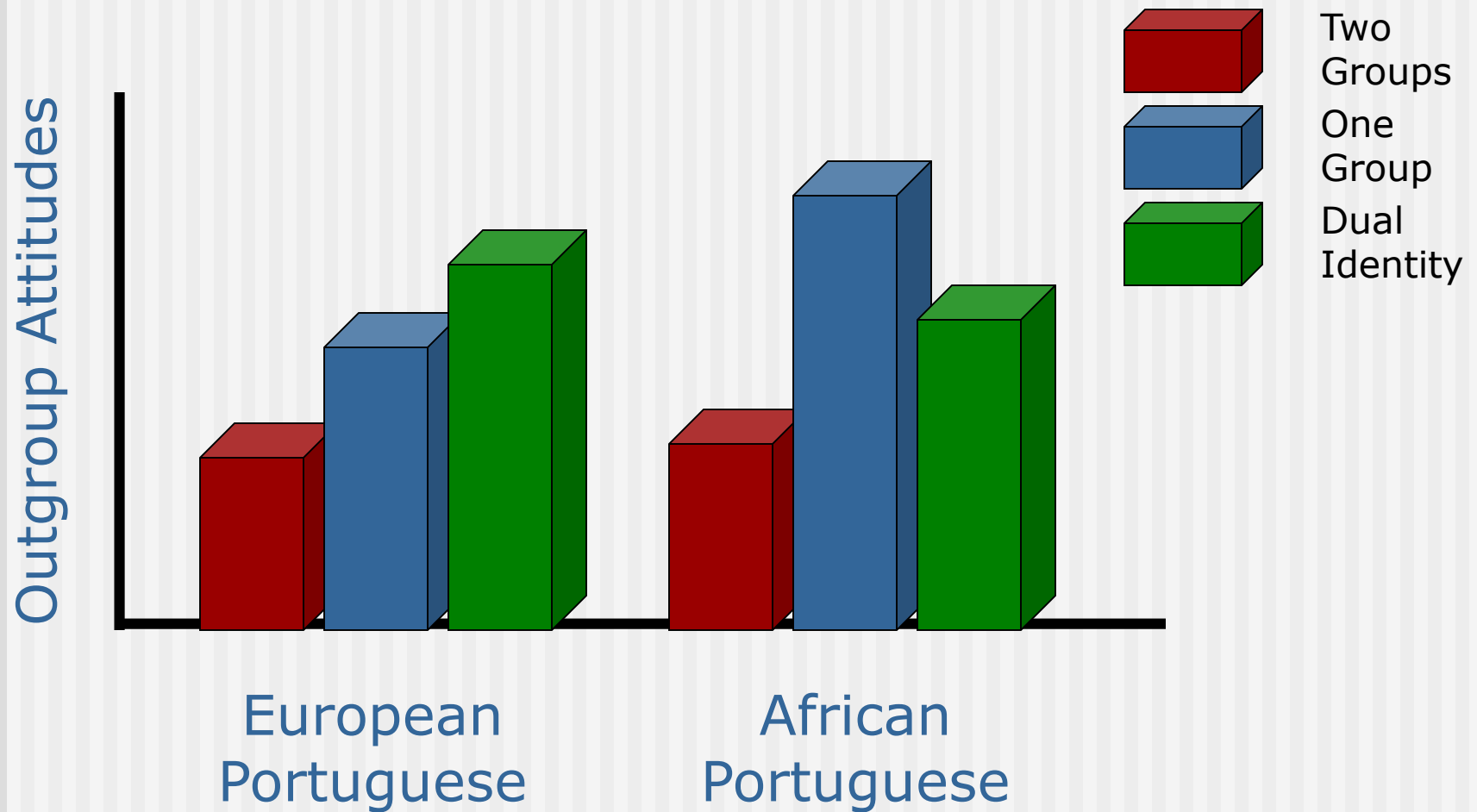
- Assimilation
  - Maintenance of the Status Quo
  - Complacency
- Multiculturalism
  - Change and Adjustment
  - (Positive) Challenge
- Psychological/Physiological
  - Challenge, Threat, Indifference

# Scheepers, Saguy, Dovidio, & Gaertner (in prep)

- Dutch participants primed with assimilation (one group) or multiculturalism (dual identity)
- Moroccan confederate endorsing one group (assimilation) or dual identity (multiculturalism)



# Cultural Context: Intergroup Relations in Portugal (Guerra et al., in press)



# Summary

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- Benefits of Commonality
- Importance of Perspective and Function
- Commonality as Strategy
- Social Attitudes/Social Action
  - Two Solitudes (Wright & Lubensky 2009)
- Commonality and Intragroup Processes
  - Majority/minority motivation
  - Own and Perceived Group Motivations
- Appreciating the Complexity of “We”

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Thank You!