



Interventions to promote ethnic-cultural integration in sport based on **Intergroup Contact**

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FEPSAC Conference
Funchal - Madeira 2011



The study of social relationships between members of different social groups:

a disciplinary hybrid (Brewer & Kramer, 1985)

• Sociology Psychology

Collective behavior of groups

Intra-individual processes



"Whenever individuals belonging to one group interact, collectively or individually with another group or its members in terms of their group identification, we have an instance of intergroup behavior" (Sherif , 1966: p. 12).

The contact hypothesis

- An increased interracial contact would result in more positive racial attitudes.

The contact hypothesis

- The problem: a lack of interethnic contact creates misinformation and ignorance and this lead to prejudice

The solution? To expose people to accurate information about outgroups and prejudice should be reduced.

The contact hypothesis

- e.g, armed forces: attitudes changed significantly among White soldiers in units that worked closely with Blacks soldiers





How does contact work?

- Most effectively by changing how we *feel* about the other group, and its members
- **Reducing negative feelings**
 - Intergroup anxiety
 - Negative intergroup emotions
- **Promoting positive feelings**
 - Encouraging empathy + perspective taking
 - Promoting mutual sharing of personal information
 - Positive intergroup emotions



Is intergroup contact per se enough
to reduce prejudice?

Contact must occur under well-defined
conditions in order to successfully change
intergroup attitudes for the better.

Allport's (1954) hypothesis about intergroup contact:

1. Equal status within the situation
2. Common goals (active goal-oriented effort).
3. Intergroup cooperation
4. Institutional support

Implications

- **Contact works**
- We should maximize the opportunities for cross-group camaraderie in Sport
- Elaborate team activities even for individual sports
- Interventions should aim to reduce anxiety, build trust and empathy & perspective taking

Social Psychology intergroup interventions

- Perspective taking
- Generating common interests
- Common In-group identity Model
- Positive Contact



Why the present study is an important step to develop contact interventions?

- Strategies that aim at promoting intergroup contact can mean different things to different people
- To maximize the effectiveness of bias-reduction interventions, the particular characteristics of the targeted populations have to be taken into consideration (see Gaertner & Dovidio, 2000)

- Obrigadinho!!!