Depersonalized extended contact and injunctive norms about cross-group friendship impact intergroup orientations

Ángel Gómez\textsuperscript{a,e,*}, Linda R. Tropp\textsuperscript{b}, Alexandra Vázquez\textsuperscript{c}, Alberto Voci\textsuperscript{c}, Miles Hewstone\textsuperscript{d,f}

\textsuperscript{a} Universidad Nacional de Educación a Distancia, UNED, Spain
\textsuperscript{b} University of Massachusetts Amherst, United States
\textsuperscript{c} University of Padova, Italy
\textsuperscript{d} University of Oxford, United Kingdom
\textsuperscript{e} Arts International, United States
\textsuperscript{f} University of Newcastle, Australia

ABSTRACT

Five experiments examine the interactive power of descriptive and injunctive norms regarding intergroup friendships on the effects of extended contact – knowing ingroup members having outgroup friends – on intergroup orientations. We propose that the positive effect of extended contact can occur even when the ingroup members having outgroup friends are unknown to the individual who becomes aware of such contact – depersonalized extended contact. However, to be effective depersonalized extended contact requires ingroup normative support. We tested this prediction by providing participants with information about the number of ingroup members (Spaniards) who have outgroup (immigrants) friends -descriptive norms - and the normative support for cross-group friendship -injunctive norms. Three experiments tested how different levels of depersonalized extended contact (none vs. low vs. high), consensus regarding norms about cross-group friendship (low vs. high), and the source of such norms (ingroup vs. outgroup) impact intergroup orientations. Even low levels of depersonalized extended contact had positive effects on intergroup orientations, when there was supportive cross-group friendship from the ingroup, but not from the outgroup. Two additional experiments extended these effects to a behavioral outcome, and showed that the positive effect of injunctive norms was mediated by the enhanced belief that outgroup members had a genuine interest in intergroup contact (integrative motives). However, the lack of effect of outgroup injunctive norms was mediated by the suspicion that outgroup members held utilitarian motives for contact. Implications of these findings for improving intergroup relations through depersonalized extended contact and injunctive normative influence are discussed.

Learning that an ingroup member has outgroup friends has a positive impact on intergroup attitudes (e.g., the extended contact effect, Wright, Aron, Mclaughlin-Volpe, & Ropp, 1997). Whereas research on extended contact has typically focused on individuals who know other ingroup members who have outgroup friends, here we propose and tested for the first time that learning that ingroup members in general have outgroup friends may also lead to positive intergroup orientations. We call this type of indirect contact involving unknown ingroup members 'depersonalized extended contact', which, for brevity, we abbreviate to DEC in this paper. In five experiments we examine the effects of DEC and how these effects can be maximized. Literature on social norms and persuasion suggests that acknowledging that ingroup members support cross-group friendship might reinforce the impact of extended contact. In the current research, we explored the interactive effect of DEC by providing information about the number of unknown ingroup members having outgroup friends (descriptive norms) and about normative support for cross-group friendship (injunctive norms) on positive intergroup orientations (desire to interact with outgroup members and behavioral intentions) and judgments about behavior toward outgroup members. In addition, we investigated the underlying mechanisms that explain this effect.

To address these issues it is, first, crucial to distinguish descriptive from injunctive norms. Whereas descriptive norms refer to what other members of the group do and serve as a shorthand guide to decide how to
behave (Cialdini, Kallgren, & Reno, 1991), injunctive norms refer to what other members of the group think should be done and promise social rewards or punishments depending on whether one complies or does not engage in the desired behavior (Cialdini et al., 1991). In this particular case, the descriptive norm about intergroup contact is operationalized by DEC, that is, providing information about the number of immigrant friends that most ingroup members have. The injunctive norm would refer to whether ingroup members approve of cross-group friendship. Thus, other ingroup members’ attitudes and behaviors model what is seen as appropriate conduct in intergroup relations.

In particular, we predict an interaction between descriptive and injunctive norms about intergroup contact, such that even low levels of DEC (learning that most ingroup members have one or two outgroup friends) might be enough to improve intergroup orientations if presented with explicit injunctive norms supporting cross-group friendship and a high degree of consensus about such a norm. We also predict that ingroup norms regarding intergroup friendship improve intergroup orientations because they reinforce the belief that outgroup members are genuinely interested in intergroup contact (because they desire integration). In contrast, outgroup norms regarding intergroup contact do not improve intergroup orientations, because they increase the attribution of utilitarian motives1 (in the sense of self-serving or pragmatic) to outgroup members.

1. Extended contact and ingroup and outgroup norms

Wright et al. (1997) proposed and demonstrated that an indirect form of intergroup contact, extended contact, promotes positive intergroup orientations. The extended contact effect stipulates that knowing that ingroup members have outgroup members as friends can improve intergroup attitudes. Researchers have described the multiple positive effects of extended contact on intergroup orientations across different outgroups and in different countries, and considering a variety of outcome measures, attesting to the robustness of the concept (for a comprehensive review see Vezzali et al., 2014). Extended contact has been shown to improve attitudes toward foreigners (Petrigg, Christ, Wagner, & Stellmacher, 2007), homosexuals (Capozza, Falvo, Trifiletti, & Pagani, 2014), refugees (Cameron, Rutland, Brown, & Douch, 2006) and stigmatized groups in adults (Cameron & Rutland, 2006) and in children (Cameron, Rutland, & Brown, 2007). It can reduce hostility between groups in conflict (Paolini, Hewstone, Cairns, & Voci, 2004) and dampen explicit and implicit outgroup prejudice (Turner, Hewstone, & Voci, 2007). It can also predict positive intergroup attitudes and expectancies for intergroup contact among both majority and minority participants (Gómez, Tropp, & Fernández, 2011).

As envisaged by Wright et al. (1997), Turner, Hewstone, Voci, and Vonofakou (2008) demonstrated that four processes simultaneously mediate relationships between extended contact and attitudes toward the outgroup: anxiety reduction, inclusion of the outgroup in the self, and, importantly to the current research, perceived ingroup and outgroup norms. The tolerant behavior of ingroup and outgroup members who take part in close intergroup contact might serve as a source of informational influence (Wright et al., 1997). So far a number of studies have found converging evidence in favor of these mechanisms. For instance, Gómez et al. (2011) found that extended contact improved the expectancies about intergroup contact of minority and majority members by increasing positive ingroup and outgroup norms about cross-

---

1 We want to clarify that our implicit association of utilitarian motives as something bad or despicable and integrative motives as something good or genuine is based on the assumption that in this context participants will tend to attribute such meaning to both motives. However, the fact that majority members can often afford to engage in contact for more integrative motives (due to their position of strength) does not make utilitarian motives necessarily bad. In fact utilitarian motives can be effectively used to encourage contact among both majority and minority members.
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات