

# HOW TO PROMOTE POSITIVE ATTITUDE CHANGE TOWARDS MIGRANTS

RECOMMENDATIONS ON DESIGNING VIDEOS FOR  
HOST SOCIETY MEMBERS

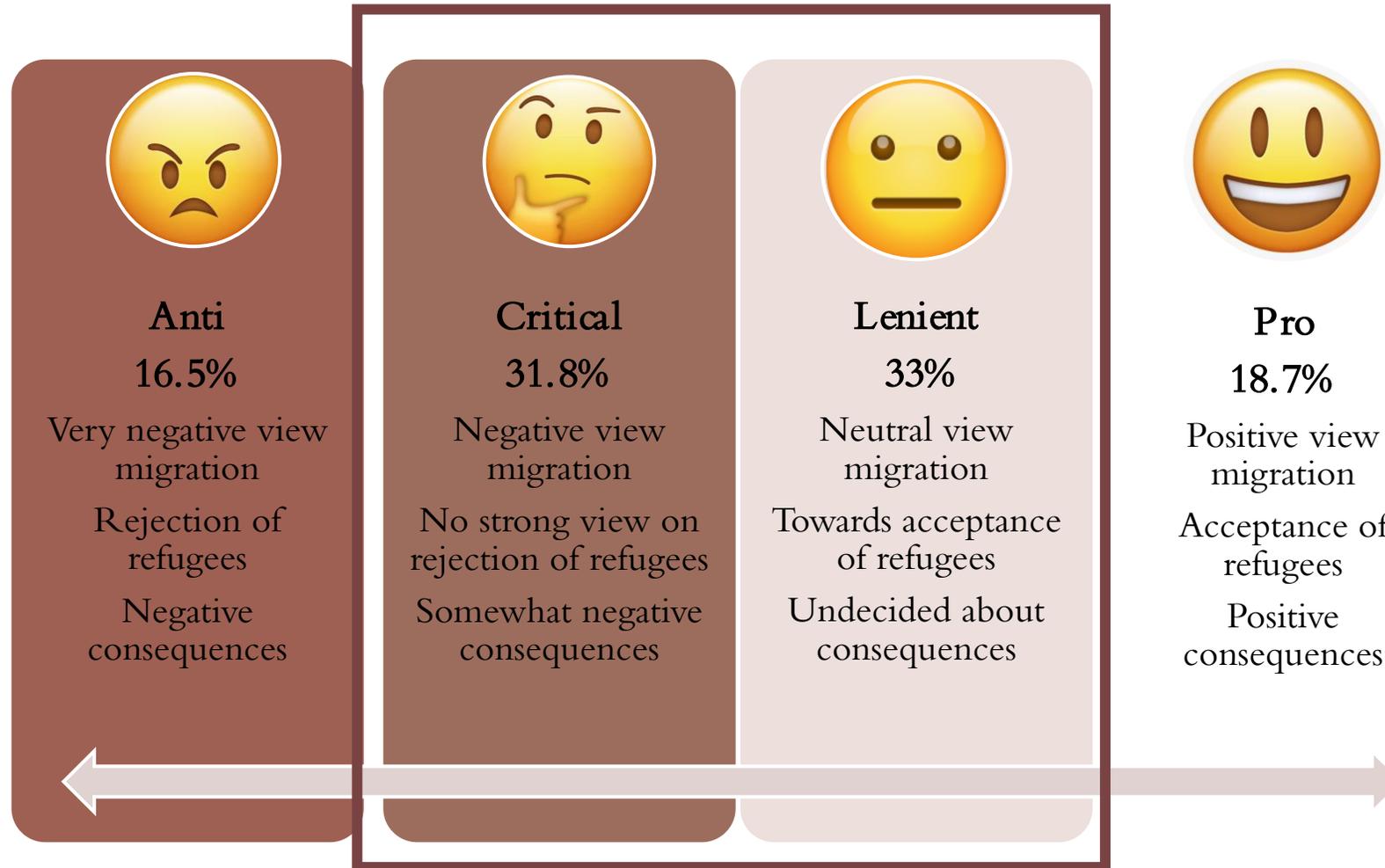
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University of Groningen

27 June 2023

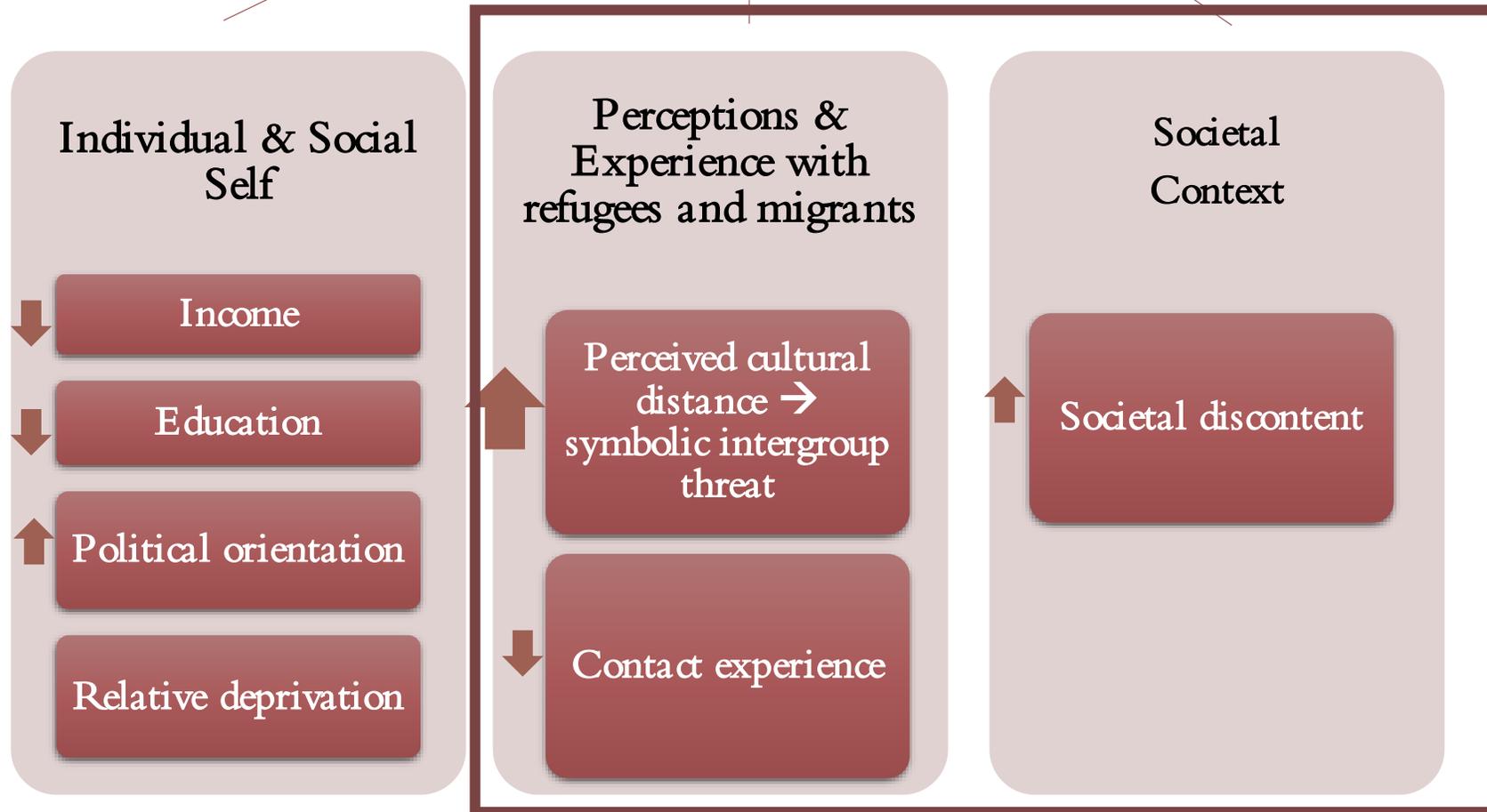


# WHO IS THE MOVABLE MIDDLE?



# PSYCHOLOGICAL FACTORS EXPLAINING

Polarization



# WHY DO PEOPLE HAVE NEGATIVE INTERGROUP ATTITUDES?



societal discontent



intergroup threat

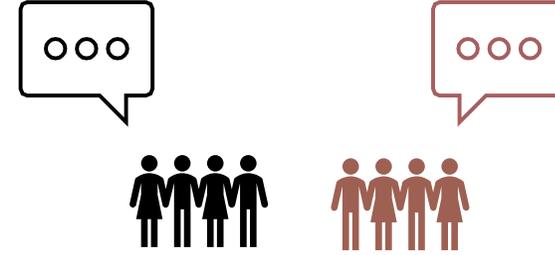


lack of intergroup  
contact



media portrayal

# CONTACT HYPOTHESIS



## Conditions

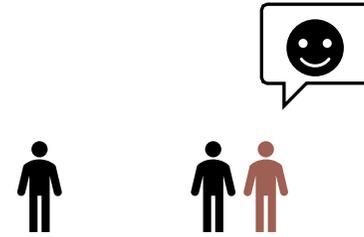
Equal group status

Common goals

Intergroup cooperation

Authority support

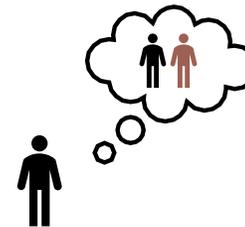
Extended  
contact  
hypothesis



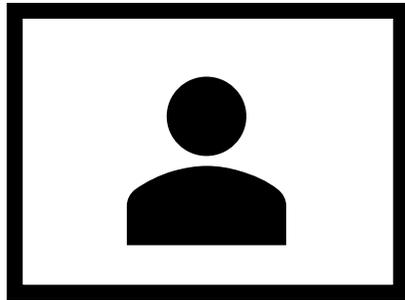
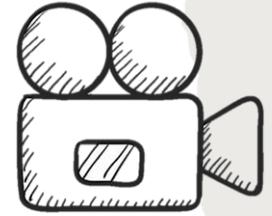
Vicarious  
contact  
hypothesis



Imagined  
contact  
hypothesis



# THEORY-DRIVEN ADVICE ON HOW TO DESIGN VIDEOS



role model



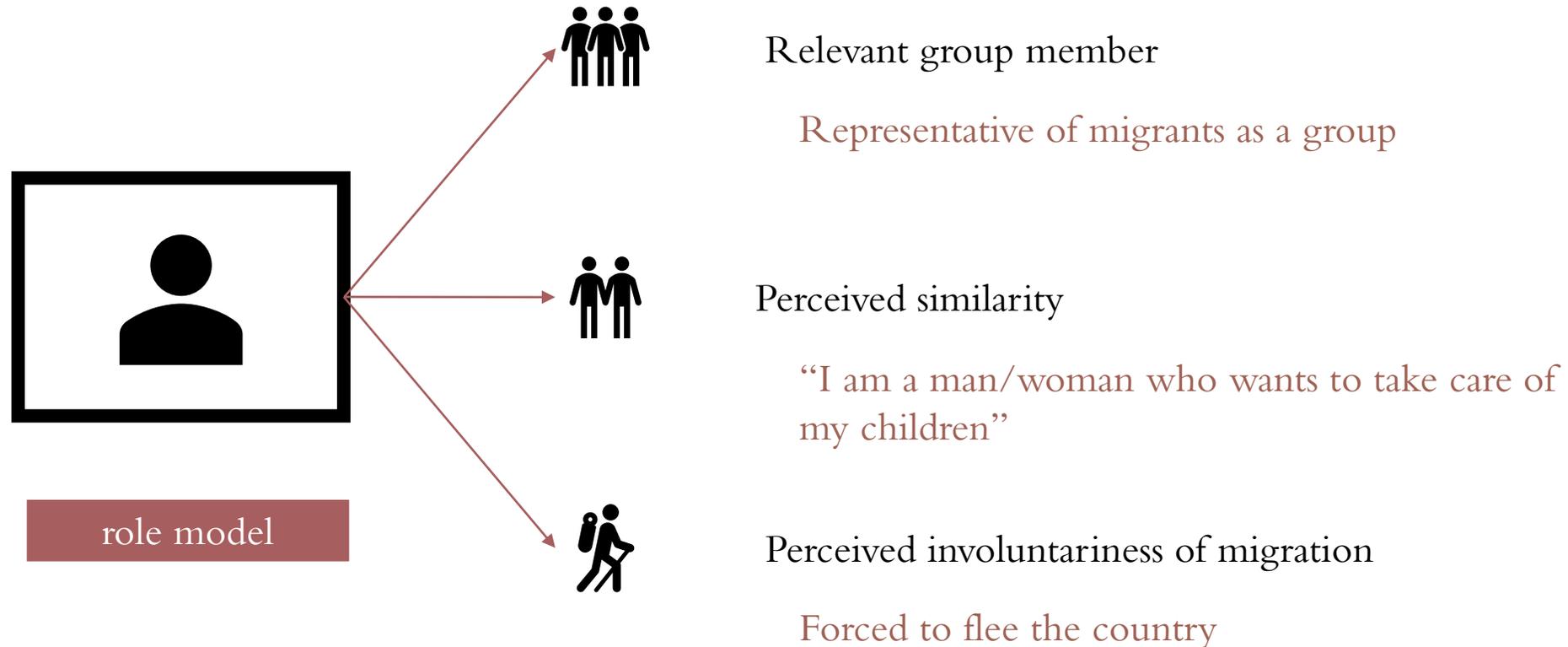
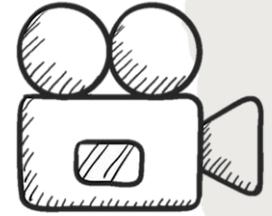
emotions



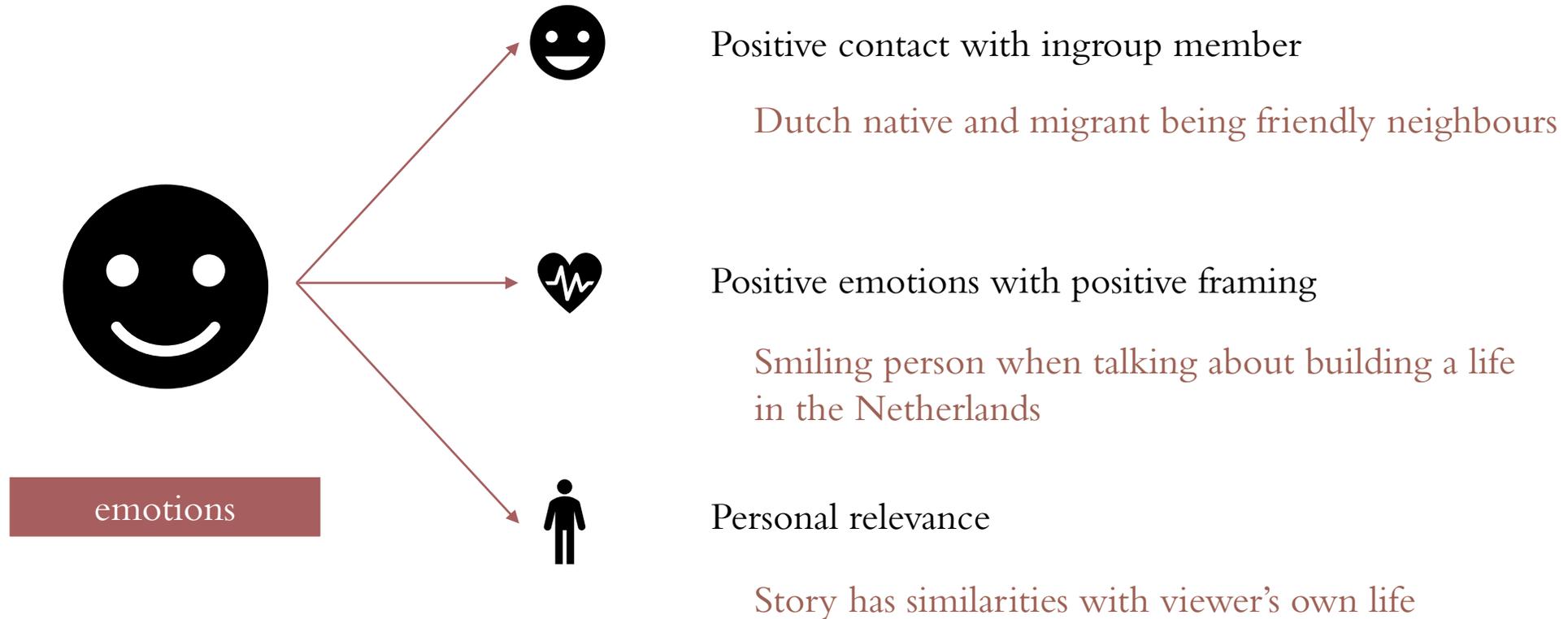
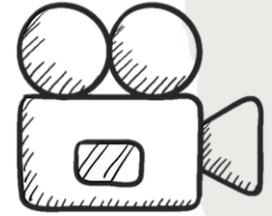
content



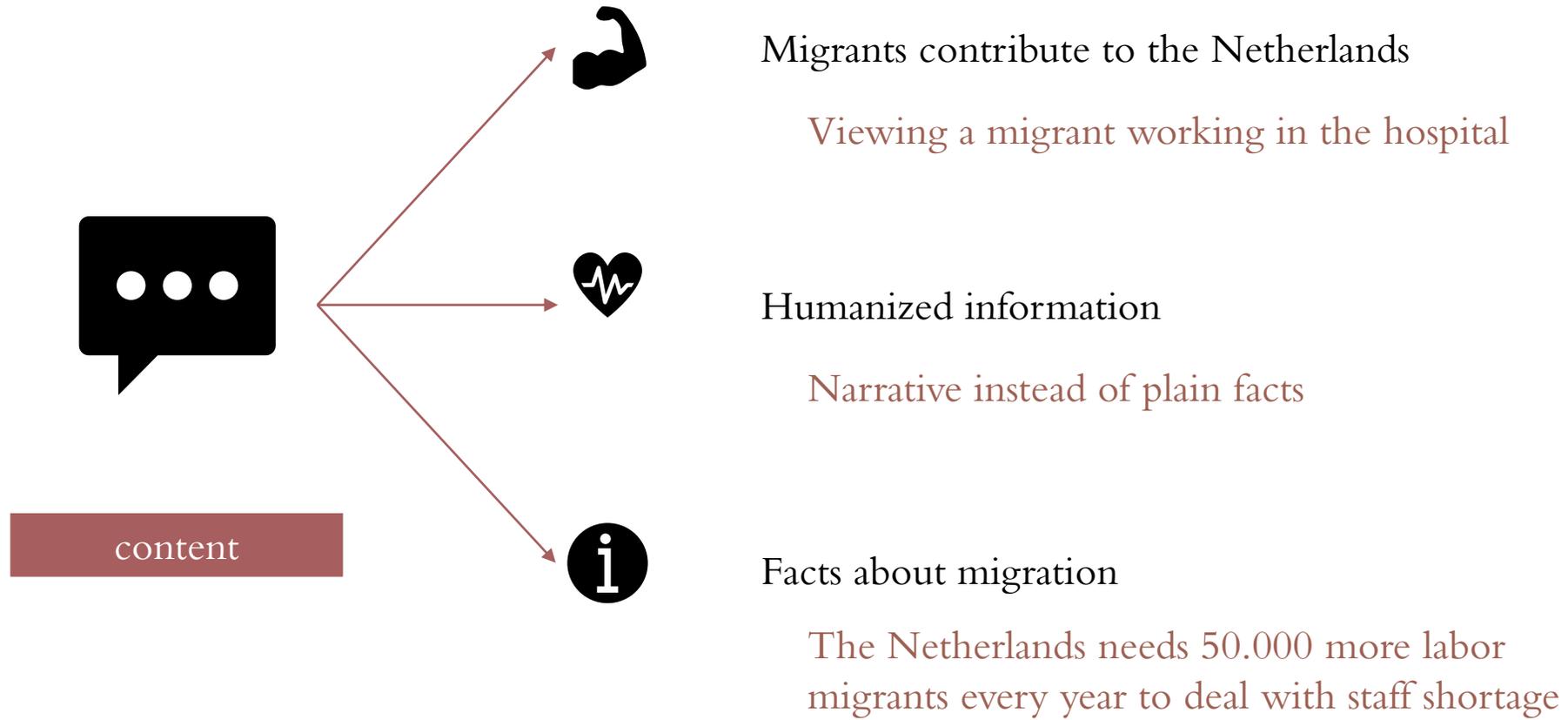
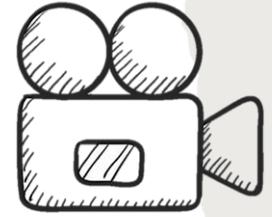
# THEORY-DRIVEN ADVICE ON HOW TO DESIGN VIDEOS



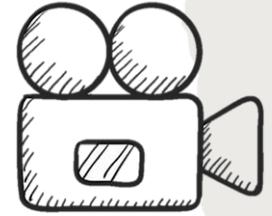
# THEORY-DRIVEN ADVICE ON HOW TO DESIGN VIDEOS



# THEORY-DRIVEN ADVICE ON HOW TO DESIGN VIDEOS



# TAKE-HOME MESSAGE



Relevant group member

In contact with Dutch host society

Contributing to Dutch society



I enjoy meeting and talking with my neighbours, we help each other

I am working as a social worker in the hospital



# KEY READINGS

- Albada, K., Hansen, N. & Otten, S. (2021). When cultures clash: Links between perceived cultural distance in values and attitudes towards migrants. *British Journal of Social Psychology*, 60(4), 1350-1378. <http://doi.org/10.1111/bjso.12455>
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- Albarracín, D., & Shavitt, S. (2018). Attitudes and attitude change. *Annual Review of Psychology*, 69, 299-327. <https://doi-org.proxy-ub.rug.nl/10.1146/annurev-psych-122216-011911>
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- Postmes, T., Gordijn, E., Kuppens, T., Gootjes, F., & Albada, K. (2017). *Draagvlak migratiebeleid*. Wetenschappelijk Onderzoek- en Documentatiecentrum (WODC). <https://repository.wodc.nl/handle/20.500.12832/2332>



# DISCUSSION

