

# Analysis of Economics Social Data Categorization on Inter Group Contact in U.P. (India)

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## INTRODUCTION

On the basis of general idea, several different models of intergroup contact have been developed, each making somewhat different predictions of the optimal conditions for effective contact experience.

### 1. Decategorization Model:-

The hypothetical data social categorization on intergroup in U.P. the first model passed on the idea that contact with be most effective in interactions are person – based rather than category – based (Brewer and Miller, 1984). A primary consequence of categorization is the depersonalization of members of the out-group. Social behavior in categorization based- interactions is characterized by a tendency to treat individual members of the out – group of undifferentiated representatives of a unified social category, independent of individual differences that may exist within groups. This perspective on the contact situations suggests that intergroup interactions should be structured so as to reduce the salience of category distinctions and to promote opportunities to get to know out-group members as individuals. Attending to personal characteristics of group members not only provides the opportunity to disconfirm category stereotypes, it also breaks down the monolithic perception of the out-groups as a homogeneous unit (Wilder, 1978). In this scheme, the complete situation encourages attention to information at the individual level that replaces category identity as the most useful basis for classifying participants, Brewer and Miller (1984) argue that such contact experience effectively breaks down stereotyping & prejudice because it undermines the availability and usefulness of in-group – out-group categorization in interactions with group members.

### 2. Conditions of Intergroup Contact:-

In the year prior to Allport's framing of intergroup contact theory, social scientists have already begun discussing the conditions of intergroup contact that would reduce intergroup anxiety, prejudice or other "detrimental psychological effects". Wilner, Walker and Cooper, two years prior to the nature of prejudice, studied segregation and integration in

housing projects and also suggested four conditions. Under which intergroup attitudes would change for the better, under the assumption that prejudice arises from racial segregation, they suggested that it would diminish when members occupy "the same or equivalent roles in the situation." Share background characteristics like education, age, gender or socio-economic status, perceive common interests or goods and when the "social climate is not unfavorable to interracial association.

### 3. Psychological Processes involved in intergroup Contact:-

- A number of psychological processes have been hypothesized to explain how and why intergroup contact is able to reduce prejudice and improve intergroup relations.
- Allport (1954) argued that intergroup contact facilitates learning about the out-group and this new out-group knowledge leads to prejudice reduction.
  - Intergroup contact is believed to reduce the fear and anxiety people have when interacting with the out-group which in turn reduces their negative evaluation of the out-group.
  - Intergroup contact is hypothesized to increase people's activity to take the perspective of the out-group and empathize with their concerns.
  - Empirical research has only behind weak support for role of out-group knowledge in prejudice reduction however the affective mechanisms of intergroup anxiety and out-group empathy have accumulated extensive empirical support.

### 4. The effects of intergroup Contact:-

Social scientists have documented positive effects of intergroup contact across field, experimental and correlational studies across a variety of contact situations and between various social groups, Pettigrew and Tropp's meta-analysis of 512 separate studies found general support for the contact hypothesis. Furthermore, their analysis found that face-to-face contact between group members significantly reduced prejudice the more contact groups had

the prejudice group member reported. Moreover the beneficial effects of intergroup contact were significantly greater. When the contact situation was structured to include Allport's facilitating conditions for optimal contact.

#### **Indirect Intergroup Contact:-**

One of the most important advances in research on intergroup contact is the growing evidence for a number of indirect, non-face-to-face intergroup contact strategies as a means to improve relations between social groups, while the benefits of direct intergroup contact have been empirically established, its implementation is often not practical. For example in many countries social and religious groups are often residentially, educationally or occupationally segregated, which limits the opportunity for direct contact however, even when the opportunity for direct contact is high, anxiety and fear can produce a negative or positive contact experience or lead to the avoidance of the contact situation altogether. Indirect forms of intergroup contact include.

#### **Extended Contact:-**

The extended contact hypothesis, established by Wright and colleagues in 1997, posits that knowing that a member of one's own group has a close relationship with a member of an out group can lead to more positive attitudes towards that out group. Correlation research had demonstrated that individuals who report knowledge that an in-group member has an out-group friend typically report more positive out-group attitudes, while experimental research as shown that providing in-group members with information creates the same positive effect.

#### **Imagined Contact:-**

The imagined contact hypothesis was put forward by Richard J. Crisly and Rhianan Tunner (2009) and propose that

simply imagining a positive encounter with a member or member's of an out group category can promote more positive intergroup attitudes.

#### **Electronic or E- Contact:-**

Fiona White and her colleagues (2012-2014) recently developed Electronic and E-Contact, in values an in-group member interacting with an in-group member interacting with an out-group member over the internet and includes text-based, video-based online interaction.

#### **Criticisms:-**

While large bodies of research have been devoted to examine intergroup contact, social scientific reviews of the literature frequently express skepticism about the likelihood of contacts optimal conditions occurring in the real world and by expansion about the general ability of correlation research and lab studies in contact.

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