



Diverse Communities' Prejudice Reduction Strategies in South Africa: An Action Research Perspective

Sipho Motshega¹

¹ Rhodes University

Published: 21 June 2007 | **Received:** 24 February 2007 | **Accepted:** 17 May 2007

Correspondence: smotshega@aol.com

DOI: [10.5281/zenodo.18861009](https://doi.org/10.5281/zenodo.18861009)

Author notes

Sipho Motshega is affiliated with Rhodes University and focuses on Psychology research in Africa.

Abstract

Prejudice remains a significant social challenge in diverse communities of South Africa, where historical and contemporary factors have shaped complex intergroup dynamics. The study employs a participatory action research methodology, involving community members as co-researchers to collaboratively design and implement interventions aimed at reducing prejudice. Data collection includes surveys, focus group discussions, and observational notes from selected communities in South Africa. Community-led initiatives focused on education and dialogue showed significant promise in altering prejudiced attitudes among participants, with a notable shift towards more inclusive behaviors observed in the community settings studied. The action research approach revealed effective strategies for prejudice reduction that are culturally sensitive and contextually relevant to diverse South African communities. These findings offer actionable recommendations for policymakers and practitioners aiming to promote social cohesion. Policymakers should support community-led initiatives, ensure cultural sensitivity in intervention design, and facilitate dialogue spaces that encourage mutual understanding and respect among different groups. Prejudice Reduction, Action Research, Social Cohesion, Diverse Communities, South Africa

Keywords: *African geography, intergroup dynamics, social identity theory, qualitative methods, community engagement, stereotype threat reduction, cultural competence training*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge