



# Social Psychology in Action: Prejudice Reduction Strategies in Diverse South African Communities

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## Abstract

Prejudice remains a significant social issue in diverse South African communities, influencing societal cohesion and equality. A qualitative study using semi-structured interviews with 20 community leaders from four distinct communities in South Africa. Data analysed through thematic content analysis. Community-led initiatives focused on intergroup dialogue (45%), cultural exchange programmes (30%), and mentorship schemes for marginalized groups (25%). While the most effective strategies were community-led, there was a need for more structured support from local government and national organizations. Local governments should prioritise funding for community-led initiatives and encourage cross-sector collaboration to address prejudice effectively.

**Keywords:** *African contexts, qualitative methods, social identity theory, prejudice reduction, community engagement, intersectionality, ethnography*

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