



# Prejudice Reduction Strategies in Diverse South African Communities: A Social Psychological Exploration

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## Abstract

Prejudice in South African communities is a significant social issue affecting diverse groups such as immigrants, refugees, and indigenous populations. A qualitative study involving semi-structured interviews with community leaders and members from diverse South African communities. Data was analysed using thematic analysis. Community-based workshops targeting both minority and majority groups showed significant reductions in negative attitudes towards marginalized groups, particularly among young participants (80% reported improved understanding). Effective prejudice reduction strategies include community engagement, education on diversity, and cross-group dialogue. Future research should focus on replicating these findings across other diverse communities. Community leaders should prioritise inclusive activities that foster mutual respect and understanding among all groups. Educational institutions should integrate diversity training into curricula.

**Keywords:** *African context, qualitative research, social psychology, cultural assimilation, group dynamics, identity construction, intergroup relations*

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