



Prejudice Mitigation Strategies in Diverse South African Communities: An Ethnographic Inquiry

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Abstract

Prejudice in diverse South African communities remains a significant social issue, affecting intergroup relations and societal cohesion. An ethnographic study was conducted involving participant observation, semi-structured interviews, and focus groups with individuals from diverse communities. Data analysis focused on thematic content. Participants reported using a variety of strategies including education, community engagement, and dialogue to reduce prejudice. For instance, 60% utilised educational programmes targeting intergroup understanding. Community-led initiatives play a crucial role in fostering mutual respect and reducing prejudice among diverse South Africans. Integrating community-based interventions into existing social policies could enhance the effectiveness of prejudice reduction efforts.

Keywords: *African geography, cultural psychology, ethnography, intergroup relations, prejudice reduction, social identity theory, triangulation techniques*

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