



Diverse Communities' Prejudice Reduction Strategies: A Mixed-Methods Inquiry in South Africa 2008

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Abstract

Prejudice remains a significant issue in diverse communities, particularly in South Africa where historical and social factors contribute to ongoing discrimination. A mixed-methods study combining focus groups with structured interviews among participants from various ethnic backgrounds, supplemented by pre- and post-intervention surveys to measure changes in attitudes towards marginalized groups. Focus group discussions revealed a significant shift ($p < 0.05$) in participants' perceptions of prejudice reduction strategies over the course of the study, indicating an active engagement with community initiatives aimed at fostering tolerance and understanding. While initial skepticism was evident among some participants, overall support for collaborative efforts to reduce prejudice emerged, suggesting effective community-based interventions can mitigate prejudiced attitudes. Policy makers should prioritise funding for culturally sensitive education programmes that promote inter-group dialogue and mutual respect within diverse communities in South Africa.

Keywords: *African geography, qualitative methods, quantitative analysis, cultural psychology, social identity theory, ethnography, grounded theory*

ABSTRACT-ONLY PUBLICATION

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