The Effects of Extended Contact on Normative and Radical Collective Action Among Disadvantaged Group Members
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**Background**

**Main strategies for improving intergroup relations:**

1. **Prejudice Reduction:** Improving attitudes towards the outgroup via positive contact (e.g. direct, extended, vicarious, imagined)
2. **Collective Action (CA):** Action taken by a representative of a group aimed to increase the status of the entire group (Wright, 2010).

- Research shows that these two main strategies involve conflicting psychologies. Thus, direct contact can undermine engagement in collective action among disadvantaged group members (e.g. Tausch et al., 2015; Wright & Baray, 2012).

**Extended Contact:** “The knowledge that an in-group member has a close relationship with an outgroup member” (Wright et al., 1997).

- Similarly to direct contact, extended contact has been shown to improve attitudes towards outgroup members (Zhou et al., 2018).

**Research Question:** Will extended contact undermine collective action among disadvantaged group members?

**Forms of Collective Action**

<table>
<thead>
<tr>
<th>Normative</th>
<th>Radical</th>
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<tbody>
<tr>
<td>Consistent with societal norms</td>
<td>Violates societal norms</td>
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<tr>
<td>Ex: petitions, peaceful protest</td>
<td>Ex: block roads, disruptive/violent protest</td>
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<tr>
<td>Largely accepted</td>
<td>Largely unaccepted</td>
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**Current Study**

We examined the effect of **quantity and quality** of extended contact on African Americans’ attitudes towards White Americans and support for and intentions to engage in **normative and radical** collective action in regards to racial inequality.

**Hypotheses:**

1. Higher **quantity** of positive extended contact will be related to:
   a. More positive attitudes towards the outgroup.
   b. Less support for and intentions to engage in normative and radical collective action.
2. Higher **quality** of extended contact will be related to:
   a. More positive attitudes towards the outgroup.
   b. Less support for and intentions to engage in normative and radical collective action.

**Results**

**Findings for Quantity (N=301)**

- **Quantity** of extended contact is unrelated to positive attitudes and all forms of collective action (for all $p>0.05$).

**Findings for Quality (N=287)**

- **Quality of extended contact positively** predicts positive Attitudes towards the outgroup.
- **Quality of extended contact negatively** predicts both Radical Collective Action Support and Intentions.

**Discussion**

- This research provides initial evidence that extended contact, similarly to direct contact, can undermine some forms of collective action.
- Specifically, we found that people with higher **quality extended contact**, (who perceive a higher degree of closeness between their Black friend and their Black friend’s White friend) are less likely to support or engage in radical collective action.
- High quality extended contact may undermine radical but not normative CA, as radical CA is largely unaccepted within society and thus, likely involves greater social costs. Those with closer extended contact to Whites may feel more connected to the outgroup, which may cause radical action directed against the outgroup to become even more costly to one’s social identity.
- Since the current findings are correlational, experimental research is necessary to establish causality and further examine the relationship between extended contact and collective action.

**Implications**

- If radical collective action is necessary/effective for improving the social condition of African Americans, then it is important that we are aware that extended contact with majority members can act as an additional barrier to these actions.

For additional research on this topic, check out Ziv Levin’s poster presentation, Saturday at 11 am