

THE RACIAL EQUITY INITIATIVE INC.



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# INTERGROUP CONTACT

Gordon Allport's four  
requirements for successful  
reduction of prejudice



**Intergroup Contact Theory, otherwise known as the contact hypothesis, was proposed by Gordon Allport during the “Jim Crow” era in the United States. The theory promotes that nurturing interpersonal contact between different social groups can reduce conflict and prejudice between different social group members. But, superficial contact between groups often reinforces prejudice.**

**Allport’s original theory suggests that intergroup contact is most effective when four integrated conditions are met: equal group status, common goals, intergroup cooperation, and support from authority.**

## **COMPONENTS OF EFFECTIVE INTERGROUP CONTACT**



- 1. Equal group status**
- 2. Common goals**
- 3. Intergroup cooperation**
- 4. Support from authority**