

# 1st INTERNATIONAL SYMPOSIUM ON INTERGROUP COMMUNICATION

Thessaloniki, Greece

21 - 23 June, 2017

venue: Teloglion Fine Arts Foundation

## WEDNESDAY JUNE 21<sup>st</sup>

### 9:00 – 9:30 WELCOME ADDRESSES

#### 9:30-10:00 PROLOGUE

##### **Language and symbols shaping intergroup relations: The Conference in context**

H. Giles<sup>1</sup>, L. Keblusek<sup>1</sup>, A. Gardikiotis<sup>2</sup>, A. Maass<sup>3</sup>

<sup>1</sup>*University of California, Santa Barbara, USA*

<sup>2</sup>*Aristotle University of Thessaloniki, Greece*

<sup>3</sup>*University of Padova, Italy*

### 10.00 – 11.00 PANEL

#### **Intergroup Accommodative Practices**

**Chair:** Yan Bing Zhang, *University of Kansas, USA*

#### **Complexity of Linguistic Accommodation in Intergroup Communication Setting**

Tamara Rakić, *Lancaster University, UK*

Hanna Ruch, *Universität Zürich, Switzerland*

Language is a central part of our daily interactions and its use goes far beyond a simple message exchange. We can infer the origin of the speaker and create an impression of their personality, but also demonstrate our affiliation with them by accommodating (or not) to their speech. The aim of the present study was to measure objective parameters of linguistic accommodation after an intergroup interaction. For that purpose, participants from the Zurich and Grison region (Switzerland), which recently moved to Zurich, were chosen for this experiment. The two dialects differ in several linguistic parameters, and both are commonly spoken in all everyday situations. Before the actual between-dialect interaction, participants were individually recorded pronouncing different words based on a picture-naming task (baseline production). During the interaction, the two speakers were introduced and asked to collaborate on different verbal tasks. In the end, the same picture-naming task from the beginning was again recorded individually to obtain post-interaction productions. The differences between baseline and post-interaction productions were used to quantify linguistic accommodation between two speaking partners. Findings showed that Zurich but not Grison speakers converged towards their



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dialogue partner's speech on parameters related to their dialect (i.e., word pronunciation), while simultaneously diverging on parameters that show individual rather than group-based variation (i.e., intensity and pitch). These findings are discussed in terms of implications of optimal distinctiveness and how speakers can choose different linguistic parameters to simultaneously show intergroup convergence while maintaining their individualism.

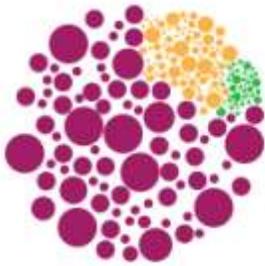
## **Educating pharmacy students to speak with patients about their medications - a novel use of CAT**

Bernadette AM Chevalier<sup>1</sup>, Bernadette M Watson<sup>2</sup>, Nazanin Falconer<sup>1</sup>, W Neil Cottrell<sup>1</sup>

<sup>1</sup>*School of Pharmacy, The University of Queensland, Australia*

<sup>2</sup>*Department of English, The Hong Kong Polytechnic University, Hong Kong*

Teaching communication skills to pharmacy students has been criticised as being overly task-orientated.<sup>1</sup> We wanted to challenge final year pharmacy students to rethink how they communicate with patients. Communication accommodation theory (CAT) posits that an individual's goals for a conversation drive the way they communicate with others.<sup>2</sup> CAT identifies five strategies needed for effective communication to occur.<sup>3</sup> We describe a CAT based learning experience developed for final year pharmacy students to identify pharmacists' communication behaviours that meet patients' conversational needs (accommodative) and those that don't (non-accommodative). We developed a classroom based skills module consisting of: reflection (individual and group on their goals for patient counselling); active learning (introduction to CAT strategies and use of humorous pop-culture videos to identify accommodative/ non-accommodative behaviours); small group role plays of authentic pharmacist-patient communication scenarios including discharge counselling, new/continuing prescription encounters, medication reconciliation, adherence consultation; and peer evaluation (demonstration of accommodative/non-accommodative behaviours in role plays). Student peer evaluation during role plays utilised a CAT based tool adapted from one previously used in a PhD research study, and contained 10 statements reflecting aspects of communication that typically occurs between pharmacists and patients. An informal evaluation of the tutorial was conducted. Feedback from students included; "This has made me re-evaluate how I talk with my patients" and "I realised I need to have conversations with patients". We successfully developed a learning experience using CAT to provide students with a fresh perspective and further strategies they can use to facilitate effective communication exchanges with patients.



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## **What Types of Sport Fans Are More Likely to Commit Socially Negative Behaviors?: An Examination of Identity Formation, Spectatorship Motivation, and Psychological Commitment as Viewed through Communication Accommodation Theory**

Shaughan A. Keaton, *Young Harris College, USA*

This project examines why some sport fans behave outside of normal societal expectations. These instances range from parents yelling at youth league referees to fighting at football games. The behaviors can also range from the merely socially unacceptable all the way to illegal activities. Extending research conducted by Keaton et al. (2014), we use Communication Accommodation Theory and Keaton & Gearhart's typologies for sport team identification formation, spectatorship motivation, and psychological commitment to discern what types of sport fans are more or less accommodating to rival sport fans (2013). Given that accommodation is a fundamental part of identity formation (Abrams et al., 2003), this examination of intergroup relations should shed some light on which types of fans may best be able to avoid socially negative behaviors, leading us to make recommendations to those who are prone to do so (RQ1). The method used to gather this information will be previously developed scales by Keaton and Gearhart (2013) that have evidence of validity and reliability across multiple cultures across several continents. The results will be available for presentation.

## **Communication Accommodation, Relational Closeness, Cultural Salience, and Intergroup Attitudes: Chinese Sojourners' Perspectives**

Yan Bing Zhang, *University of Kansas, USA*

Makiko Imamura, *Saint Mary's College of California, USA*

Guided by intergroup contact theory (Pettigrew, 1998), a considerable amount of the contact research has focused on the contact outcomes for members of majority or higher status groups with minimal attention devoted to members of minority or lower status groups. Examining contact outcomes for minority groups is especially critical because minority group members may experience, perceive, and define intergroup relations differently from the majority due to their lower status and more sensitivity to intergroup threat (Stephan & Stephan, 2000; Tropp & Pettigrew, 2005). In addition, while contact should be conceptualized as communicative intergroup dynamics, rarely its operationalization has focused on behavioral issues. According to communication accommodation theory (Giles, 2008), interactions are dynamic and usually shift between high or low intergroup and interpersonal orientations based on accommodative



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stance, group vitality, and discourse management. Nonetheless, appropriate accommodation (actual or perceived) enhances interpersonal solidarity, and thus is associated positively with interpersonal salience (Shepard, Giles, & LePoire, 2001); communication that is perceived as intergroup in nature differentiates social groups and accentuates group salience (Abeyta & Giles, in press). From the theoretical perspectives of intergroup contact and communication accommodation (Giles, 2016; Brown & Hewstone, 2005), we examined: 1) Chinese sojourners' ( $N = 147$ ) perceptions of communication accommodation (i.e., under-, over-, and appropriate accommodation) of and relational closeness with their most frequent American contact in the US, 2) the extent to which accommodative dimensions predicted cultural salience and relational closeness and intergroup attitudes, and 3) the moderating effect of cultural salience between non-accommodation and intergroup attitudes.

**Key words:** Intergroup contact, Communication accommodation, Chinese sojourners, Relational closeness, Cultural salience, Intergroup attitudes

## 11.00-11.30 Coffee break

## 11.30-12.30 SYMPOSIUM

### **Media Messages and the Experience of Uncertainty: Implications for Intergroup Relations and Policy Preferences**

**Organizer:** Sucharita Belavadi, *Claremont Graduate University, USA*

**Discussant:** Michael Hogg, *Claremont Graduate University, USA*

This symposium focuses on the ways in which uncertainty is framed within groups, especially by influential ingroup sources such as the media, and the processes through which the experience of epistemic uncertainty and anxiety manifest in the need to seek those who validate one's attitudes, cultural backgrounds, and worldviews. Building on past research that shows that individuals seek group memberships and similar others under conditions of heightened uncertainty, papers in this symposium explore implications that the experience of uncertainty has on intergroup relations and attitudes toward outgroups. Two papers explore such uncertainty experienced by individuals within the context of the Greek crisis, and the processes through which media framing of uncertainty shapes attitudes toward policies such as Grexit, relations between EU member states, and the position occupied by Greece within the EU. Key moderators of the relationship between the experience of uncertainty and policy attitudes,



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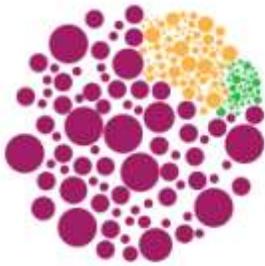
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such as national identification, political ideology, and perceptions of injustice and collective efficacy, are explored in both papers. The third paper examines how the experience of existential anxiety motivates a preference for those who validate one's worldview, especially in intergroup contexts. The important role played by influential ingroup sources and intragroup communication in framing social realities within groups is discussed. Intragroup communication that heightens uncertainty among group members has implications for policies that encourage the tightening of intergroup boundaries, a group-centric focus within groups, and hatred toward specific outgroups. The implications of intragroup narratives in times of crises on policies and intergroup attitudes is discussed.

## **Defending against Existential Anxieties: The Role of Intergroup versus Interpersonal Similarities**

Lena Frischlich, *Institute for communication sciences, Westfalian Wilhelms University Muenster, Germany*

Research has shown that existential anxieties motivate symbolic defenses. One symbolic defense is the increased preference for those who validate one's worldview, for instance by sharing one's attitudes or one's cultural background, as compared to those who fail to do so. Although attitudinal and cultural similarities are rarely independent in everyday life, cultural in-group members can still be very different on the interpersonal level, whereas out-group members can be very similar on the interpersonal level. This raises the question how individuals under conditions of existential anxieties respond to those who validate their worldview on either the interpersonal or the intergroup level but fail to do so on the respective other level. The current study adds to the literature by examining the effects of interpersonal versus intergroup (dis-) similarities in an online dating context. Individuals ( $N = 195$ ) wrote about an existential anxiety inducing topic, namely their own death, or a control theme before they judged a potential dating candidate following a 2(Interpersonal similarity high versus low)  $\times$  2(In-group versus out-group member) design. Afterwards, we measured social uncertainty and need for worldview validation. The results showed the predicted increase in the need for worldview validation under conditions of existential anxieties. Yet, we observed this increase only after presentation of the out-group candidate. The effect was absent in the existential anxieties/in-group condition. Moreover, individuals in the existential anxiety/out-group conditions reported the highest levels of social uncertainty. Interpersonal similarity did not



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attenuate the findings, underlining the role of intergroup boundaries in the management of existential anxieties.

**Media frames of uncertainty affect social psychological processes and policy preferences**

A. Gardikiotis, P. Xanthopoulos, A. Katsaounidou, S. Papasarafianou, D. Fourkalidou

*Department of Journalism and Mass Media Studies, Aristotle University of Thessaloniki, Greece*

The present experimental study examines how media framing of uncertainty affects the relationships among social psychological processes and policy preferences. The focus is on Greek economic crisis where a dilemma has been often posed in public discourse between moving away from Eurozone ingroup members (Grexit) or complying to their requests (agree on a memorandum). How media frames of certainty or uncertainty affect people's perceptions and support of such national policies? The analyses showed that group processes, such as, national identity, perceived injustice and collective efficacy as well as emotional reactions to certainty and uncertainty frames significantly predicted participants' support of national policies. Media frames moderated the relationships between group processes, emotional reactions, and policy support. The results suggest that media framing of the uncertainty characterizing an intergroup situation (e.g. the relations among member states of a multinational organization) can affect citizens' perceptions, and support, of critical national policies that may affect even the position of a country in such a multinational organization.

**Attitude Polarization and the Role of Media-Produced Uncertainty in the Greek Economic Crisis**

Sucharita Belavadi<sup>1</sup>, Antonis Gardikiotis<sup>2</sup>, Michael A. Hogg<sup>1</sup>

<sup>1</sup>*Department of Psychology, Claremont Graduate University, USA*

<sup>2</sup>*Aristotle University of Thessaloniki, Greece*

Drawing on uncertainty-identity theory, we examine the extent to which media messages produce social identity uncertainty among recipients and subsequent polarization of political attitudes. Using the backdrop of the Greek economic crisis, we examine whether levels of uncertainty produced by the media interact with levels of national identification to shape attitudes toward several political policies. The extent of uncertainty produced by the media regarding the Greek identity, the future of Greece, and Greece's relations with the EU and the international lenders was measured in Study 1 ( $N = 324$ ) and manipulated in Study 2 ( $N = 222$ ).



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In both studies, Greeks' attitudes toward political and economic issues such as Greece exiting from the monetary union, compliance with harsh economic reforms, and policies regarding border control were examined. Results of study 1 showed that when highly uncertain, high and low Greek identifiers converged in their support for different policies. In study 2, we found a similar moderating role played by uncertainty in the relationship between Greek identification and policy support. We also found that the type of media participants exposed themselves to (pro versus anti-governmental media sources) mediated the relationship between Greek identification and policy support. Such that, exposure to pro-governmental media sources affected political attitudes to a greater extent for high identifiers, whereas, exposure to anti-governmental media sources affected political attitudes to a greater extent for low identifiers. The role played by the media in shaping political attitudes and the processes underlying such media influence are discussed.

## 12.30-13.15 INVITED SPEAKER

### **Self-Uncertainty, Leadership Preference, and the Communication of Social Identity**

Michael A. Hogg, *Claremont Graduate University, USA*

I describe, and explore the conjunction of, two social psychological theories of social influence and group processes, uncertainty-identity theory (e.g., Hogg, 2007, 2012) and the social identity theory of leadership (e.g., Hogg, Van Knippenberg, & Rast, 2012), to argue that feelings of uncertainty about one's social identity and associated life prospects motivate a preference for autocratic leadership. Under these circumstances people need and seek leadership, and they prefer a leader who they feel is "like them", and has a communication style that is directive and "authoritarian" in targeting and demonizing outgroups, and delivering an uncomplicated identity message. This leadership combination resolves identity uncertainty because it provides a distinctive, unambiguous and tightly consensual social identity. To illustrate this analysis, I overview a number of recent and new empirical studies from a wider program of research on the impact of identity uncertainty on leadership preference, focusing on attributes of the leader, leadership behavior and the nature and communication of the leader's identity-related message. The implications for both organizational and national/public leadership are drawn out. I also suggest that this style of leadership may be less sought after in intergroup leadership situations.

## 13.30-14.30 Lunch break | POSTER SESSION



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## 14.45-16.00 PANEL

### **Intergroup Communication: National Contexts**

**Chair:** John Adamopoulos, *Grand Valley State University, USA*

#### **Mutual Intercultural Relations in Greece: Implications for Policy**

Vassilis Pavlopoulos, Frosso Motti-Stefanidi

*Dept. of Psychology, National & Kapodistrian University of Athens, Greece*

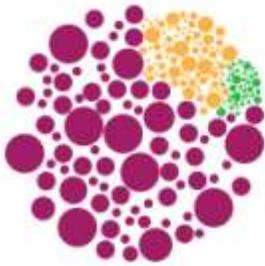
In this paper we will report data from the Greek contribution to an international project aiming to explore three core ideas regarding Mutual Intercultural Relations in Plural Societies (MIRIPS; Berry, 2017). (a) The 'multiculturalism hypothesis' suggests that, when individuals feel secure in their place in a society, they will be able to better accept those who are different from themselves. (b) The 'contact hypothesis' proposes that, when individuals interact and engage with others who are culturally different from themselves, they will achieve mutual acceptance. (c) The 'integration hypothesis' argues that, when individuals identify with, and are socially connected to both their heritage culture and to the larger society in which they live, they will achieve higher levels of wellbeing than if they relate to only one or the other culture, or to neither. Evidence will be provided in full or partial support for the above hypotheses in the Greek context, based on empirical data from national Greek (N=449) and immigrant participants (N=147). Integrative models of intercultural relations for the two samples were tested, which draw on social psychological intergroup theories. We found that, for Greeks, pathways from national identification and contact to acculturation expectations were mediated by security and intergroup attitudes; while for immigrants the pathway from security to adaptation was mediated by acculturation strategies. Unlike Greeks, for immigrants contact was not associated with security, acculturation strategies or adaptation. Limitations of the study along with suggestions for policy will be discussed.

#### **Intention formation as an individual, collective, and cultural process**

John Adamopoulos, *Grand Valley State University, USA*

Vassilis Pavlopoulos, *University of Athens, Greece*

Social-psychological models of intentions have considered attitudes and social norms as two of the most important determinants of intentions. There has been some research suggesting that the process of intention formation follows divergent paths in individualistic and collectivist



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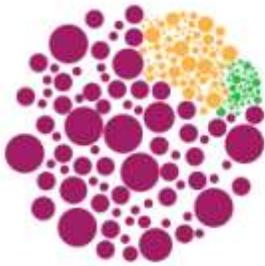
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cultures: attitudes are thought to play an important role in individualistic cultures, whereas social norms are believed to be more influential in collectivist cultures. We have tested this idea by first adding a third predictor of intentions – moral obligation – then developing intention models for specific individuals (rather than across a number of participants), and correlating empirically derived weights for the three intention determinants (attitudes, norms, and moral obligations) with individualism and collectivism scores. Results with US and Greek samples indicated the existence of systematic cultural differences in intention formation. The present study extended further the theoretical reach of this approach to intentionality by examining cultural differences in collective intentions—intentions made in the context of one’s reference group. Such intentions, which have recently come under scrutiny by philosophers but have been largely ignored by psychologists, can be more easily explained by reference to social reality rather than to individual cognitive processes. Thus, we predicted that cultural differences in intention formation between US students and their less individualistic Greek counterparts would be augmented under collective-intention, rather than individual-intention, instructions. Results suggested that the relationship between culture and intention formation is complex and that the process of forming intentions involves the social and cultural contexts as well as individual cultural orientations (e.g., individualism-collectivism).

## **Russian-speakers in Estonia: Constructing the identity of the ‘Other’ between West and Russia**

Anastassia Zabrodskaia, *Tallinn University, University of Tartu, Estonia*

I will focus on the discursive construction of collective identities within the Russian-speaking population in Estonia. The basic hypothesis of this paper is that every society has a large set of different, partly overlapping collective identities at any particular time. The main assumption is that there are several competing collective identities being constructed, all of them aiming to provide a particular set of values, symbols, narratives and collective emotions that enable Russian-speakers to structure their everyday experiences and provide an explanation for their position in between the Estonian (western) and Russian-national identities, which at present are constructed as existential Others. The study aims to pinpoint the central properties of alternative collective identities. I will present the findings of the qualitative interviews carried out in 2016 among five focus groups of Russian-speakers living in Estonia. Focus groups were formed on the basis of the vitality differences among the five subgroups obtained from the statistical analysis of the large-scale quantitative data collected in 2008–2011. All informants



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were from the regions with different concentration of sociolinguistic communities and with the different socio-demographic backgrounds (age, education, social status, knowledge of Estonian and residential area). The main empirical objective of the paper is to reveal the discursive construction of the collective identities within Estonia's Russian-speaking population. It will be observed whether and how the imperial ambitions of the Russian Federation, as well as the events in eastern Ukraine and Crimea, have affected the identity formation within the subgroups of the Russian-speaking community in Estonia.

## **Identity negotiation in Estonia after the annexation of Crimea**

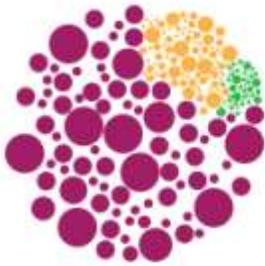
Martin Ehala, *University of Helsinki and University of Tartu, Finland*

Intergroup communication seldom includes only two groups in direct interaction. According to Brubaker (1995), the triadic nexus is a pattern of intergroup relationships involving a nationalizing state, its national minority, and the external national homeland of the minority. In Estonian context it involves Estonians as the titular group of the state, the Russian speaking minority (about 30% of the population) and neighbouring Russia. Therefore, the intergroup communication between Estonians and Russian speakers in Estonia is affected by at least one other group level actor. In the most recent history, the annexation of Crimea by the Russian Federation in March 2014 can be seen as a statement that might have a direct impact on intergroup communication in Estonia. The paper aims to analyse to what extent and how intergroup attitudes changed, using the Web Model of intergroup relations (Ehala, Giles and Harwood 2016). The data include a collection of social media reactions to the annexation of Crimea immediately after the event, and two large scales quantitative surveys of intergroup attitudes conducted in 2008 and 2015. The comparison of two data sets enables to analyse to what extent the annexation of Crimea and the intense identity negotiation that followed in Estonia affected the intergroup relations between Estonians and Russian speakers in Estonia in longer run.

## **Positioning group identities across time: A qualitative analysis of the use of temporal account in ceremonial political communication**

Theofilos Gkinopoulos, *Loughborough University, Leicestershire, UK*

The present study explores how the leaders of two Greek political parties, the party in power, New Democracy, and one of the parties in opposition, SYRIZA, construct in-groups and



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outgroups using a past, present or future account in commemorative statements of the anniversary of the restoration of the Greek democracy in 1974. Statements from 2004 (the year, when Greece hosted the Olympic Games and values of democracy were revived), 2006; 2008 and 2012 and 2014 as two years within the era of economic crisis, where democracy was casted under question). Analysis concerns the rhetorical framing of the restoration of the Greek democracy, focusing on the use of past, present or future account to represent their group identities aligning them with democratic values and norms. Findings identified three key issues around which political leaders use temporal account: a) temporal slippage from past categories to the current political parties vs horizontal comradeship between them, b) reflections on in-group history vs expected future outcomes, c) denial of spatiotemporal co-existence of competing groups vs ongoing co-existence between in-groups and outgroups across time. With the inclusion of temporality analysis aims to bring a new insight in the social identity approach as applied to leadership. Findings are discussed under the light of social identity theory and the consideration of different temporal accounts as strategies of management of group identities.

## 16.15-17.15 PANEL

### Group Processes and Communication

**Chair:** Christine M. Smith, *Grand Valley State University, USA*

### Using Social Identity Rhetoric to Divide and Unite: An Examination of the 2016 American Presidential Election

Amber M. Gaffney, *Humboldt State University, USA*

David E. Rast III, *University of Alberta, Canada*

Michael A. Hogg, *Claremont Graduate University, USA*

Richard J. Crisp, *Aston University, UK*

The 2016 American Presidential election marked a shift in Americans' tendency to vote for moderate presidential candidates. The victor in this election, Donald Trump, often employs populist rhetoric, outlining the ways that he will restore dignity and power to the American people and opposition to the U.S. accepting immigrants and refugees. His opponent, Hillary Clinton, employed a traditional and tempered strategy, which ultimately did not win her votes in states with high working and white populations. This work examines the dual contribution of feelings of uncertainty and candidates' use of social identity rhetoric in support for Trump. In



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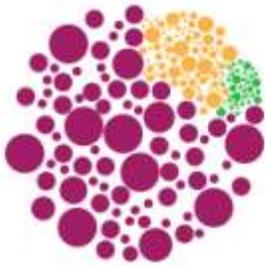
Study 1 ( $N = 205$ ) we primed conservatives with either high or low American identity-uncertainty and then exposed them to a speech transcript in which Trump described Americans using identity-affirming (who we *are*) or negating (who we are *not*). Conservatives experiencing uncertainty were more willing to support Trump in the identity-affirming than identity-negating condition. Study 2 ( $N = 170$ ) further explored identity-motivated support for Trump by examining how his anti-immigration/pro-American rhetoric appealed to conservatives who reported to feeling as if they are outsiders in the American political system. The effect of social identity rhetoric reversed among voters who felt left out of America, suggesting that under uncertainty, conservatives who felt left out, preferred Trump's identity-negating rhetoric. These findings hold implications for how leaders can create a sense of inclusion for certain factions through their rhetoric and how these feelings of inclusion might translate to voting for non-traditional and even extreme candidates.

## **Using media to ascertain the social identity of political rivals**

Stéphanie Gladu, *University of Quebec at Montreal, Canada*

Stéphane Perreault, *University of Québec at Trois-Rivières, Canada*

This study aims to understand how the social identity of two groups with politically opposing allegiances is constructed across time. Based on the proposition that media can be used to study a group's social identity (László, 2008, 2014), we quantitatively analyzed the occurrences of the expression « nous sommes » ("we are";  $N=4\ 243$ ) in two political journals, namely *L'Action Nationale* (from 1917 to 1996) and *Cité Libre* (around a specific event namely the 1995's referendum). More precisely, by coding the presence of threats and the nature of the relationship between the two groups, we were able to draw a quantitative portrait of the social identity of the two political rivals. The results, consistent with the predictions of social identity theory (Tajfel & Turner, 1979, 1986), show that the comparison "us" versus "them" differently affects the quality of social identification of political rivals. More precisely, the sovereigntist group ("minority") perceives a constant symbolic threat and evaluates itself negatively while the federalist group ("majority") evaluates itself positively and expresses feeling a symbolic threat only after the referendum results. Finally, descriptive analyses show that the indicators related to the social identity of these two groups fluctuate to specific historical events.



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## **Freely Interacting Groups Escaping Experimentally Induced Fixation on a Creative Task**

Christine M. Smith, *Grand Valley State University, USA*

Fixation occurs when one fails to abandon faulty information or ineffective strategies in an attempt to solve a problem, thereby preventing insightful discovery. To date, our lab has evidence that group interaction can either exacerbate or reduce the effects of fixation. Probable determinants of which process occurs include the nature of the task and the likelihood of explicitly articulating, during group discussion, information that contributes to the fixated state. States of fixation can be created in a variety of ways and are likely to occur naturally at higher rates within extremely homogeneous groups (e.g., similar identities) where beliefs and perspectives are widely shared, especially when the shared perspectives are highly relevant to the task at hand. In two separate studies, we examined the manner in which groups generate creative ideas under varying states of experimentally induced fixation. All participants were asked to create creatures to inhabit an imaginary planet. Half of all participants were first provided with three “example” creatures all of which shared three “critical features” in common. All participants were given 30 minutes to generate their own creatures and each creature was coded to determine the presence of critical features. Both studies provide evidence in support of the notion that the process by which members of interacting groups escape fixation is quite different from that of individuals. That is, while examples seem to constrain the creative products generated by interacting groups early on, the constraining effects are short-lived and may ultimately inspire creativity in later drawn creatures.

**17:30 WELCOME RECEPTION**



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**THURSDAY JUNE 22<sup>nd</sup>**

**9.00-10.15 PANEL**

**Intergroup Contact and Culture: Dialogue and Consequences**

**Chair:** David Schieferdecker, *University of Mannheim, Germany*

**Social media and mediated intergroup communication: distancing or bridging groups?**

Eleni Kioumi, Antonis Gardikiotis

*Department of Journalism and Mass Media Studies, Aristotle University of Thessaloniki, Greece*

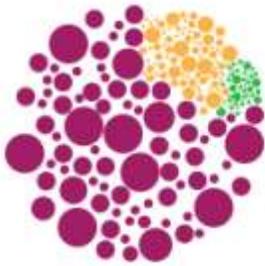
The present paper examines the effects of intergroup contact over social media on intergroup attitudes. It also examines the processes underlying these effects: both social psychological variables (such as intergroup anxiety, national identification etc.) and also variables specific to the communication context (such as perceived quality of contact and perceived anonymity) are examined. Four studies are presented (total N= 422), one cross sectional on Twitter and three longitudinal on Facebook. Findings suggest that intergroup contact via social media can lead to positive intergroup attitudes. Both social psychological and communication relevant variables predicted intergroup attitudes. In both social media contexts, these positive outcomes were enhanced by the increased tendency for self-disclosure, which also mediated the effects of intergroup anxiety on attitudes. Self-disclosure also mediated the effect of anonymity on attitudes for both social media contexts. Furthermore, in all three Facebook studies, other communication variables, such as perceived quality of contact and observation of others having positive contact, mediated the effects of intergroup anxiety on intergroup attitudes. These results highlight the importance of contact over social media for intergroup attitudes.

**"Likes" for Peace: Can Facebook Promote Dialogue in the Israeli-Palestinian Conflict?**

Yifat Mor, Yiftach Ron, Ifat Maoz

*Hebrew University of Jerusalem, Israel*

This study examines the ways in which social media is used to promote intergroup dialogue and reconciliation in the context of the protracted, ethnopolitical conflict between Israeli-Jews and Palestinians. We focus on content analysis of posts and comments on a Facebook page named



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"Tweeting Arabs" which was established and is administered by Palestinian citizens of Israel. The admins of this page state that their main goal is to publicize opinions, thoughts and beliefs of Palestinians, enabling the moderate voice to be heard and encouraging dialogue between Israeli-Jews and Palestinians. The analysis is based on a data set containing posts and comments collected from the Facebook page "Tweeting Arabs" since the page was founded in November 8th 2014 and until December 4th 2014. This data set contains 85 posts as well as 3565 comments and replies to these posts. Our findings reveal that generally, while posts that presented the narrative of Palestinian suffering were mostly followed by negative comments from Israeli-Jews, allocating the blame on the Palestinians themselves, posts that brought up the Palestinian moderate and peace seeking voice elicited higher Jewish-Israeli acceptance and sympathy. The research adds to our understanding of Facebook as a dialogue provoking platform that enables users from different ethno-political groups in divided and conflicted societies to perform peacebuilding actions. Our findings suggest that Facebook is an open arena for discussions, on which participants from different ethno-political groups in a conflicted society can share ideas, opinions and reactions and engage in peacebuilding activities

## **When stories meet: Encountering narratives of the other in the Israeli-Palestinian conflict**

Yiftach Ron, *Hebrew University of Jerusalem, Israel*

Contesting narratives play a crucial role in ethno-political conflicts, with each side adopting a narrative that justifies its own claims, demands and moral position while delegitimizing those of the other side. Processes of intergroup communication and dialogue, by virtue of the contact they afford with the other and his or her story, constitute a space enabling participants to express, define and at the same time reassess their collective and personal narrative. This study's goal is to explore the effects of continuous exposure to the contesting narrative of the outgroup in the context of the Israeli-Palestinian conflict. Specifically it examines the extent to which Israeli-Jews who have been continuously involved in dialogue encounters with Palestinian-interlocutors experience their repeated exposure to Palestinians and their narrative as impacting on their views, feelings and actions. A thematic content-analysis of 25 in-depth interviews and transcripts of seven sessions of a Jewish-Palestinian dialogue-workshop reveals that facing the narrative of the other is described by Israeli-Jews as a transformative experience that gives rise to a new sense of moral responsibility towards the Palestinian other and has the potential to change deeply-set beliefs related to the ethos of conflict. The findings contribute to our understanding of the ways in which processes of intergroup communication can help cope



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with the destructive role that narratives may play in conflict. Furthermore, this study helps to strengthen an important link between the evolving scholarship on narratives and group-identities on the one hand, and the established research-tradition on intergroup contact on the other.

## **Attitudinal Similarity, Social Attraction, and Intergroup Attitudes in Initial Intercultural Contact**

Ning Liu, Yan Bing Zhang, Weston Wiebe

*University of Kansas, USA*

Guided by intergroup contact theory (e.g., Pettigrew, 1998), this study examined the direct and indirect effects of U.S. host nationals' communicative behaviors (i.e., amount of communication, intimacy of communication content, and information seeking) in a recent initial encounter with an international student on judgments of the student and attitudes toward his/her cultural group as a whole. In line with prior literature, perceived attitudinal similarity with and social attraction of the international student were considered as parallel mediator variables between contact and intergroup attitudes (Gudykunst & Kim, 2003; Pettigrew, 1998). The hypothesized model was tested using PROCESS for SPSS (Hayes, 2013). Findings in this study demonstrated that amount of communication and intimacy of communication content in initial intercultural interactions had significant indirect effects on the attitudinal measures (i.e., affective, behavioral and cognitive attitudes) through perceived similarity. In addition, amount of communication and information seeking had significant indirect effects on the affective and behavioral attitudes through social attraction. Furthermore, the direct effect of information seeking on behavioral attitudes was also significant. Compared to general information seeking questions which are typically followed by brief responses, intimate information exchanged seemed to be more necessary for the US domestic students to form judgments about how similar they were to their international interactants. In general, findings in the study revealed that communication at the initial stage was critical in the US participants' judgements of the international student. More importantly, these judgments (i.e., attitudinal similarities and social attraction) were significantly associated with intergroup attitudes.



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## **Testing the Effects of Direct and Mediated Contact in South Africa**

David Schieferdecker, *University of Mannheim, Germany*

Communication scholars have traditionally focused on negative effects of media exposure on group attitudes. However, in the last ten years, scholars have paid increased attention to the hypothesis that media can decrease prejudice in comparable ways to direct contact. First experimental and observational studies support this claim. The present study aimed to increase the external validity of these findings by testing the relationship in South Africa, a new national context with a history of notorious race relations and persisting informal segregation. Three survey studies ( $n > 2000$ ) were conducted at two universities with various measures for contact and outgroup attitudes and diverse target groups (Black-, Coloured-, White South Africans; Caucasian-, African-Americans). Direct contact robustly improved perceptions of social distance, general group evaluations and perceived warmth. Also, contact in social media repeatedly improved attitudes. Findings in regards to outgroup exposure in traditional mass media, however, remained inconclusive. I discuss the need to include the quality of contact as the main structural reason behind this inconclusive finding. Potential effects will largely depend on the depiction of outgroup members and the mode of reception, which are predetermined by the media systemic constellation respectively the person's media repertoire. In terms of methods, media exposure seems to be best assessed by content-specific measures to avoid misestimations and confounding by group attitudes or perceptions of social desirability. Moreover, limitations in the assessment of explicit attitudes call for the use of implicit measures in a demographic in which race is a highly salient, conflictive and tabooed topic.

### **10.30-11.30 PANEL**

#### **Intergroup Bias and Communication**

**Chair:** Monica Rubini, *University of Bologna, Italy*

#### **How stereotypes become shared knowledge: Biased language use in communication about categorized individuals**

Camiel J. Beukeboom, Christian Burgers

*Department of Communication Science, Vrije Universiteit Amsterdam, Netherlands*



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Based on an extensive review of the literature on stereotyping and biased language use, we propose the Social Categories and Stereotypes Communication (SCSC) model. The model integrates knowledge about various linguistic means that have hitherto been studied in largely independent fields, and explicates how these contribute to the formation and maintenance of two fundamental variables in (shared) social-category cognition: perceived category entitativity (i.e., unity), and essentialism (i.e., immutability) of associated stereotypic characteristics.

We distinguish two groups of biases in language use that are argued to both reflect and maintain perceived entitativity and essentialism. These are: (1) Biases in linguistic labels used to denote categories, within which we discuss biases in (a) content (i.e., meaning of used terms) and (b) linguistic form of labels (e.g., generics, (modified) nouns, adjectives). (2) Biases in describing behaviors and characteristics of categorized individuals, within which we discuss biases in (a) communication content (i.e., what information is communicated), and (b) linguistic form of descriptions (i.e., how is information formulated). These biases create a self-perpetuating cycle in which social-category cognition is continuously shared and maintained within cultural groups.

As much research has been conducted in experimental settings, often relying on manipulations of artificial sentences in isolation, our integrative model provides a crucial contribution: It allows for a better understanding of categorization and stereotyping in natural language in which various biases occur in combination, and facilitates the necessary awareness that may allow one to study, monitor or correct undesirable forms of biased language use.

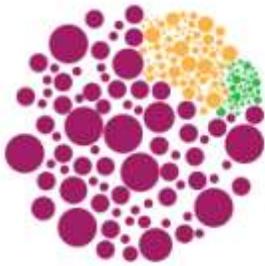
Key words: social categorization, linguistic bias, language, stereotypes, prejudice

## **Ingroup Bias in Wikipedia articles about intergroup conflicts?**

Aileen Oeberst, *Johannes Gutenberg Universität Mainz, Germany*

Ina von der Beck, *Leibniz-Institut für Wissensmedien, Tübingen, Germany*

There are usually multiple perspectives on the same event. This is particularly evident in the context of inter-group conflict. Particularly the groups and members of the groups that are involved in an inter-group conflict are motivated to hold views that shed a favorable light on their own group. But would we expect the same in a context that clearly strives for neutral and non-evaluative contents? We tested this question with articles from the online encyclopedia Wikipedia, which employs a number of rules that guide authors and aim at preventing bias of any sorts. By making use of Wikipedia articles the present studies extend prior research in



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several ways: First, we examine real-world behavior in a non-evaluative context. Second, Wikipedia articles are written collaboratively and therefore are a result of a process of social negotiation. Third, our analysis of ingroup bias is based on several conflicts and conflicting groups rather than focusing on a particular inter-group event.

We compared Wikipedia articles from different language versions about the same event (e.g., the Russian and Ukrainian articles about the Crim Crisis) by making use of objective measures (e.g., automatic text analyses, Study 1 and 2) as well as by elaborated content coding (Study 3). Our results show that the ingroup is indeed presented in a more favorable way whereas the outgroup is derogated on moral grounds. Given that Wikipedia is among the ten most frequently retrieved pages on the web, these findings are highly relevant.

## **Reducing Linguistic Out-Group Derogation: The Beneficial Role of Multiple Categorization and Intergroup Contact**

Monica Rubini, Francesca Prati, Michela Menegatti

*Alma Mater Studiorum University of Bologna, Italy*

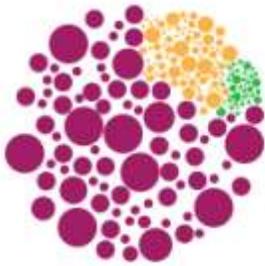
The presentation will address conditions under which linguistic out-group derogation can be hindered by increasing the qualitative and quantitative complexity of out-group members categorization. An analysis was made of the spontaneous language used to describe counter-stereotypic versus stereotypic portrayals of Romanians (Study 1) and multiple versus single categorizations of immigrants (Study 2). Results showed that counter-stereotypic and multiple categorization of highly discriminated targets decreased the level of abstraction of negative terms used, thus reducing out-group linguistic derogation. Furthermore, multiple versus single categorization effect on linguistic derogation toward immigrants was mediated by individuation of immigrants and moderated by intergroup contact. The implications of the social-cognitive interventions used and intergroup contact in hindering linguistic out-group derogation will be discussed.

## **Contact, Self-Disclosure, and Attitudes toward People with Invisible Disabilities**

Gabrielle A. Byrd, Yan Bing Zhang

*University of Kansas, USA*

Interability communication between people with physical disabilities and nondisabled people has become more common than ever with a dramatic increase in people with disabilities under



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45 years of age due to better diagnosis of conditions that are predominantly invisible, including chronic fatigue syndrome, asthma, back and joint problems, etc. (Matthews & Harrington, 2000). It has been shown that young adults without disabilities are uncertain and anxious in interability situations, thus tend to act problematically, and are stereotypically negative toward the entire group with disability (Allen, 2011; Braithwaite & Labrecque, 1994; Spencers-Rodgers & McGovern, 2002). However, through a meaningful interpersonal relationship with a person with a disability, the young adult without a disability has the opportunity to understand and appreciate the outgroup leading to improved intergroup attitudes (e.g., Swart, Hewstone, Christ, & Voci, 2011). Thus, guided by intergroup contact theory, the current survey study examines how communication with the most frequent contact with an invisible disability (e.g., frequency, quality and self-disclosure) is associated with intergroup attitudes toward people with disabilities as a cultural group. In addition, the current study examines the mediating functions of intergroup anxiety and relational solidarity between communication and intergroup attitudes. Participants will be recruited from the basic public speaking course at a large Midwestern university in the United States. Major hypotheses will be tested using Hayes' (2013) PROCESS for SPSS.

**11.30-12.00 Coffee break**

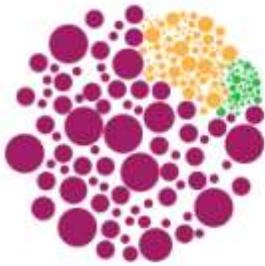
**12.00-13.00 SYMPOSIUM**

**Developing social identities through media and technology**

**Organizer:** Evangelia Kourti, *National and Kapodistrian University of Athens, Greece*

**Discussant:** Antonis Gardikiotis, *Aristotle University of Thessaloniki, Greece*

The increasing integration of media technologies across society highlights the importance to understand the psychological dimensions of human interaction with media technologies. Media Psychology is an evolving field that focuses on the personal, interpersonal and intergroup aspects of any medium of communication and technology use, creation and impact. The papers presented here explore different facets of media psychology research on the development of social identity in the context of intergroup communication. The first one is an historical approach of radio audience research dealing with the cultural impact of foreign radio stations on Greek listeners social identity and their attitudes towards the ways of life and foreign policing of different countries presented by these radio stations during the Cold War. The second one explores the notions of differentiation and belonging using a spatial analysis of the aggregate activity generated by social media networks in the divided city of Nicosia in Cyprus.



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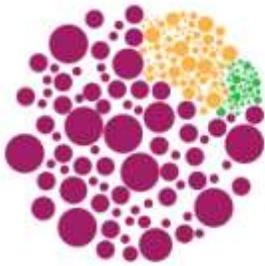
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The third paper, dealing with the online support groups in sharing experiences of infidelity, offers -through interpretive phenomenological analysis - implications for how social identities are constructed through computer mediated communication and how these online support groups proceed in order to enhance their self-image in online spaces. The last one, presents how an intergenerational intergroup approach in teaching computer skills to older adults (young students get to be the group of experts that teaches another group of older inexperienced students) contributes in strengthening intergenerational solidarity and in debugging myths for the communication and interaction opportunities that exist among generations.

## **Communication technology and intergroup relations: Greek listeners' reception of foreign radio stations during the Cold War**

Evangelia Kourti, *National and Kapodistrian University of Athens, Greece*

Technology poses questions not only about its technical characteristics but also about its role in reshaping public life and promoting social change. In this sense, any communication technology raises issues about its relationship in society, concerning power and equity within and between different groups and countries. The history of radio provides an interesting case study of communication technology and intergroup communication, as its technical characteristics (a low cost medium that transmits information quickly and uniformly to vast populations, a broadcast medium that can go beyond borders and be subject to censorship) made it especially attractive from its early days, to governments and military for propaganda and counterpropaganda. Radio wars, as “verbal warfare in the ether” were accentuated in World War II and played an important role in the ideological confrontation between East and West during the Cold War. In the arena of international shortwave radio at that time, the *Voice of America* was the “official spokesman” of the United States Government. Most literature on radio propaganda focuses on the broadcasters themselves and not on their audiences. The purpose of this paper -through a historical and contextual analysis based on social identity theory- is to shed light on one of the first extensive Radio audience research, that was undertaken during the Cold War in the Near and Middle East and conducted by the Bureau of Applied Social Research (BASR) of Columbia University on behalf of the *Voice of America*. It focuses on Greek radio listeners exposed to foreign radio stations (American, Russian, British and French) broadcasting at that time in the Greek language. Relying upon original unpublished documents from the BASR Archives (including the Minutes of the Advisory



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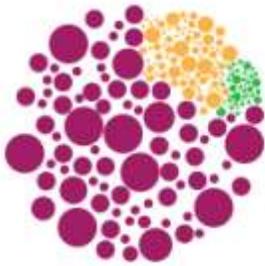
Committee and the Reports on a radio audience in Greece based on 300 qualitative interviews conducted between September 1950 and January 1951) it analyzes how listeners' received the content of these programs. Emphasis will be given to listeners' perceptions and attitudes towards the ways of life and foreign policies of the different countries presented by these radios stations to the Greek audiences, but interpreted through their own cultural and political filters.

## **Ethnic identity within the city using social media communication**

Andreas Papallas, Angeliki Gazi

*Cyprus University of Technology, Cyprus*

This paper, combining media psychology and urban studies, offers an understanding of how ethnic identities manifest within the divided city of Nicosia. Ethnic identity is a part of the individual that is directly related to the self and originates from the knowledge regarding the self-categorising in an ethnic group as well as the emotional value attributed to the notion of belonging. Examining how such groups move and interact within the city becomes a very useful tool in understanding notions of differentiation and belonging. Therefore, this paper focuses on first, understanding the way in which individuals develop social ties through and second, investigating the relationship between spatial characteristics of public spaces that indicate ethnic identity cohesion. The mechanisms involved in the ways ethnic groups interact in the public space of the city centre lies at the heart of this paper. Novel methods and tools are proposed to explore location-based services (LBS) of social media and the significance of the new types of user-related spatiotemporal data. The paper makes use of a spatial analysis of the aggregate activity generated by social media networks (specifically, flickr and panoramio) to show the distribution of social activity within the city on the basis of identity and reveal fine-grained spatial patterns evident in the public sphere. The findings are coupled with a multi-layered analysis of the city (involving demographics) to identify the social parameters that create a sense of belonging to the members of each community.



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## **Sharing experiences of infidelity through Computer Mediated Communication: The case of online support groups**

Evdokia Ntali, Nicolas Christakis

*National and Kapodistrian University of Athens, Greece*

The ubiquity of internet has transformed aspects of close interpersonal relationships, including relational transgressions, such as infidelity; it has affected how people redefine the subjective connotations of living such experiences and how they cope with them. This is reflected in the appeal of the online support groups environment, where millions of members narrate about experiences of infidelity. Based on the notion that “we construct our objects and our objects construct us”, the aim of the present study is to examine (a) how identities about infidelity are constructed, through the process of self-presentation and self-disclosure in online support groups and (b) which are the components of the “matrix of interaction”, which facilitate the environment of “support” in these groups. This is a pilot study for a larger-scale research that will be conducted. The study examined -through interpretive phenomenological analysis - the content of 50 postings and their responses, published during two weeks to three popular online support groups about infidelity. Taking into account the ethical considerations of online psychological research, the selected open forums need no registration and include at least 1000 members, so they can be defined as a public domain. The results reflect the social character of new technologies, which “feed” our sense of self. The humans’ need of belonging and being contained in times of relational hardship and looking for sources of gratification and the Internet comes to partially satisfy this need. This research offers implications about how mediated identities are constructed in online support groups and how group processes of support appear in online spaces.

## **Teaching the basic use of technological devices to seniors: A case of intergenerational learning**

George Pavlidis, *International Faculty of the University of Sheffield, City College, Thessaloniki, Greece*

Teaching a group of younger adults in a class-based environment, either in schools or in higher education, is a familiar and widespread practice in teaching and learning. Recently, structured programs that deliver educative classes to older seniors are becoming more popular, following



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the need for lifelong learning, active ageing and social inclusion. Digital illiteracy constitutes to date a great risk factor for seniors' social exclusion, because in modern societies communication among peers and information retrieval depends increasingly on digital means. The typical one-lecturer class-based course to teach basic computer skills to a group of seniors has been an inefficient method of teaching and learning, as such courses manifest high dropout rates. Having however young high-school (or university) students as seniors' tutors in a one-to-one basis, using a semi-structured form of class delivery coordinated by a lecturer, has been the most efficient and successful way to teach basic computer skills to seniors. This presentation will unfold 50plus Hellas's experience in organizing and delivering relevant courses, some of which were implemented with the collaboration of the South East European Research Centre (SEERC), and the International Faculty of the University of Sheffield, City College. The benefits from using an intergenerational intergroup approach in teaching computer skills to older adults derive from the fact that age-specific roles become inverted: young students get to be the group of experts that teaches another group of older inexperienced students. Besides the learning outcomes in digital literacy, this atypical inversion of roles contributes in strengthening intergenerational solidarity and in debugging myths for the communication and interaction opportunities that exist among generations.

## 13.15-14.00 INVITED SPEAKER

### **Voice and Prejudice: The case of auditory gaydar**

Anne Maass, *University of Padova, Italy*

## 14.00-15.00 Lunch break | POSTER SESSION

## 15.00-16.15 PANEL

### **Stereotype Formation, Change, and Use**

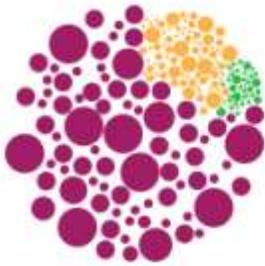
**Chair:** Amber M. Gaffney, *Humboldt State University, USA*

### **How ironic remarks about social-category members contribute to stereotype formation.**

Camiel Beukeboom, Christian Burgers

*Vrije Universiteit Amsterdam, Netherlands*

Biased language use plays an important role in the formation and maintenance of social-category stereotypes. Making ironic remarks about categorized individuals (e.g., "*What a smart*



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*professor*”, after a dim comment) is one means through which this occurs (Irony Bias; Burgers & Beukeboom, 2016). This present studies test whether irony can cause recipients to form new social-category stereotypes for unknown groups.

In two experiments ( $N= 177; 98$ ) participants imagined being a new employee and formed an impression of a group of employees based on anecdotes told by their new colleagues. Anecdotes were manipulated in a 3 (Communication pattern: all-literal, ironic-about-positive-behavior, ironic-about-negative-behavior) between-participants design.

Results (both studies) demonstrate that participants recognized the biased pattern in speaker comments. In the ironic-about-positive-behavior conditions (i.e., introducing negative evaluation about positive behaviors) speakers were perceived to convey a more negative impression compared to “all-literal” and “ironic-about-negative-behavior” conditions. Experiment 2 showed effects on essentialism (i.e., immutability of communicated characteristics) in line with the Irony bias. Speakers in the ironic-about-positive-behavior condition were perceived to convey more negative expectations (i.e., positive behaviors are less essential, negative behaviors more essential), while the reverse was observed in ironic-about-negative-behavior condition. Participants did, however, not self-adopt the target-group impression conveyed by speakers. Experiment 1 even showed some reversed effects, suggesting a counter-reactance to ironic remarks that are perceived as unnecessarily prejudiced.

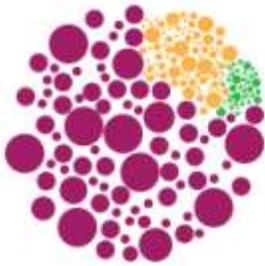
Seemingly harmless ironic remarks about members of previously unknown groups may thus contribute to stereotype formation, yet, one may initially resist to self-adopt a generalized stereotypic view after a few biased remarks.

Key words: social categorization, linguistic bias, stereotype formation, irony bias, verbal irony, prejudice

## **Implications of the Leniency Contract of Minority Influence for Persuasive Intergroup Communication**

William D. Crano, *Claremont Graduate University, USA*

The leniency contract is a theoretical model designed to explicate the cognitive processes that underlie the differing processes by which intergroup persuasive communications from members of (in- or out-group) minorities or sub-group majority members influence the larger majority. The theory integrates insights from social categorization theory, Hovland’s message-



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learning model, and dual process models of persuasion. The model proposes a series of “tests” to be passed before authentic attitude change occurs. Failure at any step results in ephemeral change, at best. The majority’s response to a minority’s appeals is based on the minority’s group status, the inherent threat of their position to group survival, and the strength of the minority’s message. The model has successfully predicted the range of majority group responses to in-group and out-group persuasive attempts, including no change, indirect change (modification of attitudes related, but not identical to the focal attitude object), and delayed change of the focal attitude -- the focus of the minority’s appeal. The contract stipulates that delayed focal change is the result of large-scale indirect change, which unbalances the structural relations among linked attitudes, resulting in an accommodative shift in the focal attitude to reestablish the structural equilibrium of the attitude structure. Recent secondary research on Americans’ political attitude shift before and after the 9-11 terror attack in New York supports this structural analysis, and suggests new avenues of application of the leniency model. Theoretical developments, and applications of the model to intergroup communication processes in other areas of public-policy will be discussed.

## **The Strategic Use of Social Context in Intergroup Communications**

Amber M. Gaffney, *Humboldt State University, USA*

Persuasive and consistent minority groups have the ability to shake and redefine peoples’ self-definitions and incite social change. However, one need only look to the political divides that are sundering parties and governments across Europe and the United States to understand that partisans are not easily moved by the other side’s position. This research program details a model of outgroup minority influence and posits that outgroups can strategically position themselves in relation to other outgroups to 1) increase their subjective closeness to targets and 2) induce change to their position. This model explores the complicated nature of social categorizations and intragroup positioning (prototypicality) as important conditions of influence. In Experiment 1 ( $N = 96$ ), American conservatives felt closer to a group of moderate liberals (an outgroup) only if the outgroup was presented alongside a more extreme outgroup. Experiment 2 ( $N = 153$ ), examined the attitudinal portion of this model, showing that American liberals were more supportive of a moderate conservative outgroup communication if the group was presented alongside an extreme conservative group. However, liberals who felt peripheral in their party rejected the outgroup’s communication in this context. Experiment 3 ( $N = 249$ ), showed that prototypical (vs. peripheral) university students felt closer to an



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outgroup minority's position if it appeared perceptually close to the ingroup through comparison with a more extreme outgroup. This process, in turn, predicted support for the outgroup communication. Taken together, this research highlights the importance of intragroup positioning and social contextual factors in accepting intergroup communications.

## **Negations aren't that bad: Messages with negations enhance outgroup trust among the highly prejudiced**

Kevin Winter, Kai Sassenberg

*Leibniz-Institut für Wissensmedien Tübingen, Germany*

Intergroup trust is essential for intergroup harmony and cooperation. Nevertheless, experimental research on how to enhance trust between groups is scarce. We sought to contribute to closing this gap. Following the stereotype change literature, messages with negations (i.e., stressing a group's trustworthiness by negating the established stereotype, e.g., "asylum seekers are not dishonest") should less likely enhance trust than those with affirmations (i.e., exclusively communicating this group's trustworthiness, e.g., "asylum seekers are honest"), since negations activate and reaffirm the established stereotype. However, two-sided communication (i.e., also considering the opposite position, but refuting it - like negations do) elicits more attitude change than one-sided communication (i.e., only considering the endorsed position - like affirmations do). Depending on the recipients' initial outgroup trust level the communication either aims at attitude change or attitude endorsement. Therefore, we predicted that negations elicit more trust among recipients initially *distrusting* an outgroup. Conversely, affirmations should lead to more trust in recipients initially *trusting* an outgroup. We tested this prediction in two experiments (total  $N = 292$ ) using asylum seekers and homeless people as outgroups, respectively. Three experimental conditions were implemented: affirmations, negations, or no communication. Outgroup trust was assessed before and after the manipulation. In line with the stereotype change literature, compared to the control condition, affirmations enhanced outgroup trust especially for initially trusting recipients. However, as hypothesized, negations enhanced outgroup trust in particular among distrusting recipients. Though earlier research suggests that negations are bad, our results highlight that these are efficient in some cases.



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## **The Inclination to Generalize: Effects of Communication on Stereotyping**

David L. Hamilton, *University of California, Santa Barbara, USA*

A stereotype is a belief system about the attributes of a group and its members, held and used by an individual in judgments and behavior. They are based on episodic information acquired from behaviors of group members, e.g., through direct interaction with group members, observation of members, and media portrayals, and also from abstract characterizations acquired from second-hand descriptions from others. Stereotypes are socially transmitted through communication between persons, producing shared conceptions and consensus about stereotypes of various groups. Stereotype consensus is therefore a product of the communication process. Group-descriptive information may be encoded and represented in memory in either episodic or abstract form and may also be communicated in either form. Research has clearly shown that descriptions of groups are communicated in more generalized, abstract form than it was initially inquired. Drawing on both social psychology and communication research, this talk will summarize a number of mechanisms that contribute to this “push” toward abstraction. These processes shape the nature of stereotype representations and contribute to their persistence, even in the face of expectancy-inconsistent information. Consequences of this tendency for abstraction include more extreme and generalized characterizations of groups, stronger dispositional inferences, and greater perceptions of group homogeneity.

### **16.30-17.30 SYMPOSIUM**

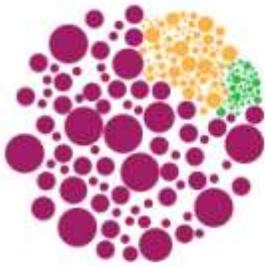
#### **Is accent an excuse for prejudice? On the relationship between prejudice and accent processing**

**Organizers:** Karolina Hansen, *University of Warsaw*; Marko Dragojevic, *University of Kentucky, USA*

**Chair:** Bernadette Watson, *University of Queensland, Australia*

**Discussant:** Tamara Rakić, *Lancaster University, UK*

Thanks to global migration and globalization, people from different linguistic backgrounds are communicating more often than ever before. Research in psychology and sociolinguistics has demonstrated that one’s accent is a strong cue for social categorization. Interactions involving speakers of different linguistic backgrounds are often intergroup in nature and marked by



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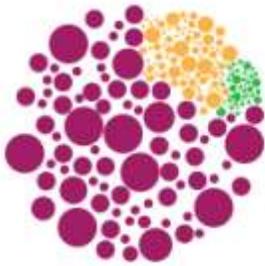
stereotyping, prejudice, and discrimination. This symposium examines how categorizing people as speaking different languages, as well as both real and perceived difficulties associated with processing accented speech are related to prejudice. We show that processing difficulties can lead to biased reactions toward non-native speakers; yet, communication is two sided, and prejudice on the part of listeners can likewise lead to their lower (subjective) understanding of non-native speakers. The first talk shows that beginning early in life, accent serves as a reliable cue to social categorization. The second talk demonstrates that noisy listening conditions and strong foreign accents disrupt processing of non-native speech and lead to more negative evaluations of non-native speakers. The third talk shows that prejudice toward low-status groups can lead to perceived difficulty in understanding members of these groups, even when the objective understanding is the same. The fourth talk demonstrates that non-native speech can be used as a way to legitimize ingroup bias: It triggers discrimination among prejudiced individuals, they value it lower than standard speech and discriminate against the non-native speakers. We will discuss the implications that the present research has for both scientific knowledge and for building modern societies that include native and non-native speakers.

## **Disruptions in listeners' processing fluency due to noise and foreign accent strength negatively bias their evaluations of foreign-accented speakers**

Marko Dragojevic, *University of Kentucky*

Howard Giles, *University of California, Santa Barbara, USA*

Four studies examined the effects of processing fluency—i.e., the ease with which speech is processed—on language attitudes. In Studies 1 and 2, processing fluency was manipulated by varying the quality of listening conditions. Participants heard a recording of a story read in a Standard American English (SAE) or Punjabi English (PE) accent. They heard the recording in quiet or mixed with background noise of various intensity levels. Compared to quieter listening conditions, noisier conditions reduced listeners' processing fluency, elicited a more negative affective reaction, and resulted in more negative status ratings of the PE speaker (both studies) and SAE speaker (Study 2). In both studies, the negative effects of noise on status were mediated by processing fluency and sequentially by processing fluency and affect. In Studies 3 and 4, processing fluency was manipulated by varying the strength of speakers' foreign accents. Participants heard a recording of a story read by a mild or heavy Punjabi-accented (Study 3) or Mandarin-accented speaker (Study 4). Compared to the mild-accented speaker, the heavy-accented speaker in both studies was attributed less status, disrupted listeners' processing



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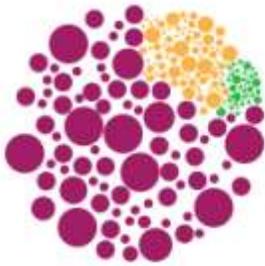
fluency, and elicited a more negative affective reaction. In both studies, the negative effects of accent strength on status were mediated by processing fluency and sequentially by processing fluency and affect. These findings suggest that processing fluency is a general metacognitive cue to language attitudes and that factors which disrupt listeners' processing fluency (e.g., noise, accent) can also negatively bias their language attitudes, independent of stereotyping.

## **Social dominance orientation, non-native accents, and hiring recommendations**

Karolina Hansen, *University of Warsaw, Poland*

John F. Dovidio, *Yale University, USA*

Discrimination against non-native speakers is widespread and largely socially acceptable. Non-native speakers are evaluated negatively because accent is a sign that they belong to an outgroup and because understanding their speech requires unusual effort from listeners. The present research investigated intergroup bias, based on stronger support for hierarchical relations between groups (social dominance orientation), as a predictor of hiring recommendations of non-native speakers. In an online experiment using an adaptation of the thin-slice methodology, 65 U.S. adults (54% women; 80% White;  $M_{\text{age}}=35.91$ , range: 18-67) heard a recording of a job applicant speaking with an Asian (Mandarin Chinese) or a Latino (Spanish) accent. Participants indicated how likely they would be to recommend hiring the speaker, they answered questions about the text, and indicated how difficult it was to understand the applicant. Independent of objective comprehension, participants high in SDO reported that it was more difficult to understand a Latino speaker than an Asian speaker. SDO predicted hiring recommendations of the speakers, but this relationship was mediated by the perception that non-native speakers were difficult to understand. This effect was stronger for speakers from lower status groups (Latinos relative to Asians) and was not related to objective comprehension. These findings suggest a cycle of prejudice towards non-native speakers: Not only do perceptions of difficulty in understanding cause prejudice toward them, but also prejudice toward low-status groups can lead to perceived difficulty in understanding members of these groups.



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## **The legitimizing role of accent on discrimination against immigrants**

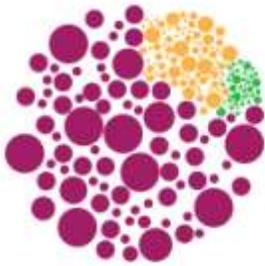
Luana Elayne Cunha de Souza<sup>1</sup>, Cicero Roberto Pereira<sup>2,3</sup>, Leoncio Camino<sup>3</sup>, Tiago Jessé Souza de Lima<sup>3</sup>, Ana Raquel Rosas Torres<sup>3</sup>

<sup>1</sup>*University of Fortaleza, Fortaleza, Brazil*

<sup>2</sup>*Institute of Social Sciences of the University of Lisbon, Lisbon, Portugal*

<sup>3</sup>*Federal University of Paraíba, João Pessoa, Brazil*

The research program analyses the influence of accent on discrimination against immigrants by examining the hypothesis that accent leads to discrimination only in more prejudiced individuals, merely because people speaking with a native accent are perceived to be better qualified than those whose accent is nonstandard. Three studies were conducted with a decision-making scenario used in recruiting candidates for a job. In Study 1 ( $N= 71$ ), we found that only prejudiced individuals use accent to discriminate against immigrants. In Study 2 ( $N= 124$ ), we replicated this effect and found that the influence of accent on discrimination is mediated by the perceived quality of the accent. Study 3 ( $N= 105$ ) replicated the previous results even after controlling for the effect of stereotyping. These results are the first experimental illustration of the hypothesis that accent triggers intergroup discrimination only among prejudiced individuals because they evaluate native accents as being qualitatively better than accents of immigrants, thereby legitimizing ingroup bias. Furthermore, the current research program contributes to theorizing and research on intergroup discrimination in at least three ways: (a) it sheds light on literature about the accent effect because it shows experimental evidence for the influence of accent on actual discrimination against immigrants; (b) it suggests that accent per se is not enough to trigger discrimination because the accent effect would depend on negative attitudes that individuals have about the target groups; and (c) it highlights the legitimizing role played by accent in social inequality.



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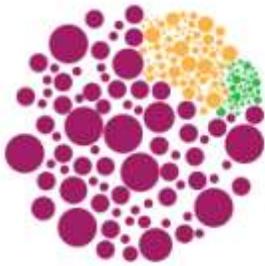
**FRIDAY JUNE 23<sup>rd</sup>**

## **9.30-10.30 SYMPOSIUM**

### **Building better health communication using an intergroup perspective**

**Organizers:** Bernadette M. Watson, *The Hong Kong Polytechnic University, Hong Kong*  
Susan C. Baker, *Memorial University of Newfoundland, Canada*

The intergroup nature of the healthcare context can adversely affect communication and subsequently patient care. This panel explores normative influences on health communication across a diverse range of theoretical perspectives, health contexts and analytic techniques. In the first paper, Watson and Baker investigate patients' use of internet health information and its effects on patient willingness to communicate (WTC) in health consultations where health professionals normally dominate the communication. Their findings have implications for understanding how patients employ internet health information to facilitate their interactions with health professionals. Sheeran et al. investigates why health professionals may not seek interpreters when working with non-English speaking clients. Their domain is that of paediatric and neonatal care and their research suggests that it is health professional status and associated norms rather than the needs of the parents that dictate interpreter access. Stanley et al. demonstrate how young males accept gender discourses that minimize male sexual responsibility and this attitude is further supported through self-categorisation processes. Watson and Jones take a macro look at how hospitals manage patient care. A range of health professionals described barriers and facilitators of good patient care. They found that when descriptive and injunctive norms conflict adverse events are more likely. Taken together, these four papers provide an extensive depiction of the intergroup complexities that can influence patient communication, perceived health responsibilities and doctor decision-making. Although the papers take different approaches, they all aim to highlight how intergroup expectations can create a barrier to communication and effective healthcare.



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## **Investigating the association between internet use and patient willingness to communicate**

Susan C. Baker, *Memorial University of Newfoundland, Canada*

Bernadette M. Watson, *The Hong Kong Polytechnic University, Hong Kong*

Communication between doctors and patients is an intergroup phenomenon where doctors have the most power and status. Over the past few decades, there has been a steady increase for patients in the availability of information about healthcare and specific diseases on the internet. In this paper, we ask whether access to internet information assists patients to better manage their consultations with doctors and whether it alters the intergroup dynamic by providing a more equal status for patients. Patients, today, are more active in gaining health information and are taking advantage of this new source to gain knowledge about their health. More Americans go online for health information than visit a health professional. When patients feel that they cannot access information from their physicians, they look elsewhere. Research, to date, has investigated the effects of internet health information on patient compliance, physicians' perceptions of internet health information and the impact on the health consultation and how patients use the health information they access on the internet. Studies, though, have not explored the relationship between internet health information use and patient communication and how knowledge acquired from the internet may assist patients' communication in their health consultations. In this study participants from Australia and Canada completed a survey that included a willingness to communicate with health professionals scale. They also commented on their use and trust of internet health information. Thematic analysis suggests that patient use of internet health information serves as a broker between patients and their doctors in health consultations.

## **Lost in Translation: What gets communicated, to whom, and who decides?**

Nicola Sheeran, Liz Jones, Bradley Saunders

*Griffith University, Australia*

Rachyl Pines, *University of California, Santa Barbara, USA*

Bernadette M. Watson, *The Hong Kong Polytechnic University, Hong Kong*

The current study investigated the role of norms in health professionals' decision-making about interpreter use with low-English proficient patients. Health professionals (HP) in Australia are predominantly English-speaking and are increasingly having to treat patients who may require



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an interpreter. Not using interpreters is associated with poor patient outcomes, including increased risk of death, yet they are not always used. Our project drew on the heuristic-systematic processing model and communication accommodation theory to explore decision making processes behind a HP's assessment of whether a patient needed a translator, what type of translator was used, and relationships between type of information (i.e. medical/non-medical), type of translator (i.e. formal/ad hoc), and the status of the HP delivering the communication (i.e. doctor/nurse), as well as the HP's initial orientation. A range of health professionals working in paediatric and newborn care units completed a conversational verbal protocol, which elicited factors influencing decision making around translator use. Interviews were thematically analysed. Findings highlight the role of the HPs initial orientation, and organisational and group norms in shaping the process of accessing translators and how group norms differed by profession. Findings are discussed in terms of the implications for enacting family/patient centred care.

## **Gender norms and discourses informing college men's perceptions of sexual health responsibilities and HPV**

Samantha Stanley, *University of Maryland, USA*

Sara Kim, Margaret Jane Pitts

*University of Arizona, USA*

In partnered health contexts, like sexual relationships, health behavior likely varies based on how people categorize themselves and their partners. When people socially categorize, their group identity becomes salient and they act according to perceived group norms (Hogg & Turner, 1987). In the case of sexual health, social categorization along gender lines likely emerges as salient and may disproportionately affect behaviors such as the prevention of human papillomavirus (HPV). Indeed, in a larger study about college male HPV prevention (Authors, 2016) social categorization seemed to occur among college men who used gender norms in order to explain their own role in sexual health responsibility. In this analysis, we explore male participants' perceived group norms informed by gender discourses that rationalize unequal sexual health responsibilities for men and women. These norms not only create disparity in perceptions of sexual health responsibility, but also influence preventative behaviors, including the prevention of HPV. HPV is a highly prevalent sexually transmitted disease (STD) with potential for severe long-term consequences affecting men and women that can be prevented with vaccination (Centers for Disease Control and Prevention [CDC], 2016a).



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Our findings have implications for future health messages about partnered health, including HPV vaccination. Self-categorization processes based on gender may prevent college males from engaging self and partnered protective behaviours. Yet, self-categorization processes also enabled college men to envision a future relational identity as husband and father in which they engaged protective sexual health behaviours. Implications for self-categorization processes in HPV prevention are discussed.

## **The role of descriptive and injunctive norms in interprofessional practice**

Bernadette M. Watson, *The Hong Kong Polytechnic University, Hong Kong*

Liz Jones, *Griffith University, Australia*

Hospitals are highly intergroup environments with strong power and status differentials between the health professions, making interprofessional practice challenging. In this study we analysed transcripts of health professionals' views on facilitators and barriers to patient care, with a focus on the role of norms. Participants were a diverse range of health professionals (doctors, nurses and allied health) from two hospitals, one in Queensland, Australia and one in Louisiana, USA. We analysed how participants invoked descriptive and injunctive norms associated with how they managed patient care. Findings revealed how participants used descriptive norms to reflect the barriers to change because they show how health professionals behave rather than how they should behave (injunctive norms). The disconnect between these two types of norms was associated with causes for adverse events and poor quality patient care. Our findings also suggest that health professionals do not perceive any levels of control over the problems they face which exacerbates the disconnect between the descriptive and injunctive norms. In contrast there was no disconnect between descriptive and injunctive norms when participants spoke about facilitators of patient care. Findings are discussed in relation to focusing more on how descriptive and injunctive norms work both with and against each other in the intergroup hospital setting.



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## 10.45-11.45 PANEL

### Intergroup & Nonverbal Communication

Chair: Rachyl Pines, *University of California, Santa Barbara, USA*

#### **The sound of “parenting”: Adoption preferences for gay- and straight-sounding speakers**

Fabio Fasoli, *University of Surrey, UK*

Anne Maass, Marco Dusi

*University of Padova, Italy*

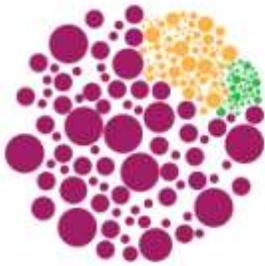
Discrimination of gay people often emerges in subtle ways and may be triggered by seemingly irrelevant cues such as a person’s voice. In 2 studies we asked participants to listen to the voice of two male speakers who supposedly called an adoption agency to inquire about the possibility to adopt a child. Although this was never disclosed explicitly, one speaker was gay, the other straight and their voices were perceived as gay- and straight-sounding, respectively. Participants rated how secure, determined, and pleasant each speaker appeared to be and indicated their willingness to give a child for adoption to each speaker. They also expressed a preference for one over the other in (forced choice). In Study 1 (N = 75) we examined heterosexual participants and in Study 2 (N = 32) sexual minority participants. Results showed that heterosexual participants perceived the straight speaker as more secure and determined than the gay one. Moreover, they indicated a greater willingness to assign a child to the straight speaker and chose the straight speaker more often when forced to express a choice. Sexual minority participants did not judge the two speakers differently nor did they show any adoption preferences for one over the other speaker. Findings show that voice conveys information about sexual orientation and this affects first impressions as well as adoption preferences leading to discrimination of gay-sounding speakers by heterosexual participants.

#### **Social Attraction, Intergroup Anxiety, and Willingness to Accommodate: Exploring the Effects of Accent Stereotyping**

Gretchen Montgomery, Yan Bing Zhang

*University of Kansas, USA*

Guided by communication accommodation theory (Giles, 2008), the current experimental study examined the direct and indirect effects of accent stereotyping on European-American, native



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English speakers' (N = 183) perceptions of and willingness to communicate with the nonnative Spanish speaker and willingness to accommodate to the Hispanic/Latino Americans in general. Participants were randomly assigned to one of two conditions: presence or absence of accent stereotyping. Accent stereotyping was manipulated using an explicit written message indicating difficulties and discomfort when communicating in English with nonnative English speakers. In both conditions, participants then listened to a recording of a native Spanish speaker reading a paragraph about academic programs in English with a moderate level of accent. Participants then answered questions measuring the major variables in the current study. Using Hayes' (2013) PROCESS for SPSS, results revealed that participants rated the speaker as less socially attractive in the negative accent stereotyping condition than in the control condition, indicating the negative effect of accent stereotyping on perceptions of social attractiveness of the speaker with a moderate level of accent. In addition, results indicated significant indirect effects of negative accent stereotyping on willingness to communicate with the speaker and willingness to accommodate to Hispanic/Latino outgroup members through perceived social attractiveness and intergroup communication anxiety. Implications of these findings are discussed in light of communication accommodation theory, interpersonal and intergroup communication, and institutional support and acculturation.

Keywords: Accent Stereotyping, Social Attraction, Hispanic/Latino Americans, Anxiety, Willingness to Communicate, Communication Accommodation

## **Turning a Frown Upside Down: Imagined Shared Laugh Increases Implicit and Explicit Liking**

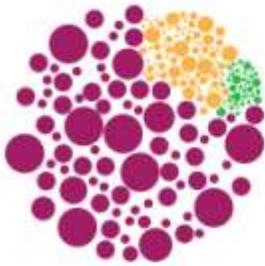
Reeshma Haji, *Laurentian University, Canada*

Shelley McKeown, *University of Bristol, UK*

Sofia Stathi, *University of Greenwich, UK*

Margrit Frequin, *Leiden University College, The Hague, Netherlands*

Two studies were conducted with the aim of assessing the relative effectiveness of I-sharing (imagining a shared experience) and traditional imagined intergroup contact (imagining an interaction with someone from a different group) on improving attitudes toward a religious minority outgroup. In Study 1, non-Muslim students in the Netherlands imagined sharing a laugh (I-sharing), not sharing a laugh (no-I-sharing), or engaging in a conversation with a Muslim classmate (imagined contact). Participants in the I-sharing condition expressed more favourable views of Muslims (by desiring less social distance) than did those in the imagined contact condition, but the no-I-sharing condition did not significantly differ from the other conditions.



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In Study 2, a replication/extension in another Western context, non-Muslim students in Canada completed a scale measure of social dominance orientation (SDO), and a modified version of the I-sharing manipulation used in Study 1. They then completed a measure of perceived similarity between Christianity and Islam and a measure of implicit preference of Christians over Muslims. SDO moderated the effects of the manipulation, such that high SDO participants perceived less similarity in the no-I-sharing condition than in the I-sharing condition. Moreover, participants who were low in SDO tended to express the most favourable implicit views of Muslims after I-sharing. The research suggests that I-sharing may be a particularly potent variation of imagined contact and is most effective among those low in SDO. As imagined intergroup contact can be an important precursor to direct intergroup communication, this research points to possibilities for optimizing its effectiveness.

Keywords: imagined contact, I-sharing, social dominance orientation, social distance, implicit attitudes, Islamophobia

## **Dance as Intergroup Communication**

Rachyl Pines, Howard Giles

*University of California, Santa Barbara, USA*

Dance is a visual, socially organized form of communication. There are countless forms and styles of dance, each with their own criteria of excellence, with varying degrees of technical training. This could, at times, lend it self to intergroup antagonism with the various genres of dance as subgroups. However, all types of dancers have the potential to identify with one another as sharing in the superordinate identity, *dancer*. Dance may be consumed as an artistic performance or it can be participatory such as being a professional, as a form of recreation, or as a form of self-expression. The processes of producing, consuming, and participating in dance as either a spectator, choreographer, or as a performer are all intergroup phenomena. With this there is potential for intergroup contact and vicarious observation with dancers and the various audiences. This can be powerful for changing attitudes and conceptions of different dance groups. The attitude change may occur as people are exposed to a culture presented as art instead of exposure to information via factual accounts such as textbooks or museums. Also, a spectator or consumer's perception of the performance is informed by group membership. For example, some groups that discourage dancing will experience a performance much differently than members of other groups that encourage dancing, and actively seek its viewing.



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In sum, dance is a vehicle through which group membership and social identity can be expressed. When it is used as a form of protest, as a cultural expression, or as a form of social innovation, dance can express social group membership.

## 11.45-12.15 Coffee break

### 12.15-13.00 INVITED SPEAKER

#### **The Emergence, Convergence, and Resurgence of Intergroup Communication Theories in Computer-Mediated Communication**

Joseph B. Walther, *Nanyang Technological University, Singapore*

This presentation chronicles the formal application of intergroup communication principles, and competing perspectives, from the 1990s to the present, in explanations of the social dynamics of Internet communication. It reviews the emergence of the intergroup-based social identification-deindividuation (SIDE) model as a powerful alternative to the earliest interpretations of empirical studies in the field. Accompanying greater scholarly attention to the Internet, tensions between intergroup-, and interpersonally-oriented studies arose, contesting knowledge about computer-mediated communication. Contested issues eventually prompted re-evaluations of research methods, measures, and boundary conditions, and led to critical tests of competing and convergent perspectives in lab and field experiments. Different hybrid models of intergroup/interpersonal online communication emerged, while newer properties of social media platforms threatened the application SIDE. The presentation concludes with recommendations for the resurgent vitality of intergroup approaches to help explain new social media practices and problems, from online bandwagons to online bullying.

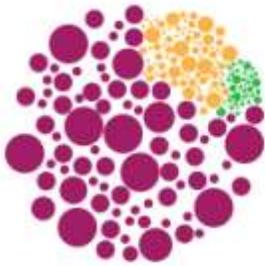
### 13.15-13.45 EPILOGUE

#### **Approaching Intergroup Communication from an interdependence perspective**

M. Giles<sup>1</sup>, R. Pines<sup>1</sup>, H. Giles<sup>1</sup>, A. Gardikiotis<sup>2</sup>

<sup>1</sup>*University of California, Santa Barbara, USA*

<sup>2</sup>*Aristotle University of Thessaloniki, Greece*



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## POSTER SESSION

### **Possible effects of cross-linguistic variations in level of genderisation on social perception**

Jonathan D. Kim & Ute Gabriel

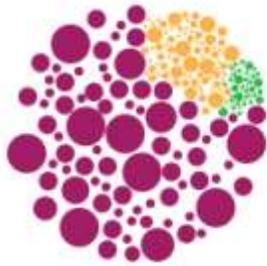
*Norwegian University of Science and Technology, Norway*

This research examines whether differences in the level of genderisation in three languages (French (fully gendered), Norwegian (semi-gendered) and Finnish (non-gendered)) impacts upon social perception of the ability for men and women to fulfil gender-stereotyped job roles. Our presentation will focus on the French and Finnish samples as we are unsure of whether all Norwegian data will be gathered in time for the symposium. This research is being conducted through the use of Psytoolkit, an online cognitive testing tool, and is composed of a cognitive choice / response time test where participants were required to answer the question 'could [first name] be one of the [role noun in plural form]'. The role nouns chosen were the same for all languages, and were chosen for gender stereotypicality without explicit gender-marking (12 masculine, 12 gender neutral, and 12 feminine), while the first names (3 male and 3 female) differed between languages, and were chosen based on the commonality of their use as male or female names for each language. To prevent strategy formation, and provide error estimates, 12 filler items composed of gender-specific roles were also used. Preliminary results suggest that differences in genderisation do affect social perception, with a masculine bias found for the French sample, but not for the Finnish sample. This research is important as intergroup communication relies upon being able to effectively and unambiguously convey meaning between groups. As such, understanding how non-translation-based issues affect meaning interpretation is vital to minimising possible misunderstandings between groups.

### **Leaving the Ivory Tower: Toward a Conceptual Model of Scientific Identity and Its Contribution to Scientists' Decisions to Participate in Science Outreach**

Vaughan James, *University of Florida, USA*

Science is considered one of the most trusted and esteemed institutions in the United States, and it enjoys broad public support. Even with that being the case, however, there is a widening gap between the viewpoints of the public and scientists on many important issues, including climate change, genetically modified foods, and human evolution. Furthermore, there is evidence suggesting that the positive estimations of science in the eyes of the public are starting to slip. This suggests that there is a great need for scientists to engage with the public through outreach efforts in order to maintain societal support and to stop the spread of misinformation. Despite a body of literature that has focused on the attitudes scientists hold



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toward the public and toward outreach, the factors that influence scientists' decisions to actually participate in outreach are still poorly understood. A conceptual model based on the Communication Theory of Identity is offered to advance the understanding of the ways in which scientific identity could influence participation in outreach. The model proposes that the concepts of scientific identity and outreach are connected to one another through the mediator of social distance, and moderated through scientists' relational and communal identities, sense of civic-mindedness, distrust of mass media and the public, fear of peer backlash, and the level of codification in their scientific disciplines. The model offers propositions for future research and serves as a springboard for future identity studies within the science outreach context.

## **The influence of gender and expressed emotion on judgements of individuals with disabilities**

Todd J. Williams, Amanda Dillard and Sarah Confer

*Grand Valley State University, USA*

There has been very little research to explore how expressed emotion and gender relate to perceptions of individuals with disabilities. In this study, two hundred and fifty-four college students judged a disabled or non-disabled individual who was either shown expressing a positive or negative emotion. Targets were rated on personality dimensions of extraversion, openness to experience, neuroticism, agreeableness and conscientiousness as well as overall levels of happiness. Results show a three-way interaction between gender, facial emotion and disability. Individuals judged disabled women who expressed negative facial emotion as being less extraverted, agreeable, conscientious, open and happy relative to individuals who had positive facial emotion, were non-disabled, or male. Overall, the findings suggest that negative perceptions and stereotypes about disability exist and that disabilities are more detrimental to the perception of character and well-being for women than men.

## **Dyad health leadership: An accommodative leadership model for improving healthcare and patient safety through better communication and relations among and between health professionals.**

Lori Leach<sup>1,2</sup>, Bernadette Watson<sup>3,1</sup>, David Hewett<sup>1,2</sup>, Gavin Schwarz<sup>4</sup>, Leo Seoane<sup>1,5</sup>

<sup>1</sup>*The University of Queensland, Australia*

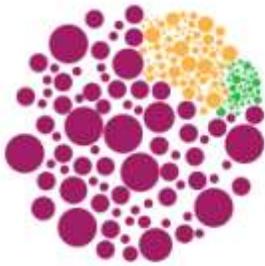
<sup>2</sup>*Queensland Health, Australia*

<sup>3</sup>*The Hong Kong Polytechnic University, Hong Kong*

<sup>4</sup>*The University of New South Wales, Australia*

<sup>5</sup>*Ochsner Medical Centre, USA*

Hospitals are hierarchical intergroup environments where health leadership demands clear communication among and between different groups, clinical and managerial. Social identity influences these lines of intergroup communication: in information sharing, biases towards



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members of the same professional group, trust and control. An under-studied aspect of health communication is the role of leadership in resolving (poor) intergroup relations and advancing effective communication. We explore clinical (doctors, nurses, and allied health), clinical manager (nurse unit managers, medical directors) and hospital executive (clinical, finance, operations) perspectives on health leadership. We present results from a transnational hospital-based interview study (Australia and the U.S.A) where we invoked an intergroup theory of communication to examine effective leadership. Findings imply that staff at all levels of the hospital hierarchy in Australia and the U.S. believes leadership is key to harmonious intergroup relations and effective communication. Participant characterisations of leadership, and its role, are similar in the two contexts but differ between hierarchical groups. A novel finding is that the deeply embedded dyad leadership model in the U.S. facilitates and enhances effective accommodative intergroup communication, and through this, harmonious intergroup relations, patient safety culture, and emotional wellbeing. We discuss perspectives on the hospital dyad leadership model and implications for its role in advancing effective accommodative intergroup communication, healthcare quality, and patient safety.

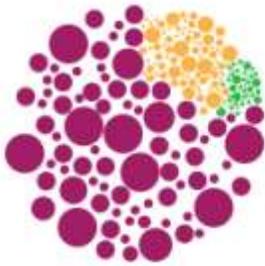
## **Are gender biases driven by native language?**

### **Sentence to image priming in French, Norwegian and Finnish**

*Anton Öttl and Ute Gabriel*

*Norwegian University of Science and Technology, Norway*

Languages differ in the extent to which they encode information about gender, ranging from fully gendered languages (French), via semi-gendered languages (Norwegian) to ungendered languages (Finnish). The aim of the research presented here is to investigate whether such cross-linguistic encoding differences impact gender expectations during language comprehension. For example, a native speaker of French, who is used to the grammatically masculine form being used generically to refer to both men and women, may be more likely to activate a male-biased expectation than a native speaker of Finnish, where grammatical gender information is not available. To investigate this question, sentence to image priming experiments were conducted in French, Norwegian and Finnish with native speakers of the respective language. Short sentences featuring different subjects (person names and role nouns a.o.) were used as primes, preceding a task in which participants had to categorize a visually presented face pair as depicting two male, two female or one male and one female face. Thus, if a sentence evokes a gender bias that extends beyond the verbal domain, this should be detectable in the response times during the categorization task. As a baseline, the same task was conducted without a prime. A preliminary comparison of French and Norwegian data suggests that among native speakers of French, a male bias could be detected in the baseline, but that this was neutralized by the priming sentences. For Norwegian, no bias was detected. Finnish data are currently being collected, and will be taken into account.



# 1st INTERNATIONAL SYMPOSIUM ON INTERGROUP COMMUNICATION

Thessaloniki, Greece

21 - 23 June, 2017

venue: Teloglion Fine Arts Foundation

## **Effects of ethnic identity strength and profiles on mental health: an Acadian reality**

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As Acadians are a Francophone minority within the Canadian province of New-Brunswick, northern Acadians are a numerical majority while southern Acadians are a numerical minority. This makes New-Brunswick ideal for ethnic identity studies, as ethnic identity is an important predictor of mental health for minority groups. However, few studies have been conducted to examine the link between ethnic identity and mental health among Acadians. The present two-part study was designed to examine the link between the ethnic identity profile and mental health of Acadians. Study 1 introduced a measure of ethnic identity profiles and saw a cross-validation of the factorial structure of ethnic identity profiles for Acadians being conducted. An exploratory factor analysis (n=246) and a confirmatory factor analysis (n=224) uncovered three distinct ethnic identity profiles: Assertive, Detached, and Insecure. Study 2 assessed the combined effect of ethnic identity strength and ethnic identity profiles on mental health on southern (n=81) and northern (n=73) Acadians. Through moderation analysis, it was found that, due to the numerical status differences, the combination of a strong ethnic identity and an Assertive profile protects against mental health issues for southern Acadians, but not for northern Acadians. Conversely, the combinations of a strong ethnic identity with the Detached and Insecure profiles made southern Acadians vulnerable to mental health issues, but not northern Acadians.

## **Gender Identity Salience and Support for U.S. American Organizational Leaders: Discovering the Centrality of the Group Identity in Leadership Style Communication**

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According to self-categorization theory (SCT) when a particular social identity is accessible, and has the normative and comparative fit, individuals tend to demonstrate prototypical communicative behaviors in intergroup situations (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987). Numerous scholars have focused on the function of gender identities as central to communicative norms of women and men, particularly when identity salience is high. When gender identity is activated so are a series of socially constructed stereotypes and prototypical norms that have implications to intra- and intergroup communication dynamics. For example, previous studies have found that when gender identity is salient, women tend to provide more comforting messages when communication with men rather than with women (Palomares, 2008). In line with prior literature, I examine the interplay between these social identities with the selection and support of leaders in organizations.



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Specifically, this experimental research examines the effects of gender identity salience, leadership style, participant sex, sex of the proposed leader, and the interactions among these variables on U.S. participants' judgments of and support for leaders in the organization. Organizational leaders are more likely to be supported and liked if they carry characteristics that are perceived to represent the leadership prototypes. For this conference, I intend to present the results from my pilot study, which focuses on testing the validity of gender salience, attitudes regarding gender norms, and leadership styles.

## **Advocacy framing, group processes and intention to help the refugees**

Stella Margariti & Antonis Gardikiotis

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The present experimental study (N=159) examined how episodic vs. thematic framing of advocacy for refugees affects the relationship between group processes and intention to help refugees. Three different advocacy frames were developed ('we should help the refugees because...'), one thematic underlying values as the basis for help ('the values of human dignity and solidarity should be served'), one episodic underlying their awful living conditions and the daily dangers they face, and one episodic underlying their despair and fear they experience. A number of group processes as predictors of intention to help were examined: multiculturalism ideology (assimilation, multiculturalism and colorblindness), perspective taking, and group emotions (e.g. guilt). It was found that thematic (vs. episodic) framing led to increased levels of intention to help and that group processes significantly predicted help intention. Interestingly, the interaction between message framing and group processes significantly predicted help intention. These findings underlie the importance of analyzing the relationship between communication and group processes in understanding real life problems.