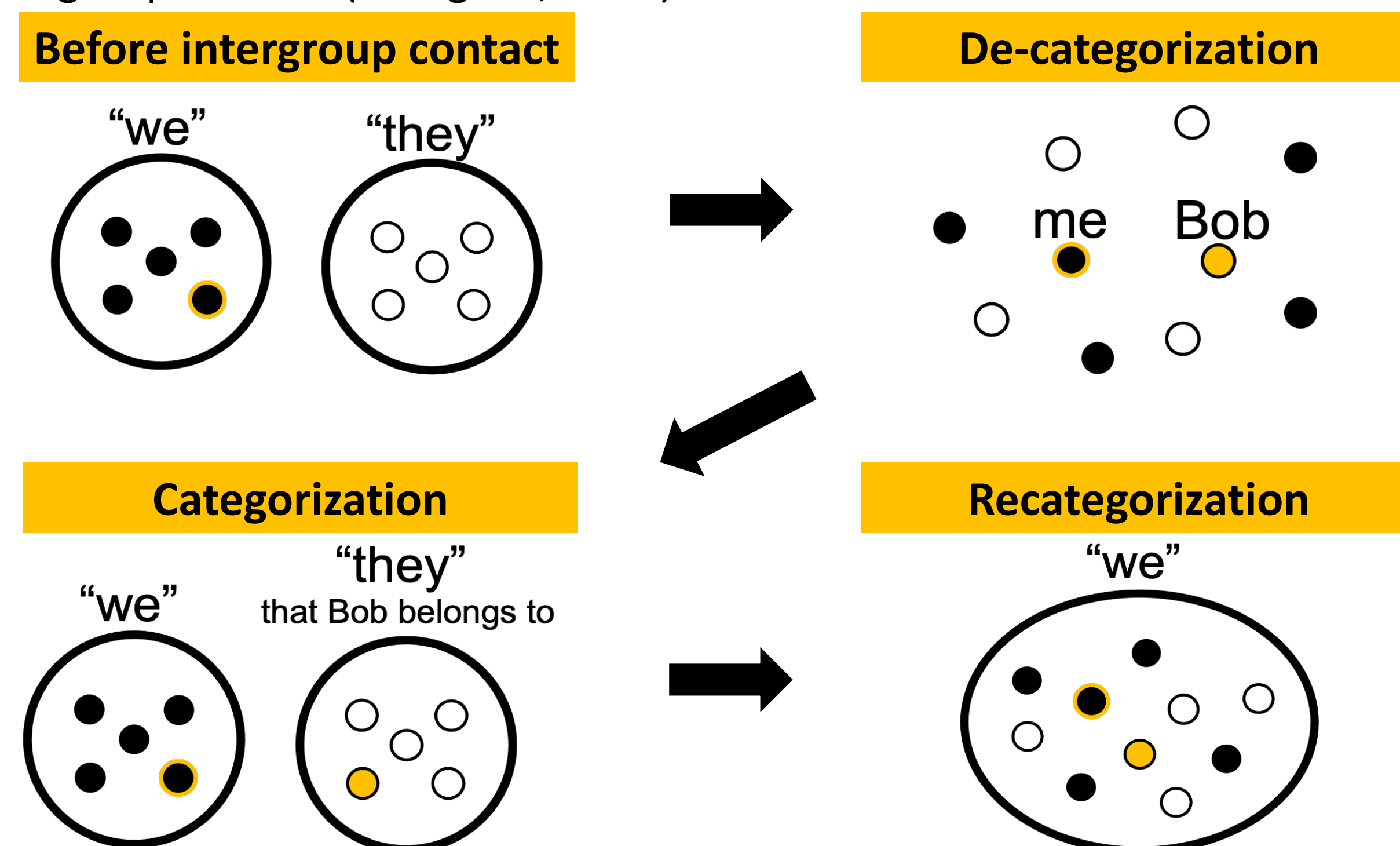


Background

- One's social identities influence attitudes toward outgroups.
- There are three levels of **social identities**: subordinate level (e.g., member of a club), intermediate level (e.g., American), and superordinate level (e.g., human).
- **Intergroup contact** can decrease negative attitudes toward outgroup members and enhances positive attitudes toward outgroup members through de-categorization, categorization, and recategorization (Pettigrew, 1998) (See Figure 1).
- Previous studies in the United States and Poland found that multicultural experiences (e.g., contact with friends from different culture, listening to music from different culture, etc.) decrease negative intergroup attitudes and enhance positive intergroup attitudes through activation of **identification with all humanity (IWAH)** (Sparkman & Eidelman, 2018; Sparkman & Hamer, 2020).
- More research in different cultures is needed to explore the effect of cultural variability.

Figure 1: De-categorization, Categorization, and Recategorization through Intergroup Contact (Pettigrew, 1997)



Hypotheses

1. **Multicultural experiences** (contact with cultural members and experience with cultural elements) would predict identification with all humanity (IWAH) (concerns for all humanity and bond with all humanity) more humanitarian helping for outgroup members, and less negative attitude toward outgroup members.
2. **Contact with cultural members** would have a stronger positive correlation with a **bond with all humanity** than concern with all humanity reflecting the cognitive categorization and affective feeling of closeness with people all over the world captured by the bond factor.
3. (a) **Concerns for all humanity** would predict **more humanitarian helping** better than bond with all humanity while (b) a **bond with all humanity** would predict **less negative intergroup attitudes** better than concerns with all humanity.
4. The positive association between multicultural experiences and humanitarian helping would be **mediated through greater concern for all humanity** but a greater bond with all humanity.

Method

Participants

- $N = 102$, 63 women, 38 men, and 1 non-binary
- Ranging in age from 19 to 75 years ($M = 33.62$, $SD = 15.9$)
- Japanese citizens employed on social media and Cloud Works

Procedures

Online survey

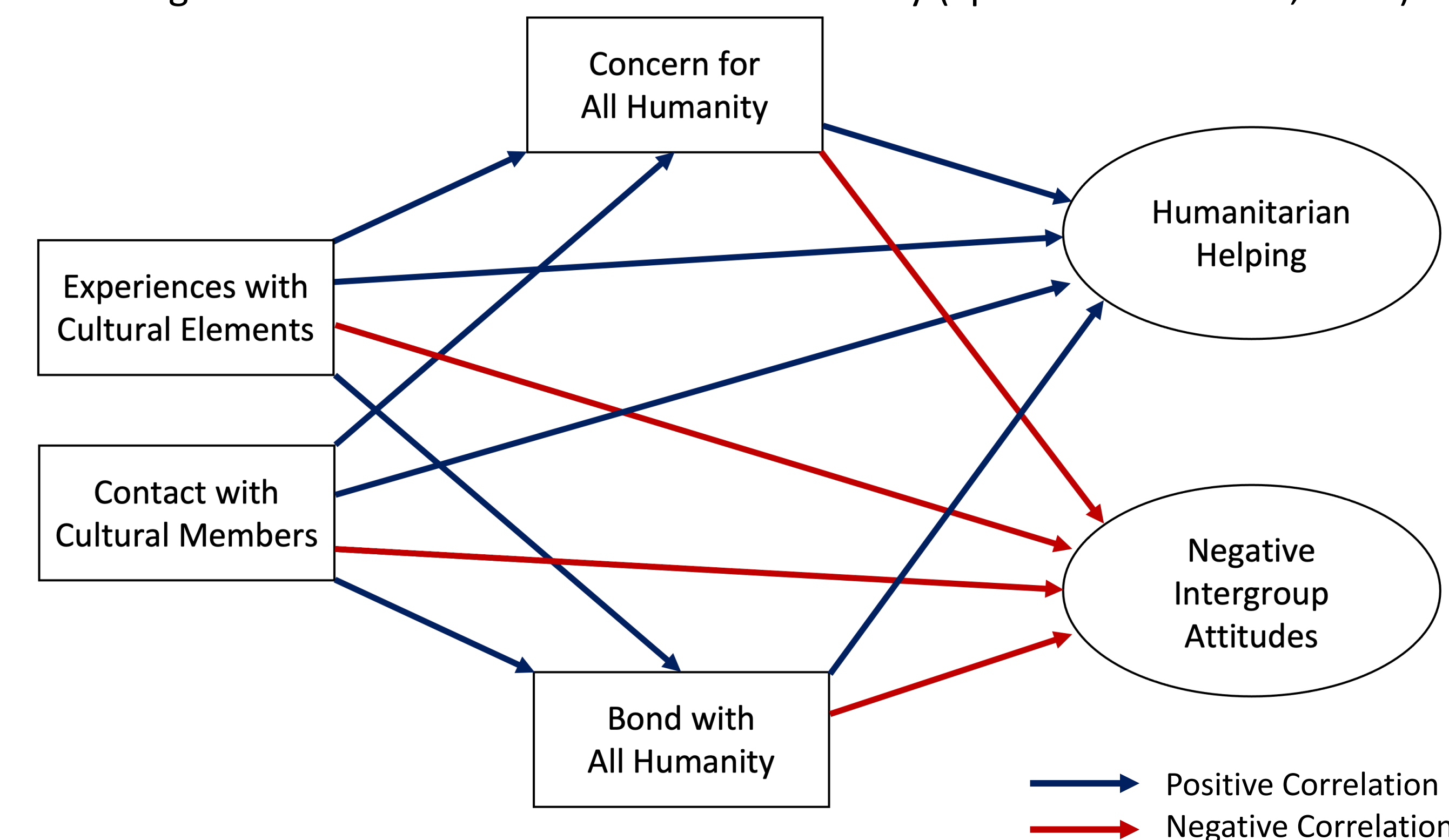
Measures

- **Multicultural Experiences**: experiences with cultural elements & contact with cultural members
- **Identification with All Humanity**: concerns for all humanity & bond with all humanity
- **Humanitarian helping** (positive intergroup attitudes)
- **Negative intergroup attitudes**: negative attitudes toward, ethnocentrism, and racism against Zainichi Korean

Results

- **Hypothesis #1 was partially supported.** Direct effects of multicultural experiences on IWAH and intergroup attitudes were found. Increased humanitarian helping was only predicted by experiences with cultural elements but contact with cultural members.
- **Hypothesis #2 was supported.** Contact with cultural members had a stronger positive correlation with bond with all humanity than concern with all humanity.
- **Hypothesis #3a was supported.** Humanitarian helping showed a stronger positive correlation with bond with all humanity than concern for all humanity.
- **Hypothesis #3b was partially supported.** The decrease in negative intergroup attitude was predicted only by the concern dimension of IWAH.
- **Hypothesis #4 was partially supported.** The positive correlation between contact with cultural members and humanitarian helping was mediated by concern for all humanity. The positive correlation between experiences with cultural elements was not mediated by concern for all humanity.

Figure 2: The Effects of Multicultural Experiences on Intergroup Attitudes with Mediating effects of Identification with All Humanity (Sparkman & Hamer, 2020)



Discussion

Findings

- Those who with more multicultural experiences are more likely to show less negative intergroup attitudes and more humanitarian helping.
- The types of multicultural experiences (contact with cultural members and experiences with cultural elements) are not necessarily associated with specific dimensions of identification with all humanity (IWAH).
- The mediating roles of IWAH was only significant in the association between contact with cultural members and humanitarian helping.

Limitations

- **The quality and perception of multicultural experiences** can alter the effect of multicultural experiences on identification with all humanity and intergroup attitudes.
- Need more investigation into **identity salience**.
- Japanese people in general favor a neutral response that blurs their position on the item.
- The self-conceptualization of Japanese people is dependent on the context which the current study did not include.

Future Directions

- Investigate the effects of the quality and perception of multicultural experiences on the associations between multicultural experiences, identification with all humanity, and intergroup attitudes.
- Explore how identity salience facilitates intergroup attitudes
- Develop measures appropriate to the culture
- More research in different cultures

Multicultural experiences decrease negative intergroup attitudes and increase humanitarian helping.

References

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