

# You Had to be There: Fans' Positive Intergroup Contact at the 2016 Rio Olympics

Luke Brenneman, Ph.D.

## Theory

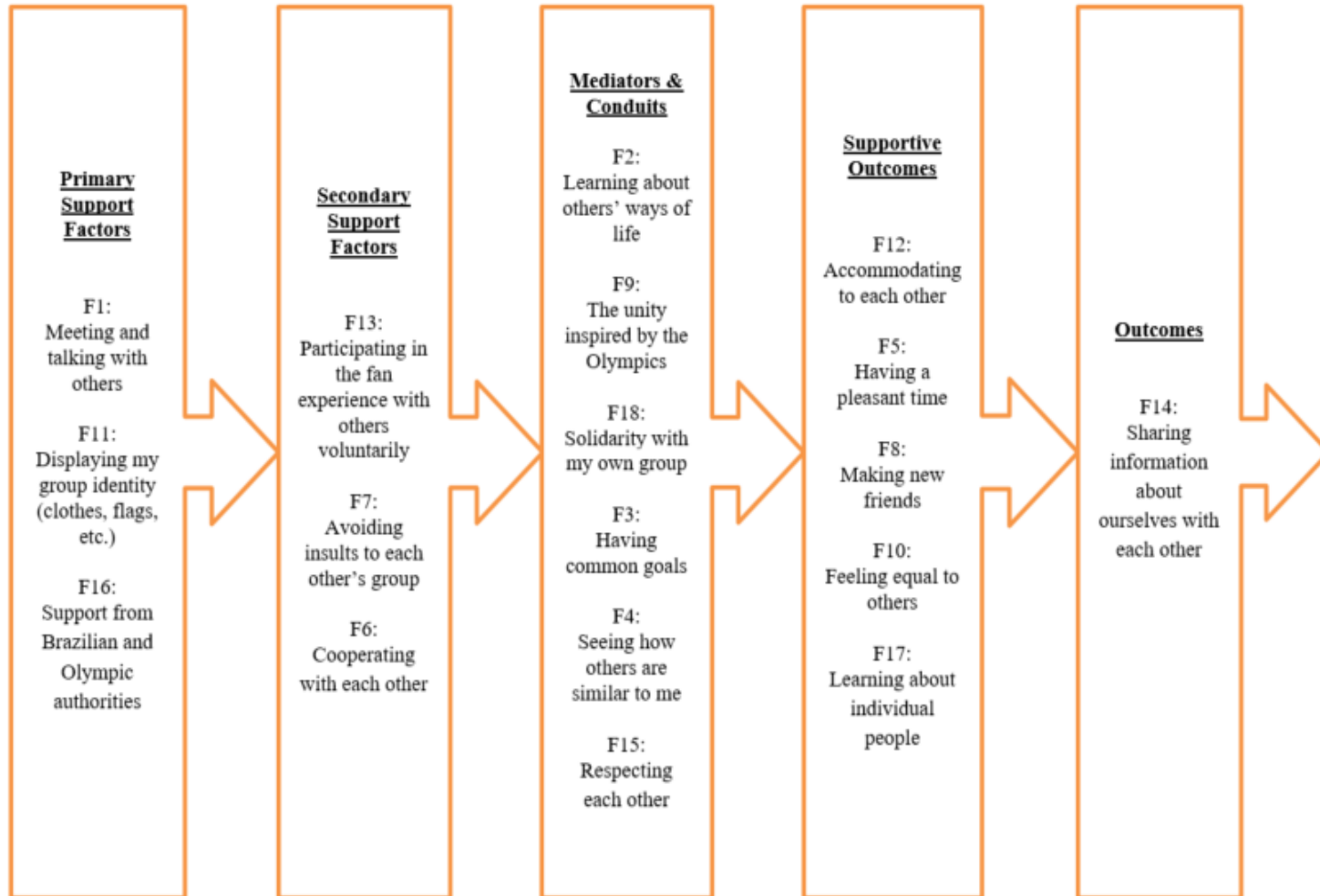
- Intergroup Contact Theory
- Originally Allport's (1954) Contact Hypothesis
- Group-based prejudice will reduce *if certain factors are present* in intergroup contexts
- Typically studied and applied in problematic contexts

## Methods

- Compiled 65 ICT factors from previous empirical research
- Surveyed fans in Rio to narrow factors to 18 most relevant
  - 37 fans from 24 countries
- Interpretive Structural Modeling (ISM) software interviews (Broome, 1995)
  - ISM presents questions, records answers, builds visual structures representing interviewees' perceptions of experience
  - 16 interviewees from survey participant pool (12 countries)
  - 80 minute mean length
- Thematic analysis of 16 interview transcripts

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## Results: Factor Influence

- All 18 factors reduce prejudice and foster positive contact
- Farther left a factor is = more influential in initiating other factors in fans' experiences
  - Left = Drivers
  - Right = Outcomes
- Practical insight
  - Prioritize more influential factors to organically generate additional factors
  - Can select specific factors desired in a context / event and trace pathway of factors that will foster them

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Humanity as an Ingroup	Identity & Brand of Event	Decent & Considerate Behavior	Doing things together (interpersonal)	Differences & Comparing	Communication Behaviors & Styles	Initiating Communication & Contact	Physical Spaces	Collective Activity
80	72	70	60	59	54	46	43	28
Supporting many nations	Talk about sports	Knowledge informs appropriate behavior	Arranging to meet again	Variety of topics learned	Confidence & comfort	National symbols as conversation starters	Olympic Park	Follow the crowd
World citizenship	Same reason to attend	Tolerance & Understanding	Photos together	Exchanging differences	Languages	Same place and time	Lines & order	Comfort in numbers
Individuation of outgroup members	Positive tone of event	Obedience & compliance	Exchanging contact information	Appreciating others' challenges	Personality traits	Helping leads to talking	Stadiums	Strength in numbers
Similarities underlying differences	Uniqueness of Olympic atmosphere	Maintaining a positive atmosphere	Future plans	Compare & contrast	Online communication	Perception of commonality	Non-Olympic spaces	Collectively creating an atmosphere
Concentric ingroups	Competition and performance	Inconsiderate is the exception	Activities with strangers	Advice	Barriers to communication		Microcosm of the world	
Unity in diversity	International competition	Helpfulness	Cheering together		Mood affecting communication		Public transit	
Transitory ingroup	Sportspersonship		Not being alone		Approach and response to others		Safety & security	
Shared interests & experiences			Just hanging out					

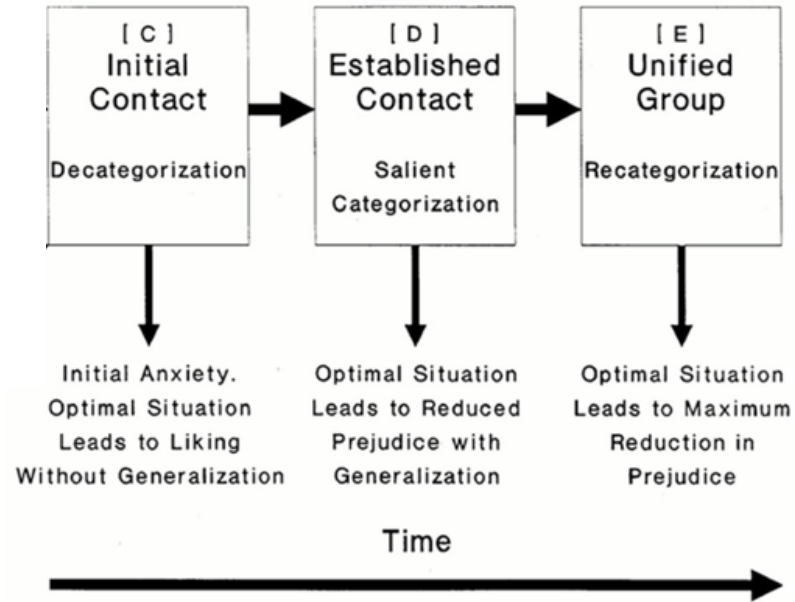
## Results: When & Where Factors Occurred

- Thematic analysis of ISM interviews
- Fans' categorizations, sites, and conceptualizations of experiences
- Each of the 18 factors analyzed for individual profile of:
  - Where / when it is most likely to *initiate* other factors
  - Where / when it is most likely to *be initiated by* other factors

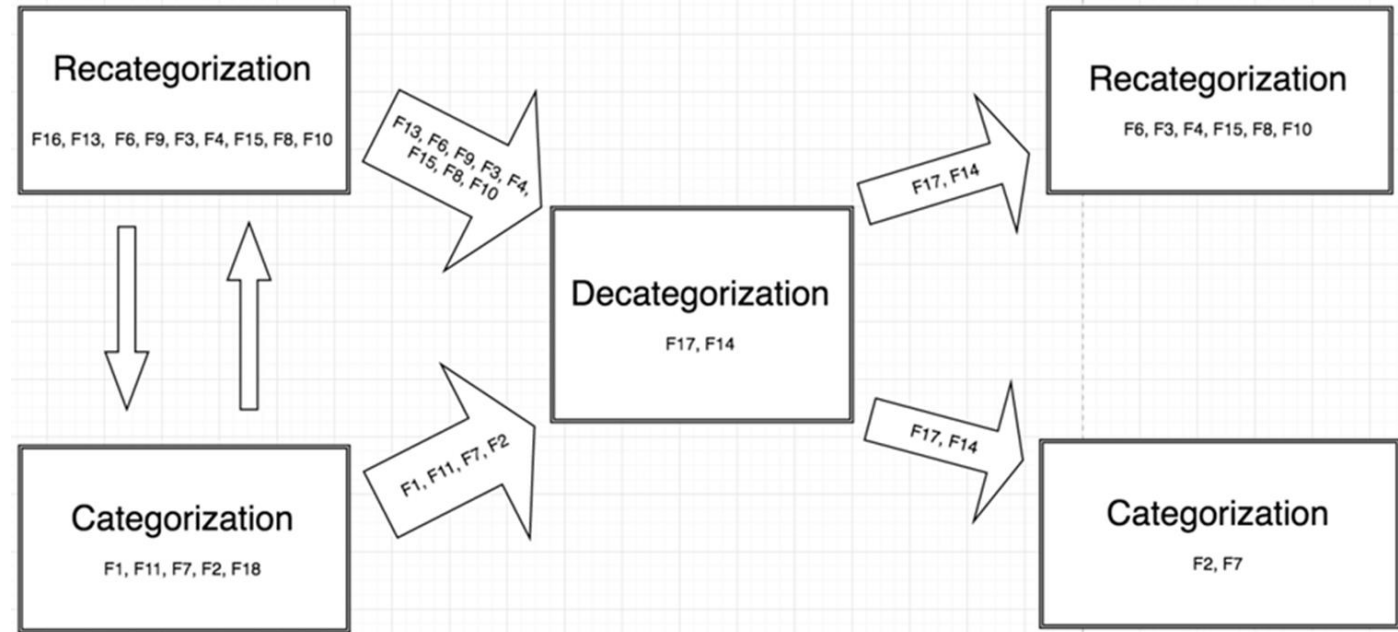
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## Pettigrew's (1998) model of group membership transformation (problematic contexts)



## Tentative, revised model for ideal intergroup contexts (Brenneman, 2017)



**Categorization → Recategorization → Decategorization → Recategorization → etc.**

"When you're talking with other people and meeting with other people (f1), you get to know them and get to see that we're all people and human beings who, I think most people have something in common (f4) when you get to speak to each other. When we met the Brazilian couple, who invited us to the apartment, I got to know that for them the education (f17) that they got is very important, and it's the same for me (f4). ...If I had not learned that they are doctors, I could not have seen how they were so similar to me, and I got to learn them as the couple and not as a Brazilian...not as the group in total." – **Helena (Denmark)**