

Abstract

This article examines the effect of group categorization and perceived similarity on prejudice and discrimination between two minority groups. In Study 1, forty-nine university students were recruited to evaluate their acceptance and perception toward different ethnic groups in Hong Kong. Results indicated that Filipino and Indian and Pakistani were most negatively evaluated. In Study 2, three hundred and eighteen local born students and students who were recently immigrated from mainland China were invited to fill in a questionnaire measuring general acceptance and perceptions toward Indian and Pakistani living in Hong Kong. Results demonstrated that students who were recently immigrated from China held less prejudice toward the target group. In Study 3, a volunteer program was devised to reflect levels of discrimination that Chinese new immigrants held toward Indian and Pakistani under different experimental conditions. Participants who believed to be in the same group as members of Indian and Pakistani who possessed dissimilar cultural beliefs and practices with themselves were most likely to take part in more demanding activities of the program. The findings that level of participation under ingroup and outgroup conditions were influenced by different underlying processes was suggested to be applicable in establishing more effective measures to reduce or eliminate interethnic prejudice and discrimination.