

## Abstract

“United we stand, divided we fall.” Collective action embodies the spirit. However, there are times when the whole group unites, yet the force is still insufficient to push for changes. Allies that do not belong to the original group are needed. This thesis aims to examine the role of relationship with outgroup in mobilizing one to become an ally. In particular, outgroup-friendly cognitions (i.e. perceived similarity, perceived benefits), outgroup-unfriendly cognitions (i.e. perceived threats), positive and negative outgroup-friendly emotions (e.g. warmth, sympathy; guilt, anger for their disadvantaged circumstances) and negative and neutral outgroup-unfriendly emotions (e.g. hatred, disgust; distantness, indifference). The predictive roles of contact and one’s view on the deservingness of discrimination for outgroup are also explored. Questionnaires were distributed online. There were 1066 valid entries. Findings suggested that perceived similarity, perceived benefit, positive outgroup-friendly emotions and contact were significant independent positive predictors. Negative outgroup-unfriendly emotions, neutral outgroup-unfriendly emotions and deservingness of discrimination for outgroup were significant negative predictors, but decreased in significance when overlapped with other pathways. Perceived threats, anger-driven and guilt-driven outgroup-friendly emotions were not significant predictors. This shows that building a positive and deep relationship with the outgroup is an important factor for one to be an ally. It can be encouraged through emphasising on similarities, exploring possible benefits, having more quality contact through integration, generating more positive outgroup-friendly emotions through fun and interactive activities. Target-specific approach may also be useful.

*Keywords:* collective action, volunteer, relationship. similarity, interdependency theory, emotions, contact, discrimination