

Conflict & Peace



Perceived incompatibility of actions or goals



Why Does It Happen?



Theory



Competition over scarce resources leads to hostility between groups

Conflict results when people feel they contribute more and benefit less than other people (i.e., inequity exists).



Theory



$$\frac{\text{A's Benefits}}{\text{A's Contributions}} = \frac{\text{B's Benefits}}{\text{B's Contributions}}$$

If the ratios are equal,
the relationship is equitable



- **Mere exposure effect**
 - Most helpful if two groups don't hate each other
- **Equal-status contact**
 - Representatives have same level of power



- **Superordinate goal**
 - Both sides must work together to attain it
- Reduces social categorization

Communication



When conflicting parties disagree, they can:



- Bargain with one another directly.
- Ask a third party to mediate.
- Arbitrate their disagreement by having someone study both sides of the issue and impose a settlement.

Conciliation



- Graduated and Reciprocated Initiatives in Tension reduction.
- GRIT tries to reverse the conflict spiral by triggering reciprocal de-escalation.


