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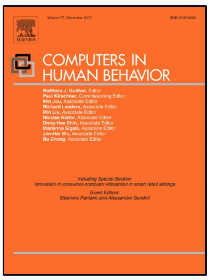

Intergroup Contact Through Online Comments: Effects of Direct and Extended Contact on Outgroup Attitudes

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PII:	S0747-5632(17)30650-7
DOI:	10.1016/j.chb.2017.11.013
Reference:	CHB 5246
To appear in:	*Computers in Human Behavior*
Received Date:	19 July 2017
Revised Date:	25 September 2017
Accepted Date:	12 November 2017

Please cite this article as: Nuri Kim, Magdalena Wojcieszak, Intergroup Contact Through Online Comments: Effects of Direct and Extended Contact on Outgroup Attitudes, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.11.013

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Highlights

- Tests online intergroup contact theory in the context of online comments
- Examines two forms of online contact—direct and extended—with two outgroups
- Direct online contact improved attitudes by generating positive and reducing negative emotions
- Extended online contact reduced negative emotions and improved attitudes towards undocumented immigrants

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