Latypova A.

**Perceived group boundaries permeability and group entitativity threat as factors of the positive social identity strategies use**

This study reviews different types of factors which deterime the choice of the positive social identity management strategies. Due to inconsistent results of the previous empirical studies in the Social Identity Theory (H. Tajfel) framework, it was supposed that certain factors were missed or not controlled. In this research we hypothesize that both perceived group boundaries permeability and group enitativity threat influence group member’s preferences of strategies. To test the assumption, an experimental study was designed with 4 experimental groups, where the 2 mentioned independent variables were controlled on 2 levels of salience (either high or low). Additionally, the strength of identification with the ingroup was controlled as a covariate. Using ANCOVA analisys, we revealed that the perceived group boundaries permeability determines the use of collective strategies: social competition, realistic competition, both super- and subordinate recategorization. Group entitativity threat determines the use of individual strategies, such as individualization, assimilation, and individual mobility. Expected interaction between two independent variables was not confirmed. These empirical findings suggest certain clarification to the Tajfel’s predictions and overall understanding of the positive social identity strategies use. Also, in more practical sense, these results are insightful for the intergroup relations problem solving.