



Policy Brief:
Reducing Prejudice Against Venezuelan Migrants in Colombia

[Marisol Rodríguez Chatruc](#) (Inter-American Development Bank)
[Sandra V. Rozo](#) (Development Research Group, World Bank)

[Paper link here](#)

Introduction

Out-group prejudice, particularly towards forced migrants, has significant social and economic consequences. In Colombia, prejudice against Venezuelan migrants is on the rise, exacerbated by the large influx of migrants due to the ongoing humanitarian crisis in Venezuela. This policy brief presents findings from a recent study on low-cost, scalable online interventions aimed at reducing prejudice and promoting prosocial behaviors towards Venezuelan migrants in Colombia.

Background

Over 7 million Venezuelans have fled their country, with Colombia hosting the largest number of these migrants. This demographic shift has led to increased prejudice and exclusionary behaviors among Colombian natives. Addressing this prejudice is crucial for social cohesion and economic integration.

Study Overview

We conducted a randomized controlled trial to evaluate the effectiveness of two online interventions:

1. Video Documentary: A 6:39-minute video depicting the hardships faced by Venezuelan migrants crossing into Colombia.
2. Interactive Online Game: An immersive game where participants assume the role of a Venezuelan migrant, making decisions and experiencing challenges faced by migrants.

Key Findings

1. Increased Altruism: Both the video and game interventions significantly increased participants' likelihood to donate to a charity supporting Venezuelan migrants, with a 15.9% and 16.6% increase respectively.
2. Enhanced Trust: The game intervention significantly increased self-reported trust towards Venezuelan migrants by 0.29 standard deviations.

3. Attitudinal Shifts: Both interventions positively impacted participants' attitudes, making them more likely to support government assistance for migrants and vote for policies increasing spending on migrant support.

4. Efficiency: Per minute of engagement, the video was found to be at least four times more effective in enhancing prosocial behaviors and attitudes compared to the game.

Policy Recommendations

Based on the study's findings, the following policy recommendations are proposed to reduce prejudice and promote prosocial behaviors towards Venezuelan migrants in Colombia:

1. Leverage Video Interventions: Due to their shorter duration, ease of dissemination, and significant impact, video documentaries should be widely utilized in public awareness campaigns to foster empathy and support for migrants.
2. Integrate Perspective-Taking Activities in Education: Incorporate interactive games and other perspective-taking activities in school curriculums and corporate training programs to build empathy and trust towards migrants.
3. Public Awareness Campaigns: Utilize social media and other digital platforms to disseminate video content that highlights the struggles and resilience of Venezuelan migrants, aiming to change public perceptions and reduce misinformation.

Conclusion

Addressing prejudice against Venezuelan migrants in Colombia is critical for social and economic integration. The study demonstrates that low-cost, scalable online interventions can effectively enhance prosocial behaviors and improve attitudes towards migrants. Implementing these findings through targeted policies and public awareness campaigns can significantly contribute to reducing prejudice and fostering a more inclusive society.



References

- Rodríguez Chatruc, M., & Rozo, S. V. (2024). In someone else's shoes: Reducing prejudice through perspective taking. *Journal of Development Economics*, 170, 103309.
- UNHCR (2023). Displacement Figures. [Link](<https://www.unhcr.org/figures-at-a-glance.html>)
- Gallup (2019). Migrant Acceptance Index. [Link](<https://news.gallup.com/poll/320678/world-grows-less-accepting-migrants.aspx>)