Samenvatting (Engels; 232 woorden)
People generally want to be part of highly valued groups. Perhaps the best way to increase the social standing of one's group is to stand out, as a group, as much as possible against a relevant other group. Existing (inter)group literature teaches us how group members, with their characteristics and behaviours, can positively or negatively affect the image of their own group ('ingroup') vis-à-vis a relevant other group ('outgroup'). Through a series of experiments, the current thesis lends support to the notion that outgroup members may as well affect a group's capacity to positively distinguish itself from an outgroup. More specifically, this thesis shows that when an outgroup openly embraces rather than rejects a transgressing outgroup member who can be considered typical for the outgroup, this readily elicits positive feelings among the ingroup. The explicit association of a relevant outgroup with anti-normative behaviour may well provides the ingroup with an enhanced relative standing. The current thesis also demonstrates that groups might strategically use the communication of damaging outgroup information to enhance or confirm the relative standing of their own group. Since people's need for their group to outperform or outshine other groups is rather universal, and people generally belong to -for example- different organisations, business teams, (backings of) sports teams, political parties, nations, ethnicities and religions, quite some day-to-day intergroup phenomena can be further elucidated on the basis of the current thesis.