After this initial stage of the experiment, the boys were seemingly allocated to two separate groups. Each group was shown 12 slides portraying different paintings. One half of the paintings were identified by Kandinsky and the other half by Klee. All the boys viewed the paintings anonymously and were given code numbers and names of the group. The names were Kandinsky group and Klee group. The boys were also told that the paintings were created by famous artists and they were not aware of who had created the paintings. The boys were told to award points to other boys who had created the works of art.

In the second method of allocating points, Tajfel employed the following strategy. First, the point scores for each boy were tied together, so that the sum of the two points is 15. The boys were given the impression that this grouping was based on the test results of the boys themselves. These results were obtained from them after the initial part of the experiment. The two groups were named Kandinsky group and Klee group. The names that were given to the group added a positive social identity to the group members. In this system of point awarding, when a participant chose a score (x) for one boy, the other boy automatically got a score (15 - x). This means that as the score for the initial boy increases or approaches 15, the score of the other boy decreases or approaches 0.

The last stage of the experiment is the rewards allocation task. Each boy was given a task to give or withhold points to two other boys, one from his same group and one from the other group. The points awarded could be manipulated. The boys were not given the option of withholding points. The rewards allocation task was to determine the maximum joint profit, self-satisfaction, and the degree to which the boys were able to identify with their group. Despite the seemingly meaningless number of points the boys could give to their in-group meant that the out-group automatically got the remaining points. The grouping was completely randomized, but the truth is, the grouping was based on the expressed preferences of the boys.

First, consider a group of old professionals who have known each other since childhood, or men within a fraternity, or a military unit. We can expect these groups to be long-lasting and durable. The attitudes that the members share are time-enduring. This same concept entails that man has an inherent desire to socialize and mingle with other men.