

# 2020 Lyceum Social Identity

Aviva Fraer



# What is Social Identity?

-The idea that what something or someone is, is based off of others in the society.

-Tend to be two groups: “us” and “them”

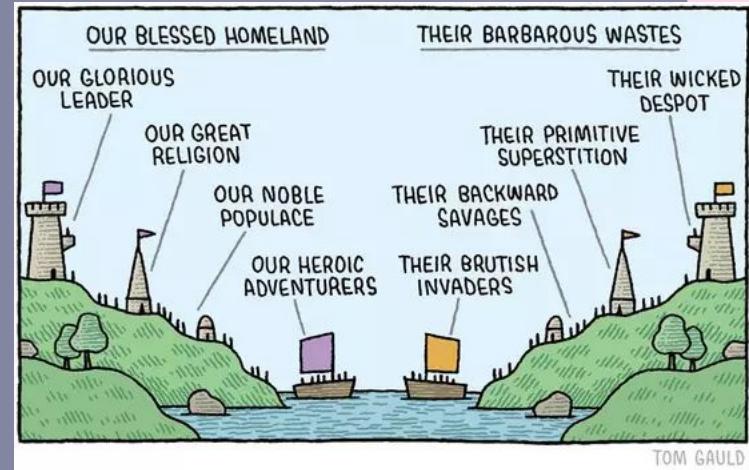
--These differences tend to be exaggerated in order to separate the two groups. --- --- --- --->

-Our minds iterate through three steps

--Categorization

--Identification

--Comparison



# How does it impact us?



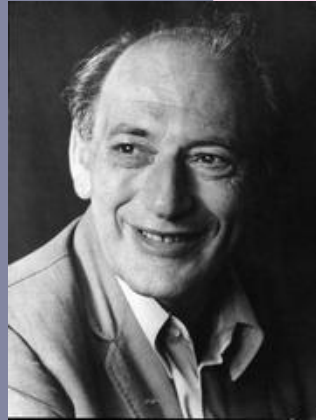
- Tend to favor those in the same group.
  - Point experiment
- Our brain is constantly searching for differences and similarities
  - Groups are often split into more specific groups
  - By placing an individual in a certain group, they will start to behave similarly to other group members.
    - Ex. Advertisers can use this mentality to sell
- People define themselves by expressing the combination of groups that they are in
  - Good characteristics of those groups are often highlighted in order to maintain a positive image. (and vice versa)

# Impacts cont.

- Conflict can arise due to individuals striving for improvement, as well as other's desire to remain at the top
- Hypothetically individuals have autonomy
  - Boundaries are permeable therefore allowing individuals to move between groups freely
  - Not all groups agree with permeable boundaries
- Identity threats can occur when a certain group is devalued
  - Ex. Group's morals are questioned.
- Minority groups are often more sensitive to how they are portrayed because it doesn't happen often and is usually biased.

# Who is Henri Tajfel?

- The philosopher typically accredited for this idea
- Wanted to figure out which groups would affect others the most (Homophily)
  - There is a continuum between the two sides.
- The theory eventually developed a sub theory of social categorization in order to explain how these groups occur.
- He was Polish and helped start the EAESP.
- Lectured at Oxford
- The idea struck him when studied ethnic groups and the biases against them.



# Any flaws?

- Justifies trampling over certain groups and creates the notion that some groups are better than others

- Relies on the key assumption that individuals want to have a positive standing in society

- Although those “less appealing” groups are still important for the overall success of everyone

- No thing on their own can be self sufficient

- Certain subgroups may be important for the identity of the whole group.

- --Even with minimal differences, discriminations against “outgroups still take place

# Different subsets?

## -Positive-negative asymmetry

--The sense of self esteem that drives this theory is boosted more when the group itself is rewarded.

--Empirically groups with more subgroups generally tend to have more problems.

## -Intergroup similarity

--The more similar two groups are, the more driven they are to distinguish themselves

--If those two groups have higher levels of in-group attraction, it can be problematic for the theory

# Conclusion?

- Although this theory isn't very good at predicting what people will do, it is very good at explaining why and relations
- So far for predicting a counter theory hasn't been found
- The driving force for this theory is self esteem
- Does a good jobs at looking at the relationships and showing how people develop their identity
  - Although it is possible for two people to be identical
- There is a main circle for what is believed as the core groups people are in.

