Mapping Social Identity

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A visual representation tool for addressing social identity within a Therapeutic Community program
A question we all ask...

WHO AM I ?!
Overview

- Background to the SIM tool:
  - Social Identity Theory
  - Self-Categorisation Theory
  - Node-Link Mapping

- The tool itself:
  - what it is
  - how it works
  - how you can use it
Background theory

Social Comparison Theory (Festinger, 1954)

- people classify and order the world by comparing themselves with others and surrounding themselves with people who are similar in some way

- similarity can be based on:
  - behaviour,
  - dress sense,
  - interests,
  - ideals
  - and so on
Social Identity Theory (Tajfel & Turner, 1979)

- sense of self derived from groups to which we belong

- differing levels of social identity 'taxonomy', related to current situation & based on most salient difference:
  - Australians (when overseas)
  - professionals (in conversation with clients)
  - AOD workers/clinicians (if in a multidisciplinary team)

- people who are different from a group on importance dimension form the out-group
  - out-group (generally) viewed less favourably by in-group members
  - basis of prejudice & discrimination
Self-Categorisation Theory (Turner et al, 1987)

- sense of self derived from group is internalised in a reflexive process to establish 'correct' ways of doing things (norms)
  - group membership is negotiated through communicating shared norms and values (Communication Theory, Hogg & Reid, 2006)
  - ongoing process thus social identity is fluid

- the group exerts social influence on its members' behaviour through:
  - social control (consequences for deviating from norms), and
  - social learning (observation of others' behaviour)

- the more similar one is to negotiated group prototype, the more one is identified as, or identifies self, by group's characteristics
Importance of Social Identity

- We draw on our available social identities in unfamiliar situations
  - Previous/other group norms tell us what to do, how to think, what to say, or who we can draw on for support in new situations

- Social identity continuity important in times of stress, or coping with difficult transitions (Jetten et al, 2009)

What if our dominant social identity is harmful to us?

- Change in social identity involves renegotiation of shared norms and values
  - Draws on previously enacted social identities, OR
  - Requires perceiving a benefit to taking on a new social identity
What is this tool?

- based on node-link maps
Example: Social Identity Map (SIM)

Using Mates

"You spend more time with them than your kids"

Family (partner + kids)

"We don't want them coming here"

Work

"You're slacking off"

We hardly see you anymore"

Old School Mates

a lot of conflict

some conflict

a lot in common

something in common

Heavy use

Casual use

Abstinent

In recovery

Don't know
Creating the tool

- tool used to map social identity in health-related research

  PLUS

- tool used to capture substance use of important people in social networks in AOD use research

- tested by using tool with:
  - residents in TCs
  - family members of substance using person

- feedback very positive from residents, family and TC staff
Materials

- Post-It notes

- Marker pens - Red & Blue

- Sticky dots – Red, Yellow, Green, Blue & White

- sheet recording details about current groups belonged to:
  - importance
  - frequency of contact
  - identification with group
  - proportions of group by using status
## Complete the Group Details

<table>
<thead>
<tr>
<th>What groups do you belong to?</th>
<th>What kind of group is it?</th>
<th>How important is this group to you?</th>
<th>How often do you see or have contact with this group?</th>
<th>I identify with other members of this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTRUCTIONS: List groups below. Call the groups whatever makes sense to you.</td>
<td>FOR EXAMPLE: What activities do you do together? What do you talk about? What do you have in common?</td>
<td>KEY 3= Very important 2= Important 1= Somewhat important</td>
<td>KEY 7 = daily 6 = three to six times a week 5 = once or twice a week 4 = every other week 3 = about once a month 2 = less than monthly 1 = once in past six months</td>
<td>KEY 1 = not at all 4 = somewhat 7 = completely</td>
</tr>
<tr>
<td>Group 1:</td>
<td></td>
<td></td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>Group 2:</td>
<td></td>
<td></td>
<td></td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>
Group details cont...

What proportion of each group fits the using/drinking categories below?

<table>
<thead>
<tr>
<th>KEY</th>
<th>4 = All</th>
<th>3 = Most</th>
<th>2 = Some</th>
<th>1 = A few</th>
<th>0 = None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Casual Use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abstinent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Recovery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Post-It notes

Very important

Important

Somewhat important
Add Group Names

- FAMILY
- WORK
- USING MATES
- OLD SCHOOL MATES
Example

- Using Mates
  - "You spend more time with them than your kids"
  - "We don't want them coming here"
  - "We hardly see you anymore"
  - "You're slack off"

- Old School Mates
  - a lot of conflict
  - something in common

- Family (partner + kids)
  - fighting about everything

- Work
  - a lot of conflict
  - some conflict

Legend:
- Red: Heavy use
- Yellow: Casual use
- Blue: Abstinent
- Green: In recovery
- White: Don't know
In Common Lines

OLD SCHOOL MATES

FAMILY
Conflict Lines

WORK

USING MATES
Example

```
1. Using Mates
   - You spend more time with them than your kids
2. Work
   - We don't want them coming here
   - You're slacking off
3. ME
   - Fighting about everything
4. Family (partner + kids)
   - We hardly see you anymore
5. Old School Mates
6. Heavy use
7. Casual use
8. Abstinent
9. In recovery
10. Don't know

Red: A lot of conflict
    Some conflict
Blue: A lot in common
    Something in common
```

ATCA Conference Presentation - Mapping Social Identity
Adding Dots to Groups

<table>
<thead>
<tr>
<th>Heavy Use</th>
<th>Casual Use</th>
<th>Abstinent</th>
<th>In Recovery</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Family

[Diagram showing dots in groups]
The Finished Product

ATCA Conference Presentation - Mapping Social Identity
How to use this tool in a TC

- at the beginning of the program
- in conjunction with Individual Recovery Plan
- prior to exit
QUESTIONS