

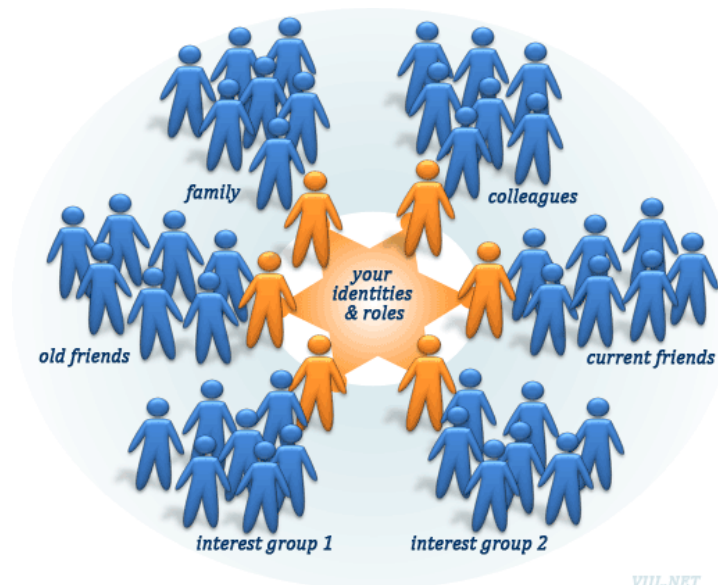


MONASH University

Medicine, Nursing and Health Sciences

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...



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

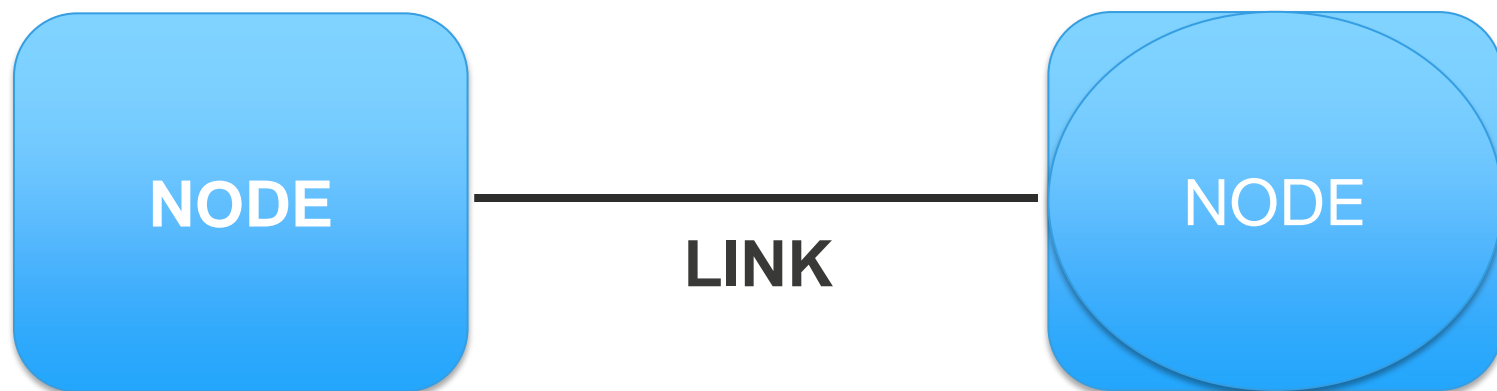
- we draw on our available social identities in unfamiliar situations
 - previous/other group norms tells us what to do, how to think, what to say, or who we can draw on for support in new situations
- social identity continuity important in times of stress, or coping with difficult transitions (Jetten et al, 2009)

what if our dominant social identity is harmful to us?

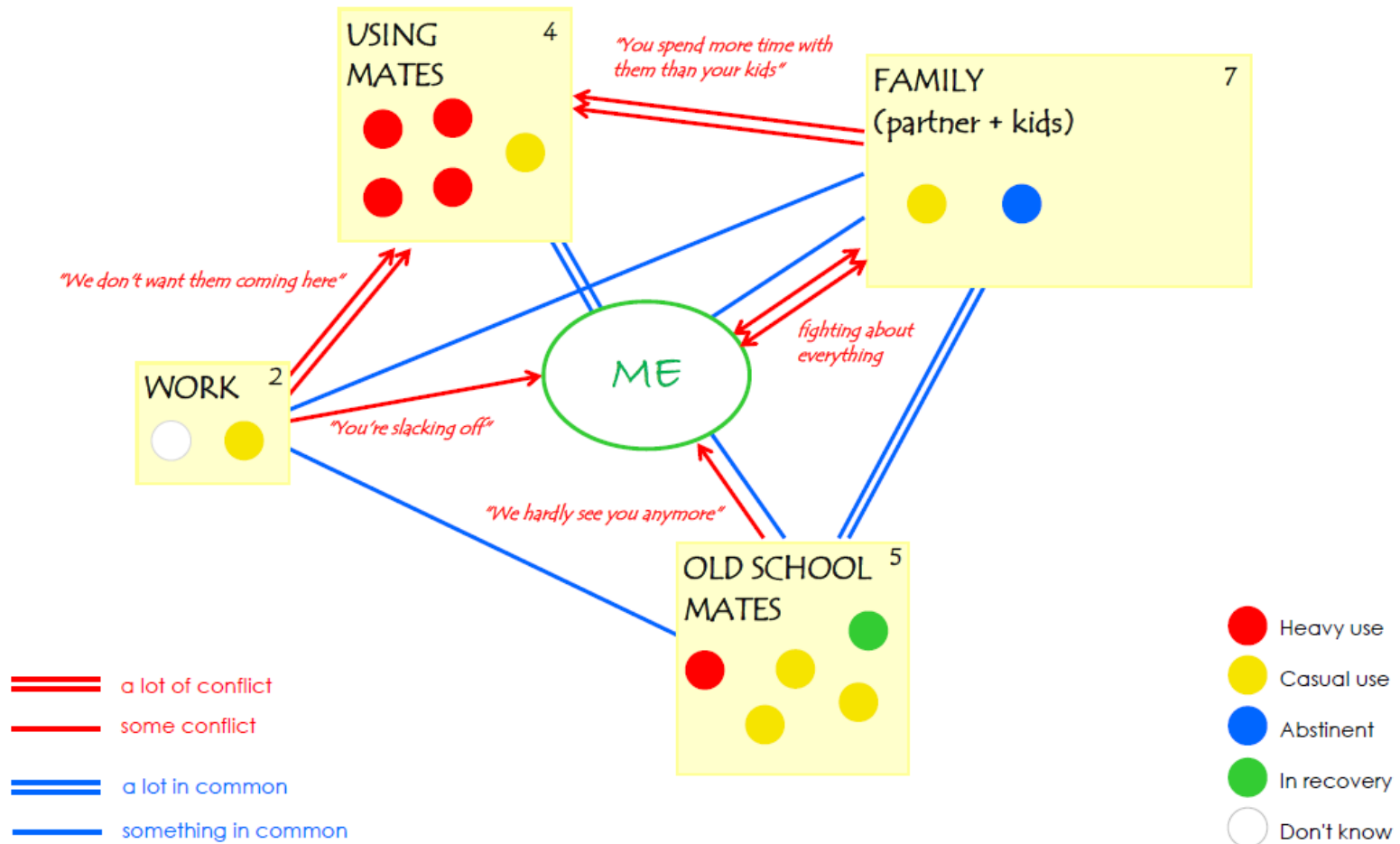
- change in social identity involves renegotiation of shared norms and values
 - draws on previously enacted social identities, OR
 - requires perceiving a benefit to taking on a new social identity

What is this tool?

- based on node-link maps



Example: Social Identity Map (SIM)



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

What groups do you belong to?	What kind of group is it?	How important is this group to you?	How often do you see or have contact with this group?	I identify with other members of this group
<p>INSTRUCTIONS: List groups below. Call the groups whatever makes sense to you.</p>	<p>FOR EXAMPLE: What activities do you do together? What do you talk about? What do you have in common?</p>	<p>KEY 3= Very important 2= Important 1= Somewhat important</p>	<p>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</p>	<p>KEY 1= not at all : 4 = somewhat : 7 = completely</p>
Group 1:				1 2 3 4 5 6 7
Group 2:				1 2 3 4 5 6 7

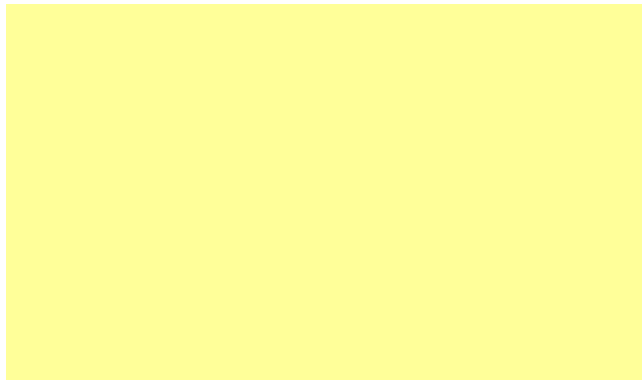
Group details cont...

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

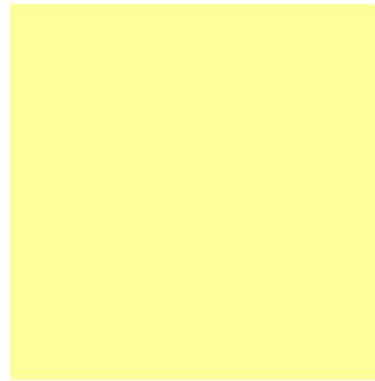
KEY
4 = All
3= Most
2 = Some
1= A few
0 = None

Heavy Use	Casual Use	Abstinent	In Recovery	Don't know

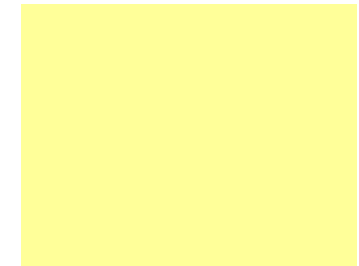
Post-It notes



Very important



Important



Somewhat important

Add Group Names

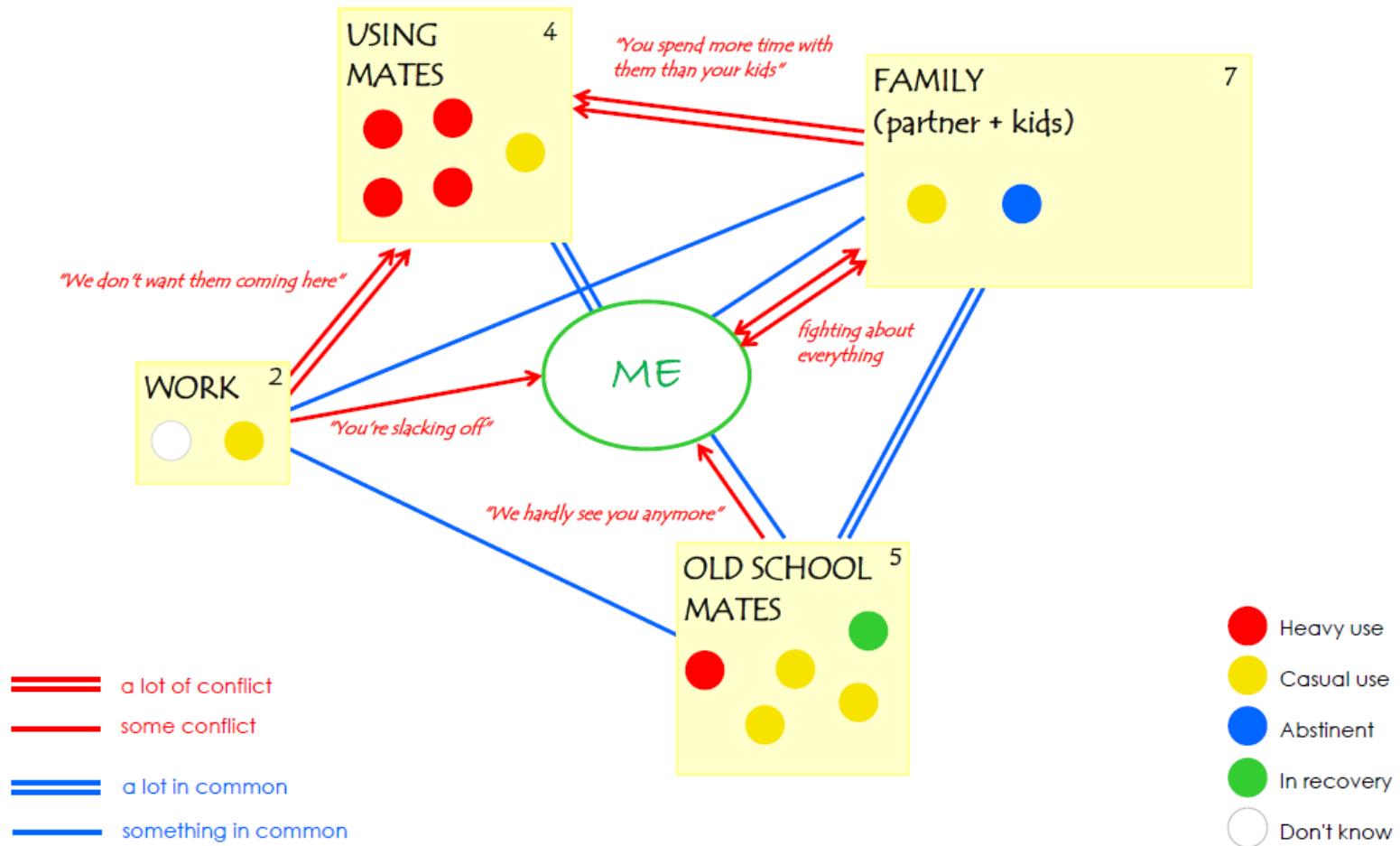
FAMILY

WORK

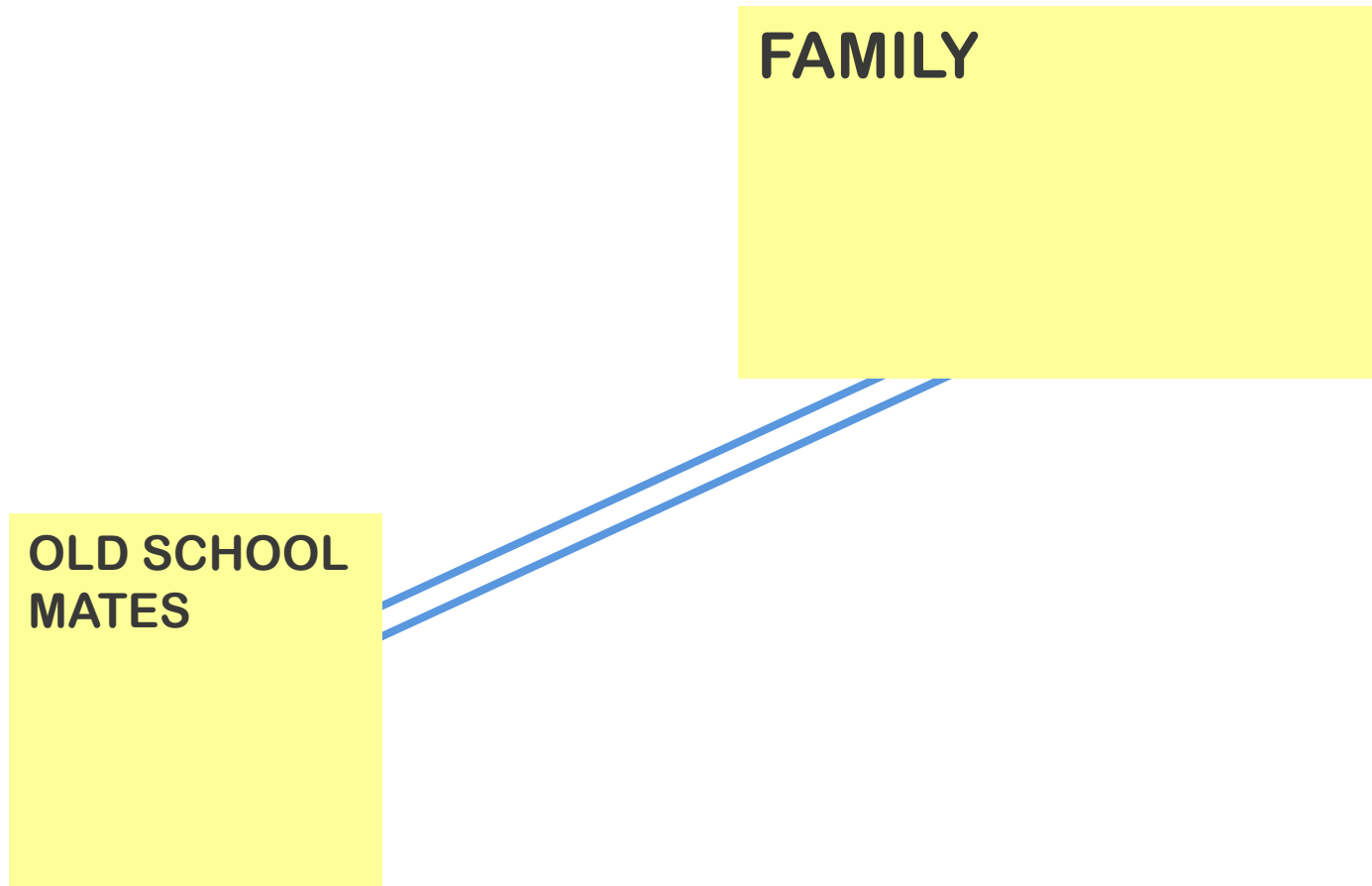
**USING
MATES**

**OLD SCHOOL
MATES**

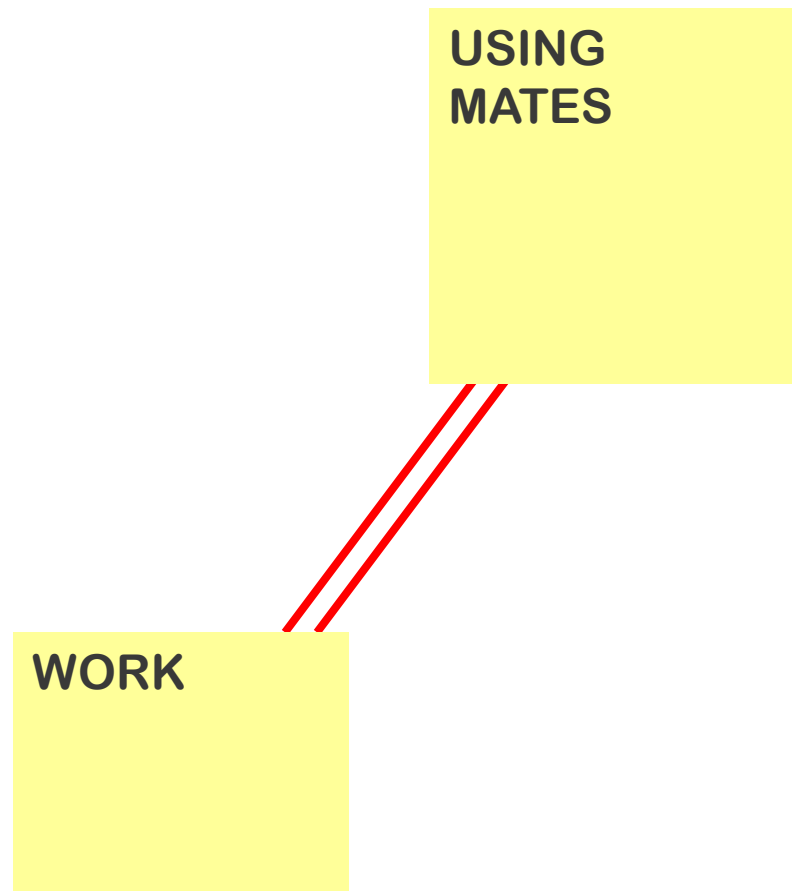
Example



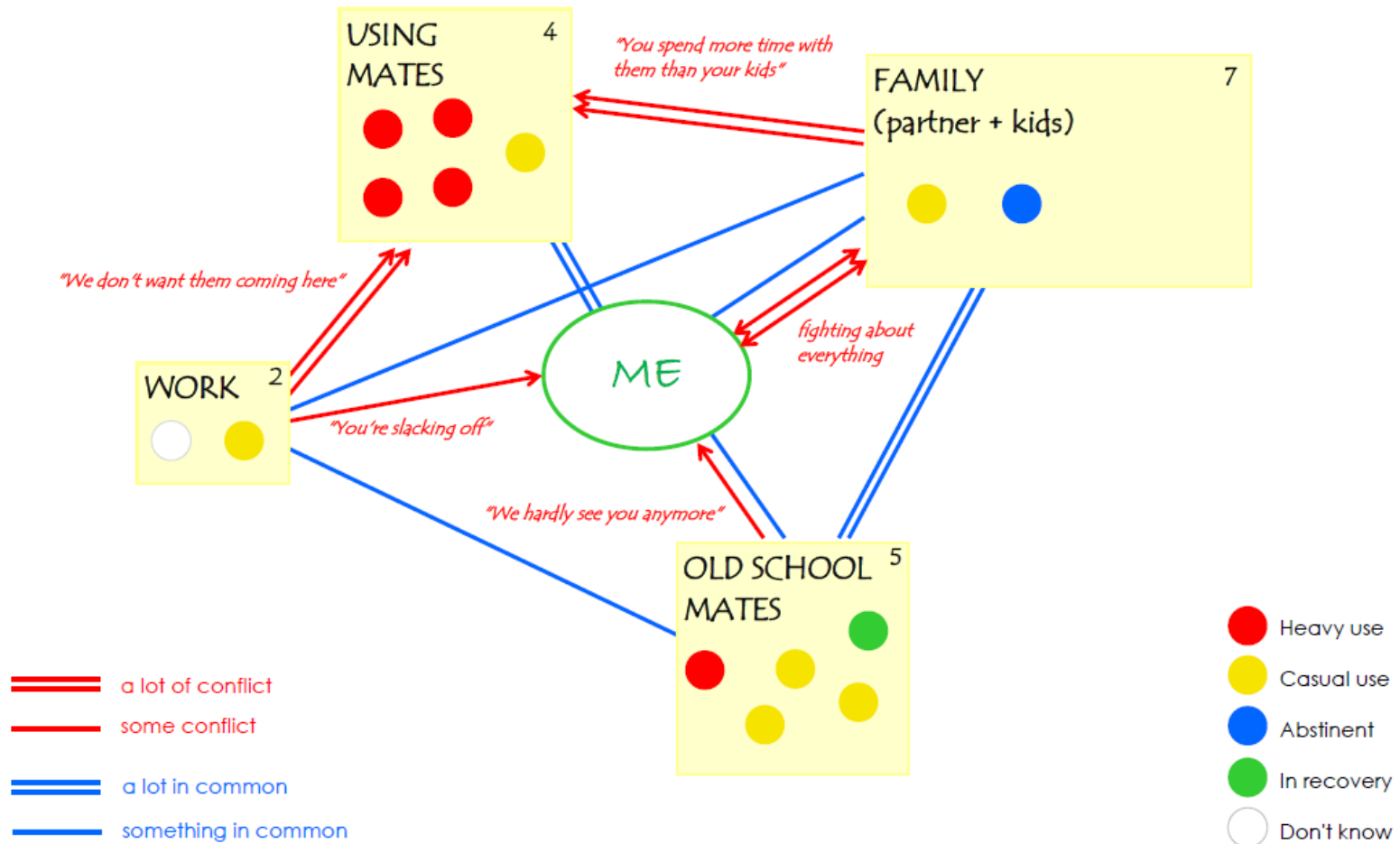
In Common Lines



Conflict Lines

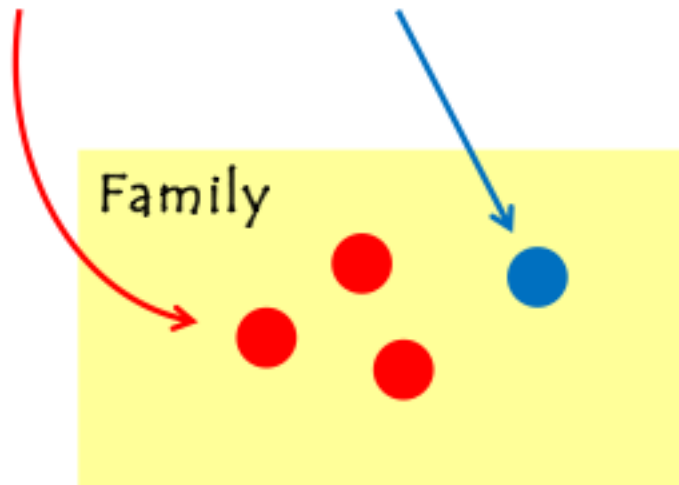


Example

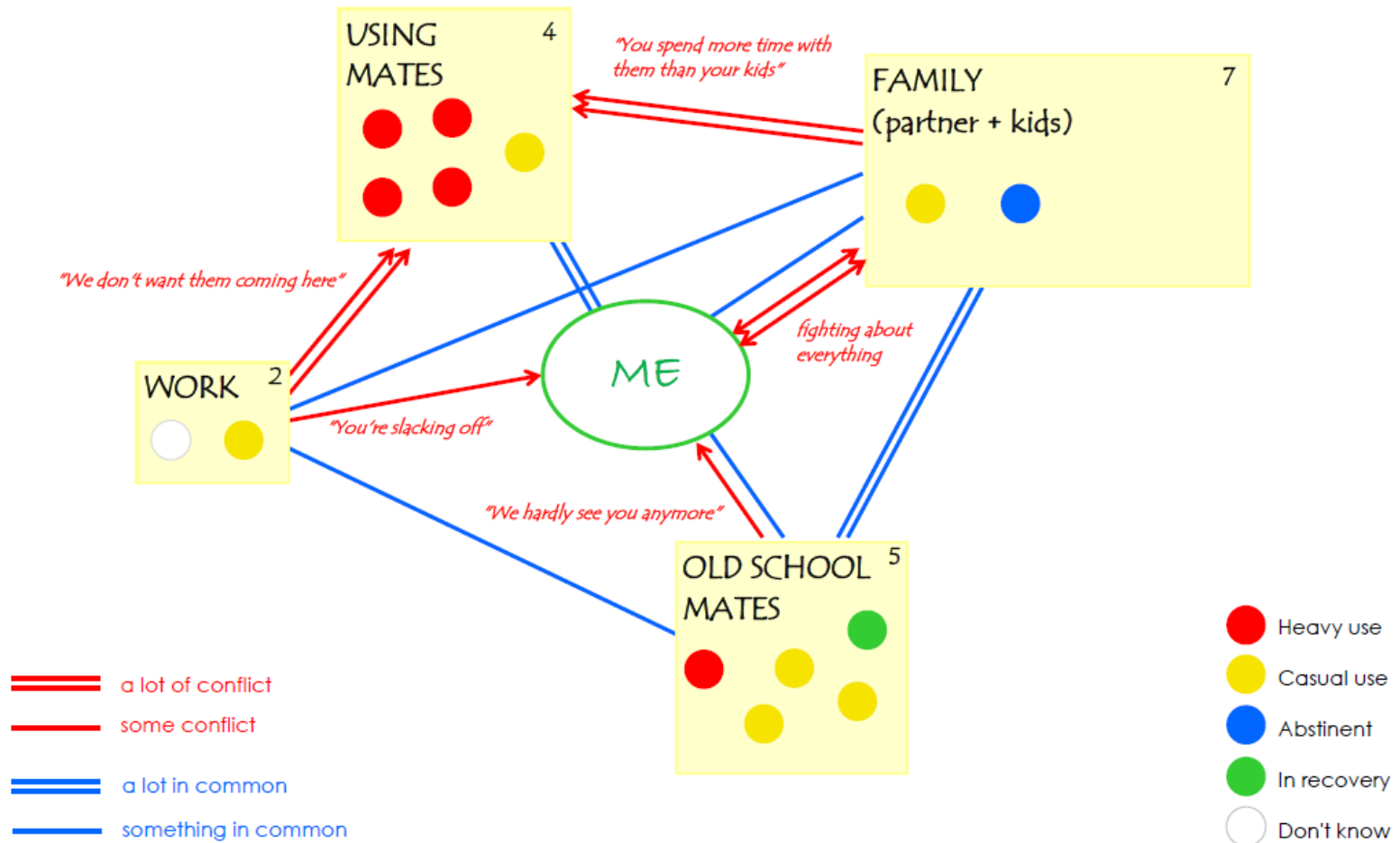


Adding Dots to Groups

Heavy Use	Casual Use	Abstinent	In Recovery	Don't know
3	0	1	0	0



The Finished Product





How to use this tool in a TC

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



QUESTIONS