



UNIT 2: SOCIAL IDENTITY

Psychological dimensions of social problems
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SOCIAL IDENTITY

VOCABULARY OF THIS UNIT TO BE FAMILIAR WITH:

Ingroup / Outgroup

Affiliation

Self-concept / Self-esteem

Temporal / Permanent

Prompting

Cognitions

Feelings

Behaviours

Prototype

Threat

Majority/minority

Bias

Favoritism

SOCIAL IDENTITY

- Let's start with a simple question:

**HOW WOULD YOU INTRODUCE YOURSELF
TO AN UNKNOWN PERSON?**

Please, write down and share your notes in pairs in a few minutes.

SOCIAL IDENTITY

**HOW MANY ELEMENTS THAT YOU MENTIONED
IN YOUR PRESENTATION REFER TO SOCIAL GROUPS?**

(e.g. gender, career, age, geographical origin, religion, racial features, etc.)



ALL OF US IDENTIFY OURSELVES WITH SOCIAL GROUPS WHICH PROVIDE US WITH
RELEVANT CHARACTERISTICS OF OUR SELF

SOCIAL IDENTITY

- **DEFINITION:** Aspects of our self-concept derived from our knowledge and feelings related to group affiliations shared with others (Rosenberg, 1979; Tajfel, 1972).
- Every aspect of the self-concept which derives from membership to social groups.

SOCIAL IDENTITY turns "ME" into "US"

SOCIAL IDENTITY

DO YOU THINK THIS DESCRIPTION WOULD HAVE BEEN DIFFERENT IF YOU WERE...

a) IN AN AFRICAN COUNTRY?

b) IN A CONTEXT WHERE YOUR RELIGION/GENDER/CAREER IS A MINORITY?

c) IN A CONTEXT WHERE YOUR SEXUAL ORIENTATION IS FORBIDDEN?

Discuss these question in teams of 3-4 members



CONTEXTS CAN MODIFY THE RELEVANCE AND USE OF GROUP AFFILIATIONS AS
COMPONENTS OF OUR IDENTITY

SELF-CLASSIFICATION

SELF-CLASSIFICATION: process of perceiving oneself as a member of a group (Turner y cols., 1987)

Regarding whether they change or not, **self-classifications can be:**

TEMPORAL/ PERMANENT



Can you think of group affiliations which will probably not change for the rest of your life?

What about affiliations which might be obsolete in... ten years? And in one hour?

Are all of them important to understand your behaviour?

SELF-CLASSIFICATION

CAN YOU ORDER THE FOLLOWING GROUP AFFILIATIONS

1) FROM LEAST TO MOST PERMANENT ?

2) FROM LEAST TO MOST SIGNIFICANT FOR YOUR IDENTITY?

SEXUAL ORIENTATION

"Triunfito" YOU ARE FUN OF

SIGN IN THE ZODIAC

FOOTBALL TEAM YOU SUPPORT

TEAM YOU ARE WORKING WITH DURING THIS CLASS

GENDER

CAREER

HOW DO WE LEARN ABOUT OUR GROUP AFFILIATIONS?

We learn about group affiliations in a similar way than when we learn about other social groups:

**BY WATCHING AND LISTENING
HOW PEOPLE FROM DIFFERENT
GROUPS BEHAVE**



**BY LISTENING WHAT OTHERS
TELL US ABOUT HOW PEOPLE
FROM DIFFERENT GROUPS
BEHAVE**

Which “others” do you think are more relevant for this learning? Do they change along life? These “others” are always people who we know?

HOW DO WE LEARN ABOUT OUR GROUP AFFILIATIONS?

DISCUSS IN GROUPS (3-4 members):

Where have you learned

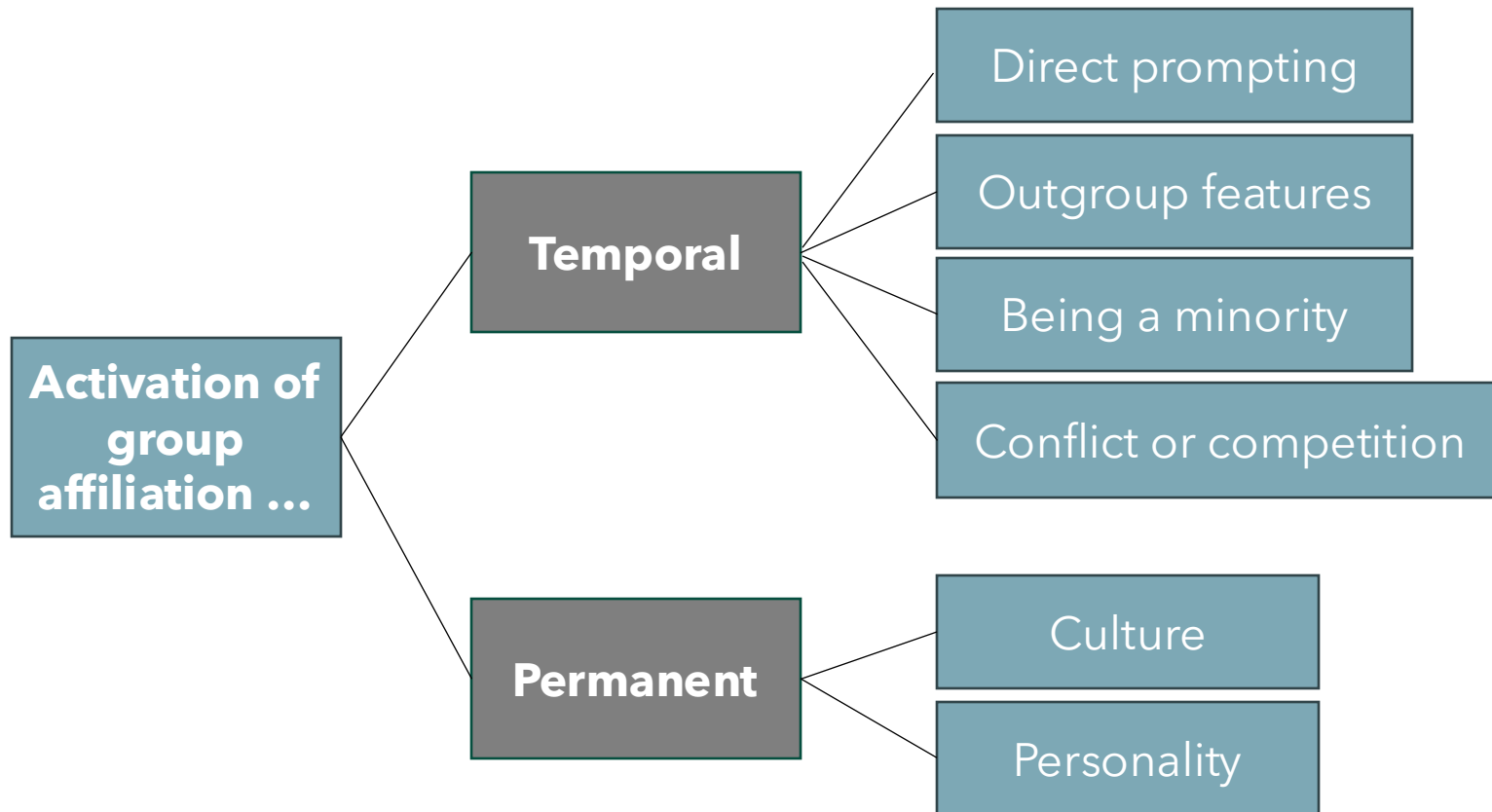
a) what is a male/female job?

b) how people behave in small towns/big cities?

c) how do people from Arab/Asian/Latin countries celebrate parties?

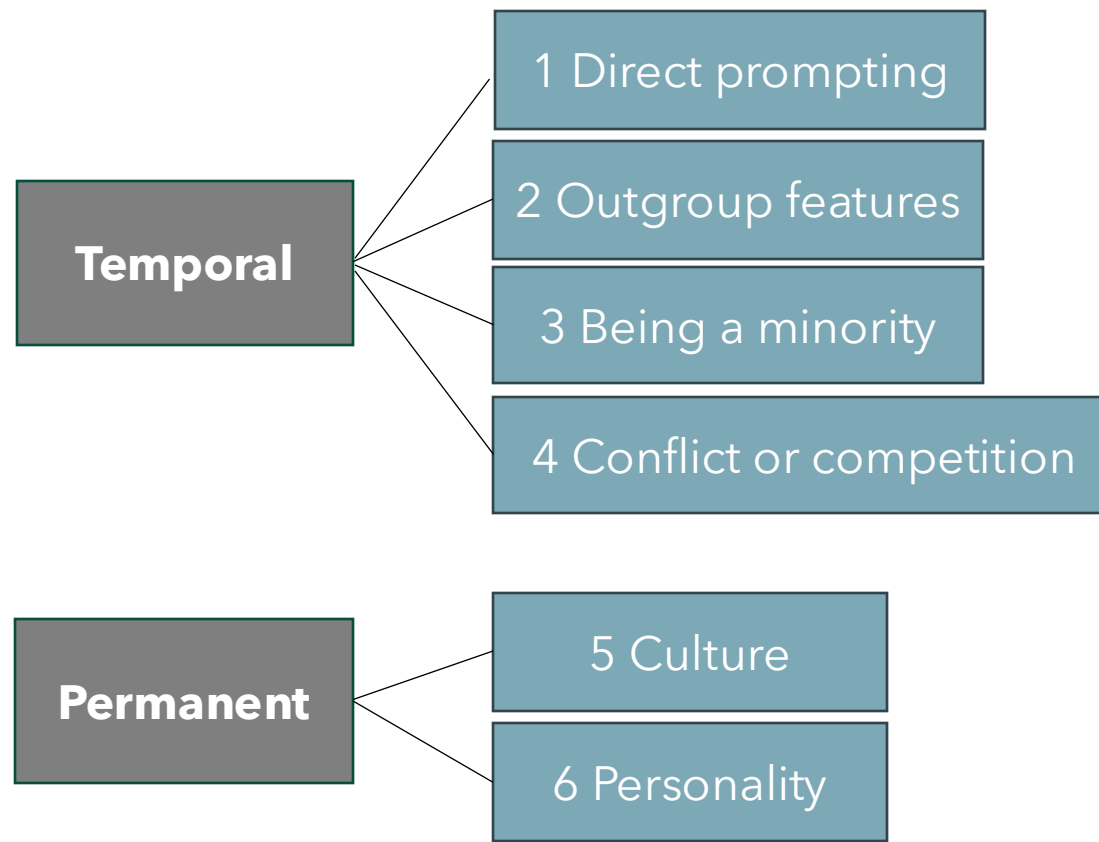
d) which are the most representative personality traits of natives from Galicia/Cataluña/Andalucía?

When is a group affiliation activated?



When is a group affiliation activated?

Connect each activation process with an appropriate example: (WORK IN PAIRS)



a) Being an Erasmus student

b) Collectivism/individualism and the value of family

c) Wearing a t-shirt of the rock band you are fun of

d) Being a woman in a career with a 95% men

e) Not smoking or drinking alcohol in a pub

f) Being part of a debate as a class activity where teacher decides which position you must adopt

Effects of group affiliation in experimental contexts

WATCH THIS VIDEO: [A Class Divided - Brown Eyes Blue Eyes Experiment \(youtube.com\)](#) and **ANSWER THE FOLLOWING QUESTIONS:**

- Summarize the instructions the teacher gave to the children.
- What effects did these instructions have on children's behavior? And on their emotions?
- Why did these effects happen?
- Which are the main ethical implications of this experiment?

Effects of group affiliation in experimental contexts

MINIMAL GROUP PARADIGM (Billig y Tajfel, 1973)

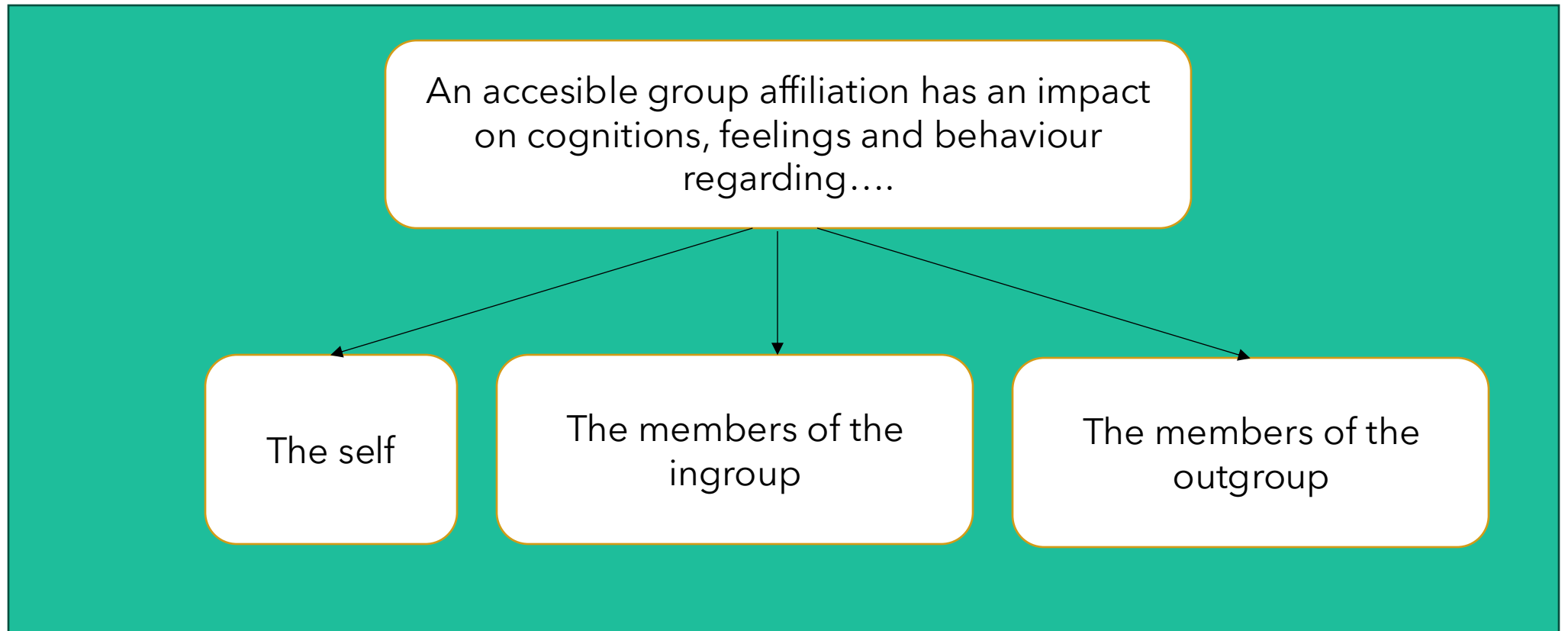
Experimental situation where participants are divided into groups in an arbitrary way, in the absence of previous group history, conflict of interest or stereotypes.

Results: A simple arbitrary classification can stimulate favoritism towards ingroup members compared to outgroup.

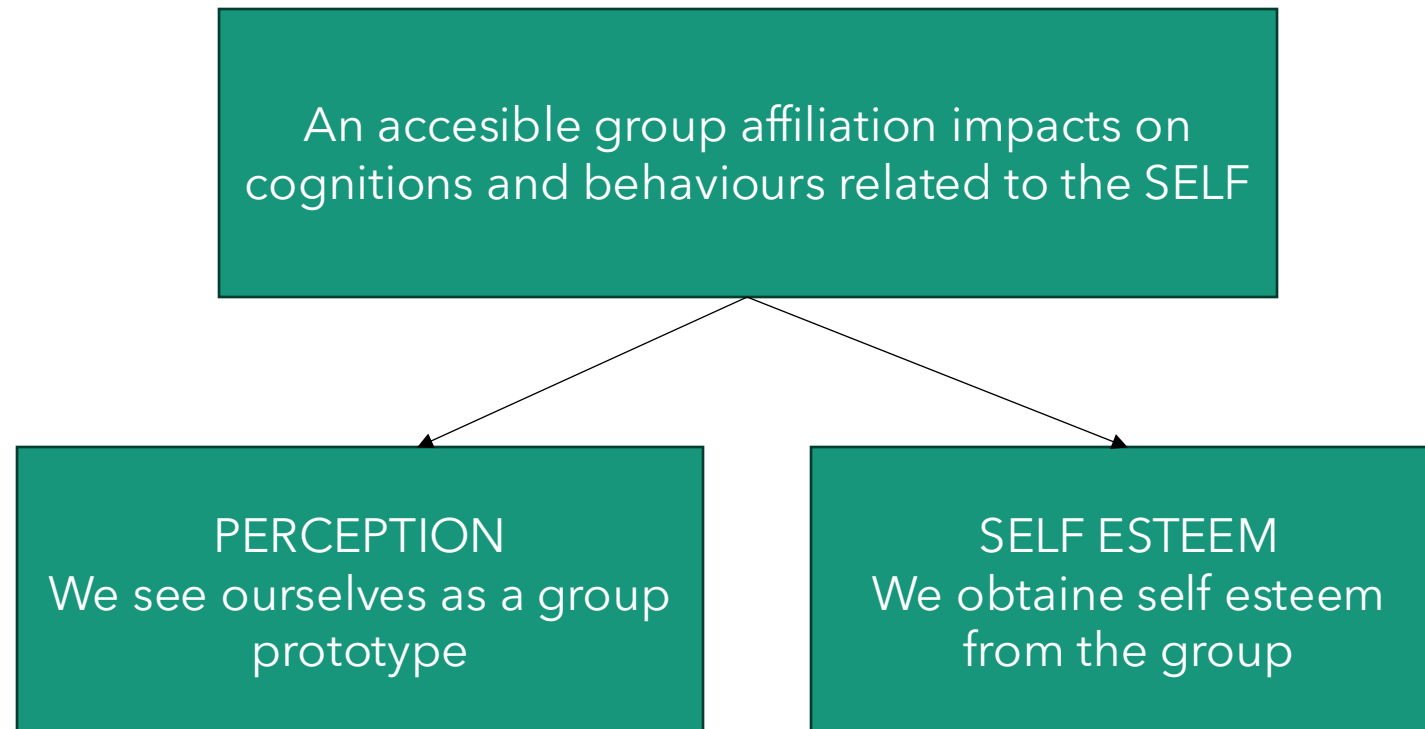


THEY ARE DIFFERENT, WE ARE BETTER

Effects of the group affiliation: self, ingroup and outgroup



Effects of group affiliations on the SELF:



Effects of group affiliations on the INGROUP

An accessible group affiliation impacts on cognitions and behaviours related to the INGROUP MEMBERS

COGNITION

We perceive other members of the ingroup more similar to us



Romangordo



Mogarras



AFFECT

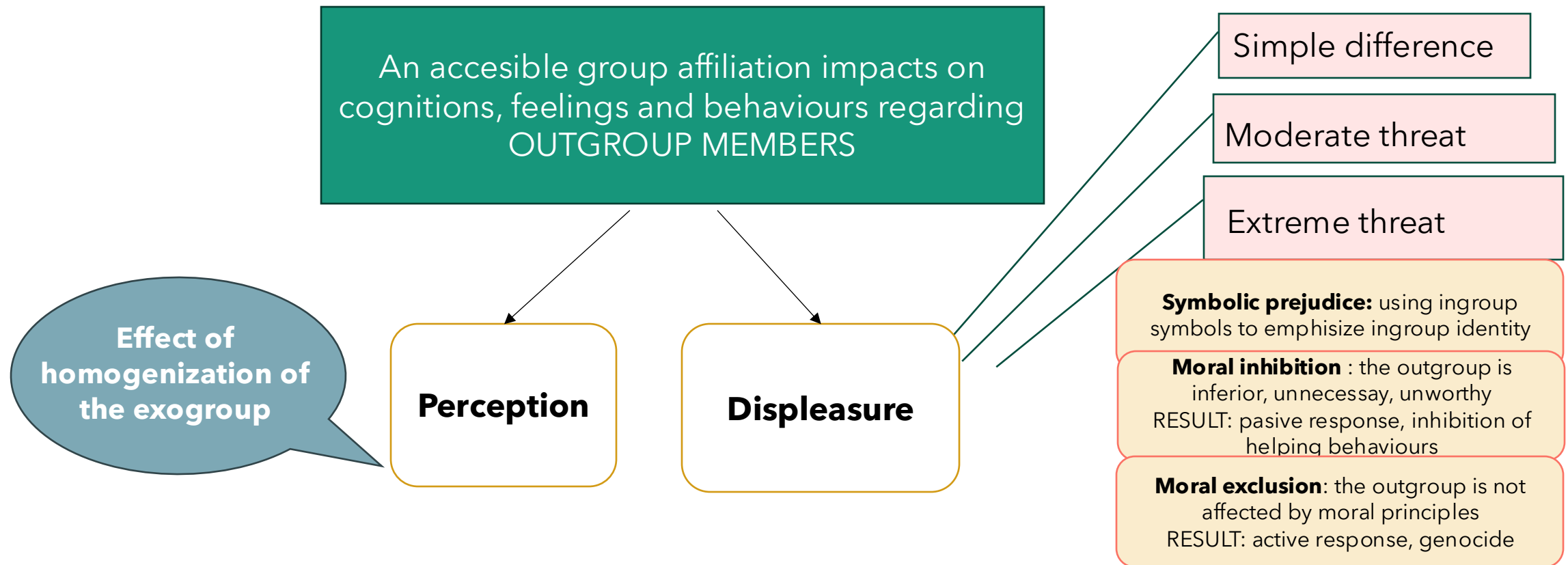
Parla

"Us" promotes more positive emotions than "They"

BEHAVIOUR

More "positive" behaviors directed towards ingroup members: ingroup bias

Effects of group affiliations on the OUTGROUP



Analyzing the effects of group affiliation in real conflictive contexts

In the next two pictures, different groups with powerful social identities are represented. Based on what you have learned about cognitive, emotional and behavioral effects of group affiliation, write a brief comment (10 lines) on each picture using the following structures:

- From the perspective of X/Y group, homogeneity can be perceived in X/Y group because of....
- Ingroup favoritism can be expected among X/Y group in terms of...
- Simple difference/moderate threat/extreme threat may lead in X / Y group to symbolic prejudice / moral inhibition / moral exclusion examples, such as...

Analyzing the effects of group affiliation in real conflictive contexts



Picture 1: Inside a prison in El Salvador



Picture 2: A selfie in Israel-Gaza war

How to explain the effects of group affiliations?

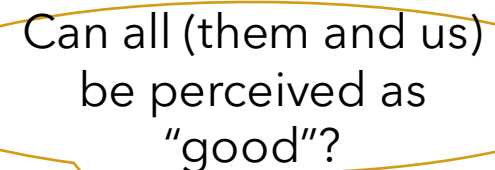
SOCIAL IDENTITY THEORY (Tajfel y cols., 1971):

Preference for ingroup members makes us feel good: it increases our self-esteem

Ingroup bias is explained as the result of the need to produce self-esteem based on group affiliations.

Research shows that outgroup discrimination do not result in an increase of self esteem

¿INGROUP FAVORITISM= OUTGROUP PREJUDICE?



Can all (them and us)
be perceived as
"good"?

Effects of affiliating to a negative social group

When group affiliation refers to a group negatively perceived by society, affiliation may have a negative effect on individual identity.

But belonging to a negative group does not necessarily imply a self-esteem decrease

HOW DO MEMBERS OF NEGATIVE GROUPS PROTECT THEIR SELF-ESTEEM?

ATRIBUTION

INGROUP
COMPARISON

SOCIAL
MOBILITY

SOCIAL
CHANGE

Effects of affiliating to a negative social group

