

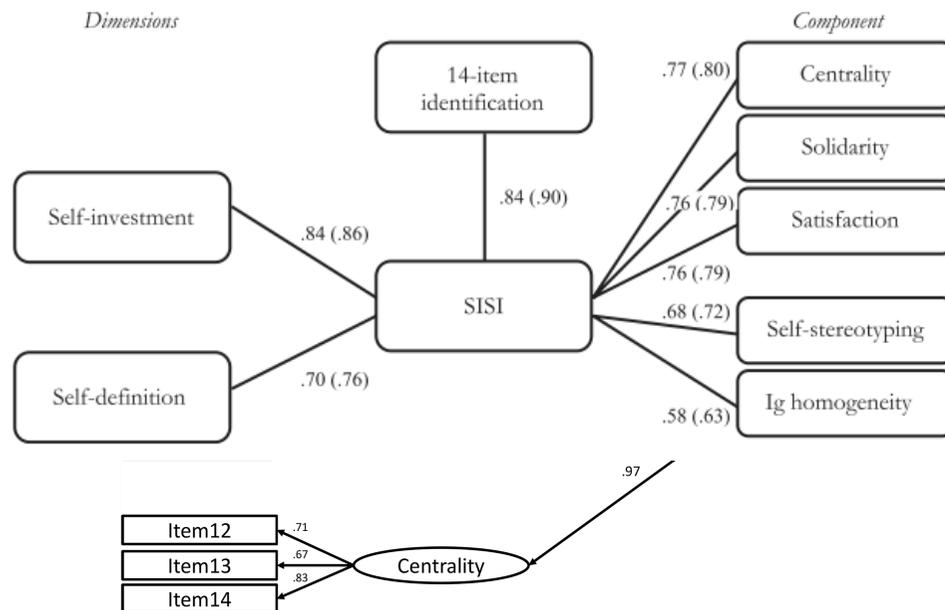
Using Social Identity Mapping to represent subjective group memberships

Tegan Cruwys



Measuring social identity

- Validated measures all focus on strength of identification with one social group



Leach et al, 2008

14 items

5 subscales

Two broad components

Postmes, Haslam & Jans, 2013

“I identify with (group)”

Drawbacks of existing measures

- The social identity approach is about more than social identity strength
 - Multiple identities
 - Identity compatibility
 - Prototypicality
- Existing network measures of focused on interpersonal relationships
- Subjectivity not well captured by existing scales
- Designed for researchers, not practitioners or participants



Organisational



Sports



Education



Clinical

Social Identity Mapping: A history

Social and transitional identity: exploring social networks and their significance in a therapeutic community setting

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Abstract

Purpose – *There is considerable literature indicating the importance of social connectedness and its relationship to wellbeing. For problem substance users, a similar literature emphasises the importance of the transition from a social network supportive of use to one that fosters recovery. Within this framework, the therapeutic community (TC) is seen as a critical location for adopting a transitional identity (i.e. from a “drug user” to a “member of the TC”), as part of the emergence of a “recovery identity” following treatment. The purpose of this paper is to outline a model for conceptualising and measuring identity based on the theories of social identity and recovery capital, and pilots this model within a TC setting.*

Design/methodology/approach – *A social identity mapping was used with TC residents to test their identification with “using” and “TC” groups, and their relationship to recovery capital.*

Our goals

- To develop a standardised means of administering and scoring the SIM
- To provide evidence for reliability and validity
- To inform and generate debate related to social identity theorising

Three studies

- Over 400 participants



	Study 1	Study 2	Study 3
N	201 (38 completed six-month follow-up)	132	69 (45 completed social intervention)

Mapping your Social World

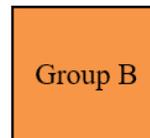
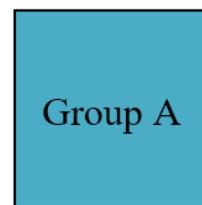
A. Understanding Your Groups

1. Identifying your groups

Please think about **all the groups that you belong to**. These groups can take **any form**, for example, they could be broad opinion-based or demographic groups (e.g., feminist; Australian); leisure or social groups (e.g., book group or gardening group); family groups or friendship groups; community groups (e.g., church group); sporting groups (e.g., rugby or tennis club); work groups (e.g., sales team); professional groups (e.g., trade union); or **any others you can think of**.

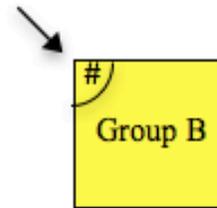
2. How important is each group to you?

Now, please **write down the name of each group** on a separate post-it note according to how important each group is to you. Please write down the name of each very important group on a **large** post-it note, the name of each moderately important group on a separate **medium**-sized post-it note, and the name of each less important group on a separate **small** post-it note. Chose colours as you like.



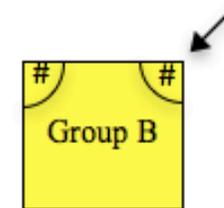
3. How positive do you feel about being a member of each group?

On a scale ranging from 1 (not at all positive) to 10 (very positive), please indicate the extent to which you feel positive about being a member of each group in the **top left corner** of each post-it.



4. In a typical month, how many days would you engage in activities related to each group?

Please indicate the **number of days** in a typical month that you engage in activities related to each group (ranging from 0 to 30 days). Write this in the **top right corner** of each post-it.

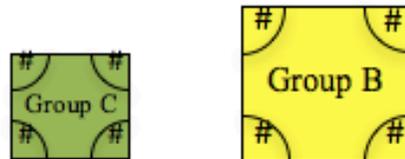


B. Mapping your Groups in Relation to Each Other

7. How different are the groups from each other?

Please arrange your groups on the provided sheet such that the **distance between the groups** indicates **how different the groups** are from each other. If two groups are very different from each other (e.g., they do different things, it feels different being a member of each, they have different members), place these far from each other on the provided sheet. If two groups are very similar to each other, place these close to each other.

For example, if Group B and Group C are very similar, place these close to each other as shown below:

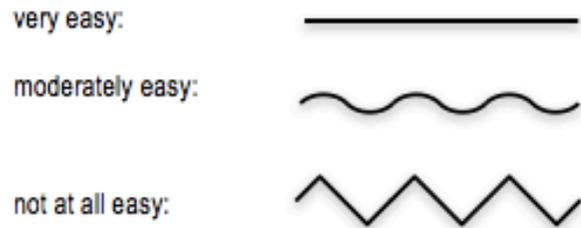


For example, if Group B and Group C are very different, place these far from each other as shown below:

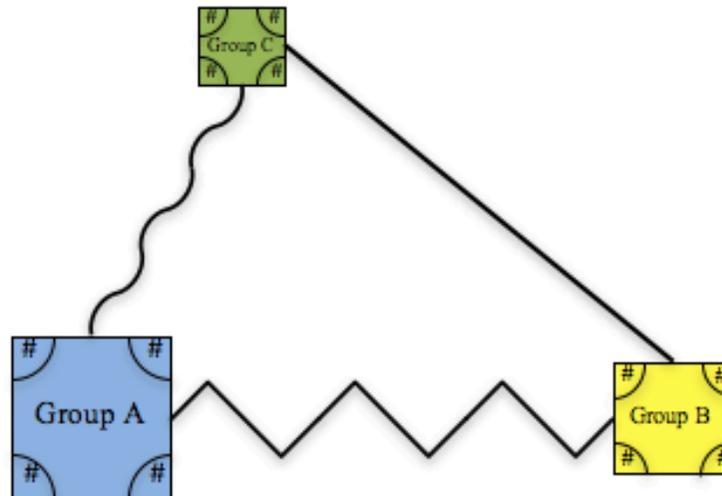


8. How easy or difficult is it to be a member of your groups at the same time?

Please indicate how easy or difficult it is to be a member of two different groups (e.g., as a member of your chess club, it might be very easy to be a member of your family but not easy at all to be a member of your rugby club). As shown below, if it is very easy, please connect two groups by a **straight** line. If it is moderately easy, please connect two groups by a **wavy** line. If it is not at all easy, please connect two groups by a **jagged** line. See illustrations below:



See Figure below that shows how to connect your groups:



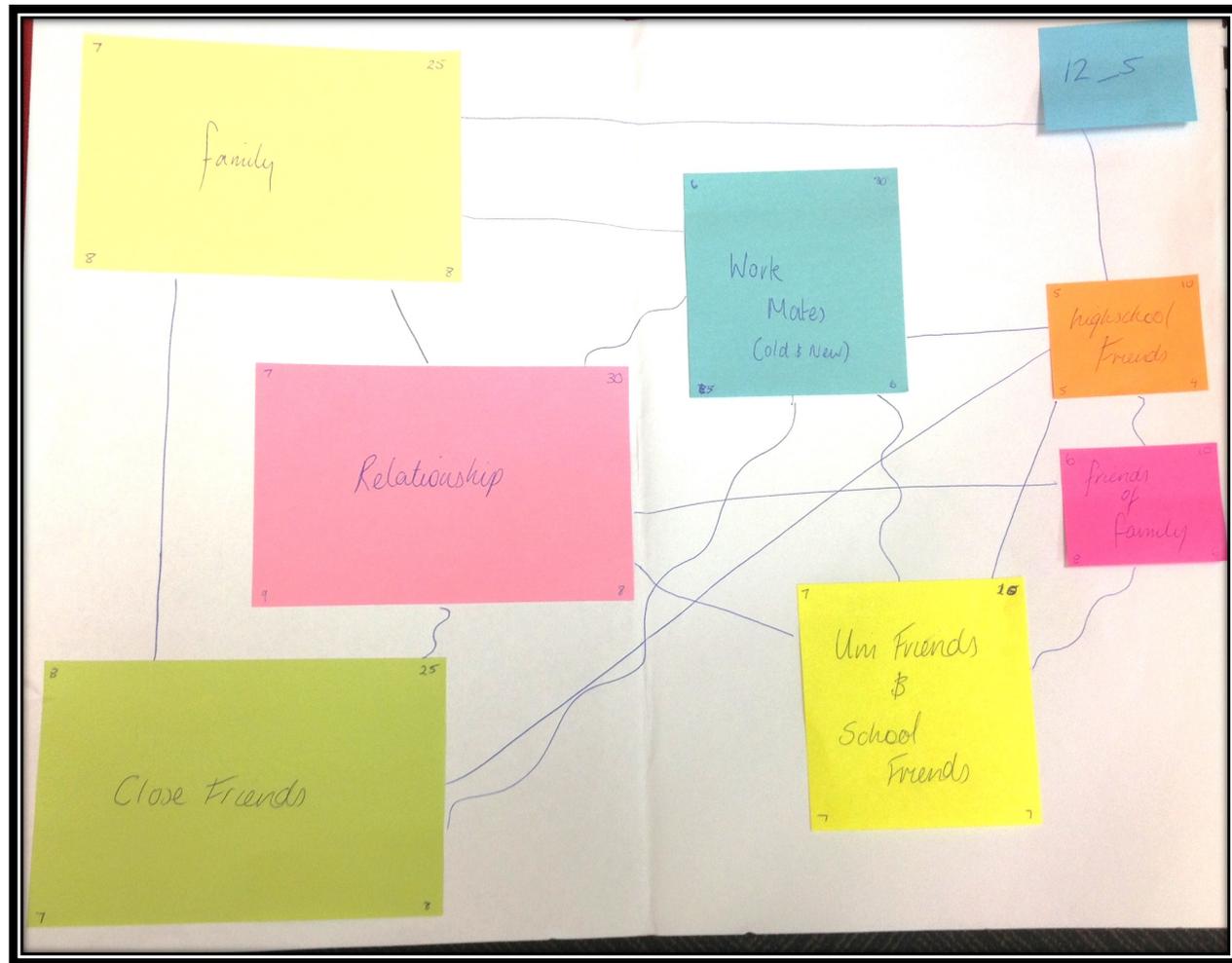
Core SIM constructs

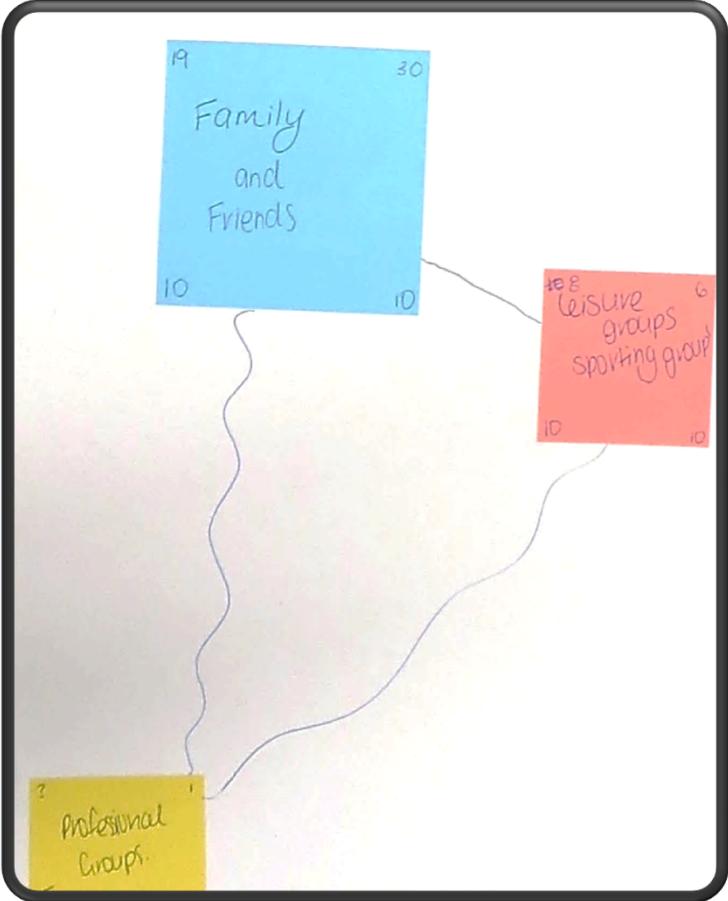
- Number of groups
- Number of important groups
- Number of positive groups
- Group compatibility

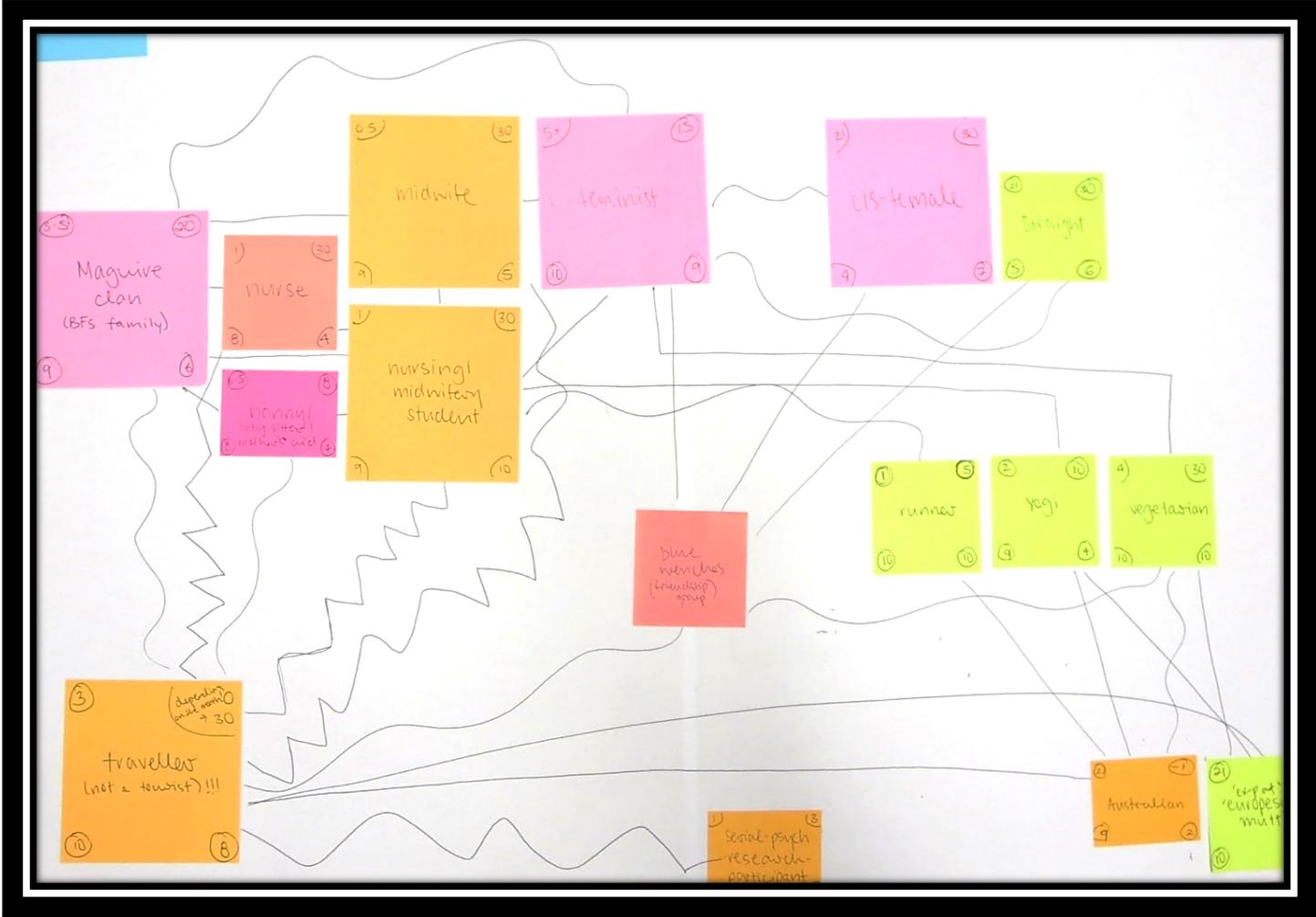


Other constructs:

- Group contact (Study 1)
- Group tenure (Study 2)
- Group prototypicality (Study 3)







Four predictions

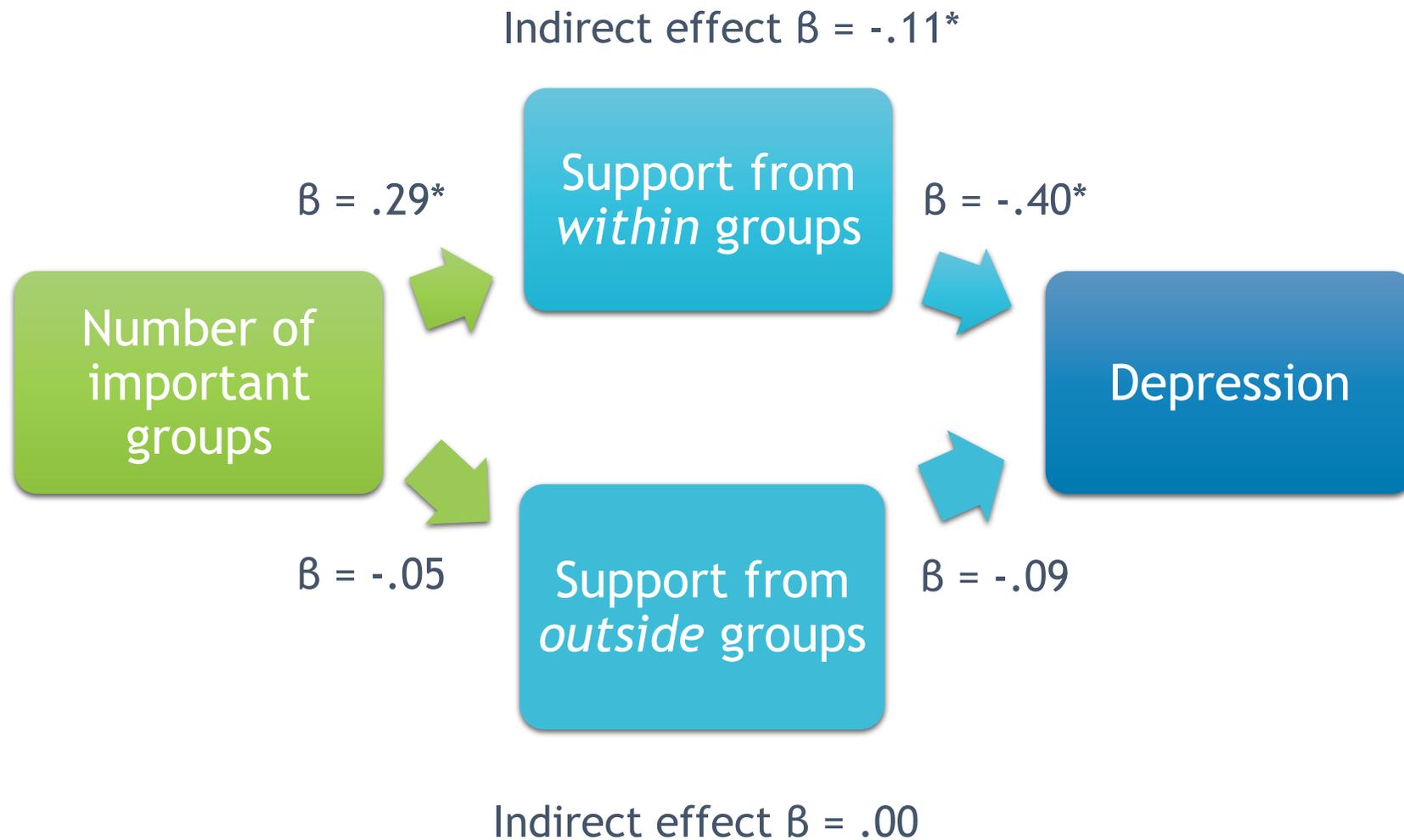
Prediction	Study 1	Study 2	Study 3
1. Internal consistency	<ul style="list-style-type: none">• Good psychometric properties	<ul style="list-style-type: none">• Moderately associated ($r = .4-.6$) except group compatibility	<ul style="list-style-type: none">• Sensitive to meaningful change

Predictive utility: Study 2

- SIM can be used to investigate what kind of social support is beneficial for wellbeing.

Social support mediates social cure effects (A. Haslam et al, 2005; 2006)

- We replicated this finding
- **Number of important groups** predicts amount of social support from in-groups
- **Social support from in-groups** protects against depression.

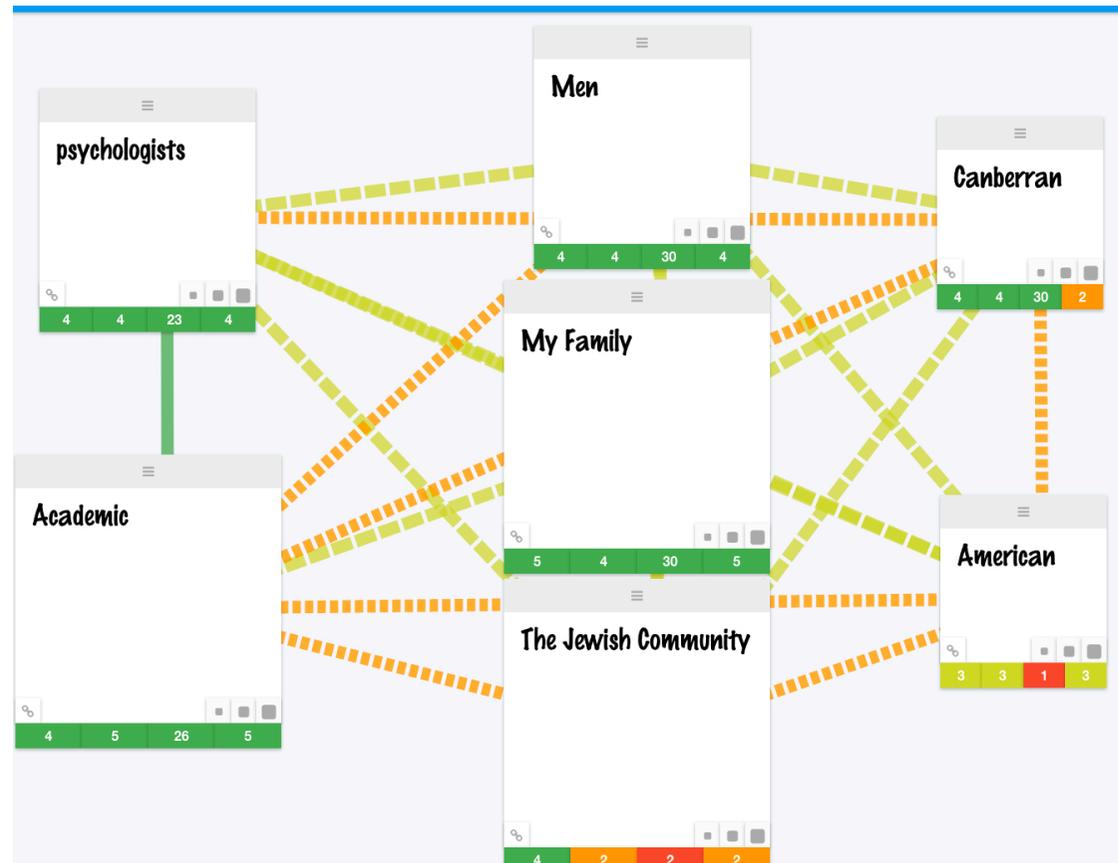


When to use the SIM tool

- When you want a representation of social identities that is:
 - Visual and concrete
 - Subjective
 - Generative
 - Participative
- When you are comparing multiple or dynamic social identity constructs
- In applied contexts where social identity awareness and development is desired
- But NOT if a simpler instrument will do

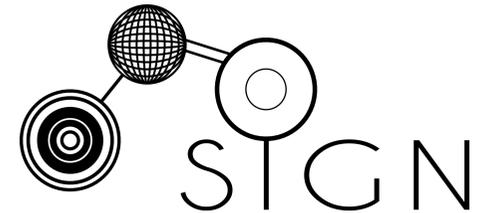


Recent developments





Collaborators



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