

Using Social Identity Theory for Community Development in Aotearoa New Zealand

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Social Identity Theory

Social identity considers:

- Multiple, fluid and contextual
- Sense of belonging / connectedness / purpose
- Compare and contrast (clarification)
- Acceptance within a group connected to self esteem
- Shared journeys / understandings
- Guidance around values, beliefs, morality
- Culture / norms / responsibility / obligation / reciprocity

(Bruhn, 2005; Chadwick, 2008)

Having a sense of being connected to something bigger than ourselves can contribute to our sense of belonging, and in turn can contribute to our social identity, and our self-identity – both of which can contribute to our wellbeing.

(McKay, 2014)

Community Development Principles

- Include :
- Bottom up
 - Valuing wisdom, knowledge and skills
 - Inclusive decision making
 - Diversity
 - Rights and responsibilities
 - Shared understandings / shared history
 - Reciprocity / interdependence
 - Empowerment
 - Social Change

Ife (2012)

We rely on communities to support and sustain us, and if those communities are to survive and prosper, we must engage with them and nurture them. That's the beautiful symmetry of human society: we need communities and they need us.

(McKay, 2014, p.1)

Belonging to 'communities' can affirm social identity

Affirming social identity is integral to community development in practice



'Individual / social / community'

Life long (and beyond) Communities and Social Identities

Traditional Communities

e.g.

- Ethnicity Based
- Faith Based
- Family / Whānau Based

Aotearoa New Zealand

Indigenous Community / Social identity

Kaupapa Māori

Life long community : Iwi / Hāpu / Whānau



Aotearoa New Zealand

Social Identity, Community, and Mobility in the Twenty-First Century

(Neo-liberalism / Post Modern / Individualism)

Social Identity and Ethnicity Base Traditional Communities (Census 2013)

Global Migration

The percentages of people living in New Zealand who were born overseas were:

25.2 percent in 2013
22.9 percent in 2006
19.5 percent in 2001.

Every third person living in Auckland (39.1 percent) was born overseas (compared to 8.2 percent of people in the rest of New Zealand).

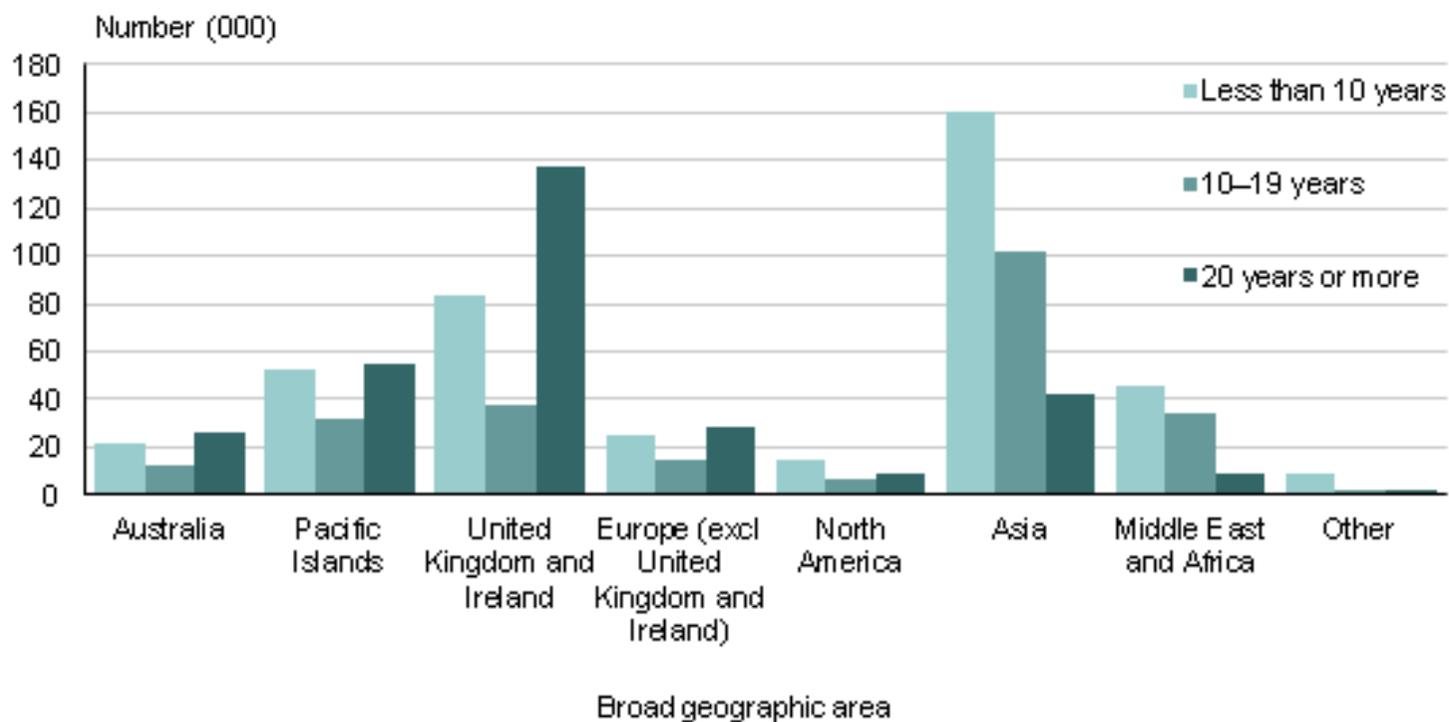
About one in five New Zealanders live overseas (Stuart & Ward, 2011) ... (an estimated 600,000 live in Australia) – Note the Census 2013 suggests this may be a myth, and that further research is required.

- In 2013, England and the People's Republic of China remained the first and second most common countries of birth for overseas-born people living in New Zealand.
- India replaced Australia as the third most common country of birth.

<http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-culture-identity/birthplace.aspx>

Birthplace for the overseas-born census usually resident population

By years since arrival in New Zealand
2013 Census

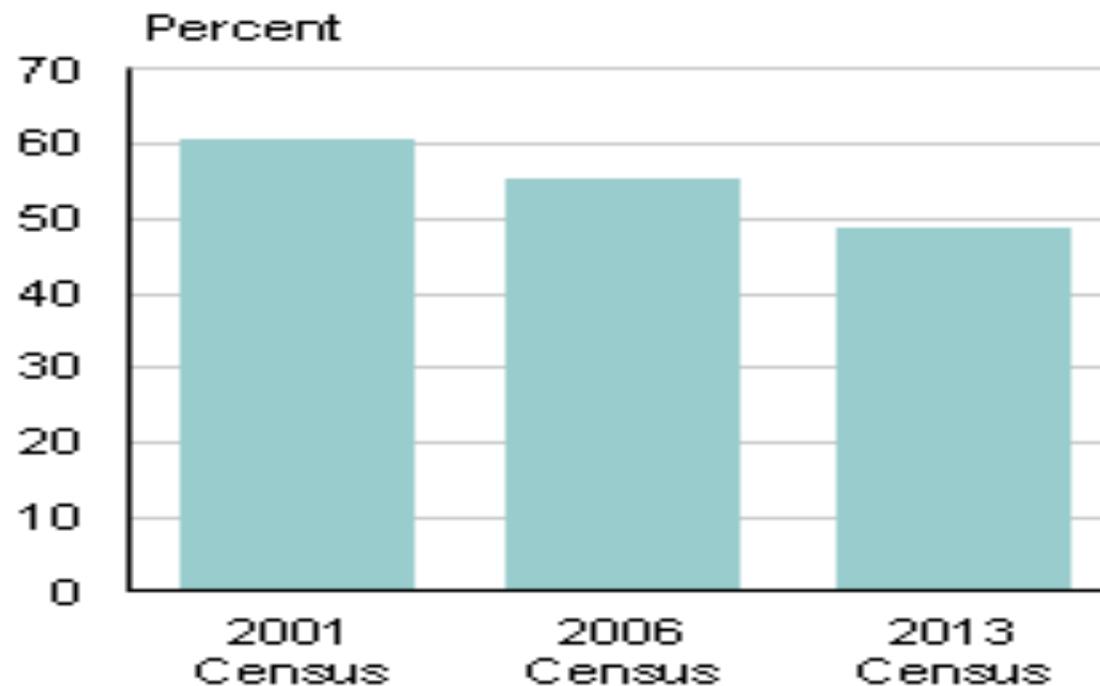


Source: Statistics New Zealand

Social Identity and Faith Based Traditional Communities

People affiliated with Christian religions⁽¹⁾

2001, 2006, and 2013 Censuses

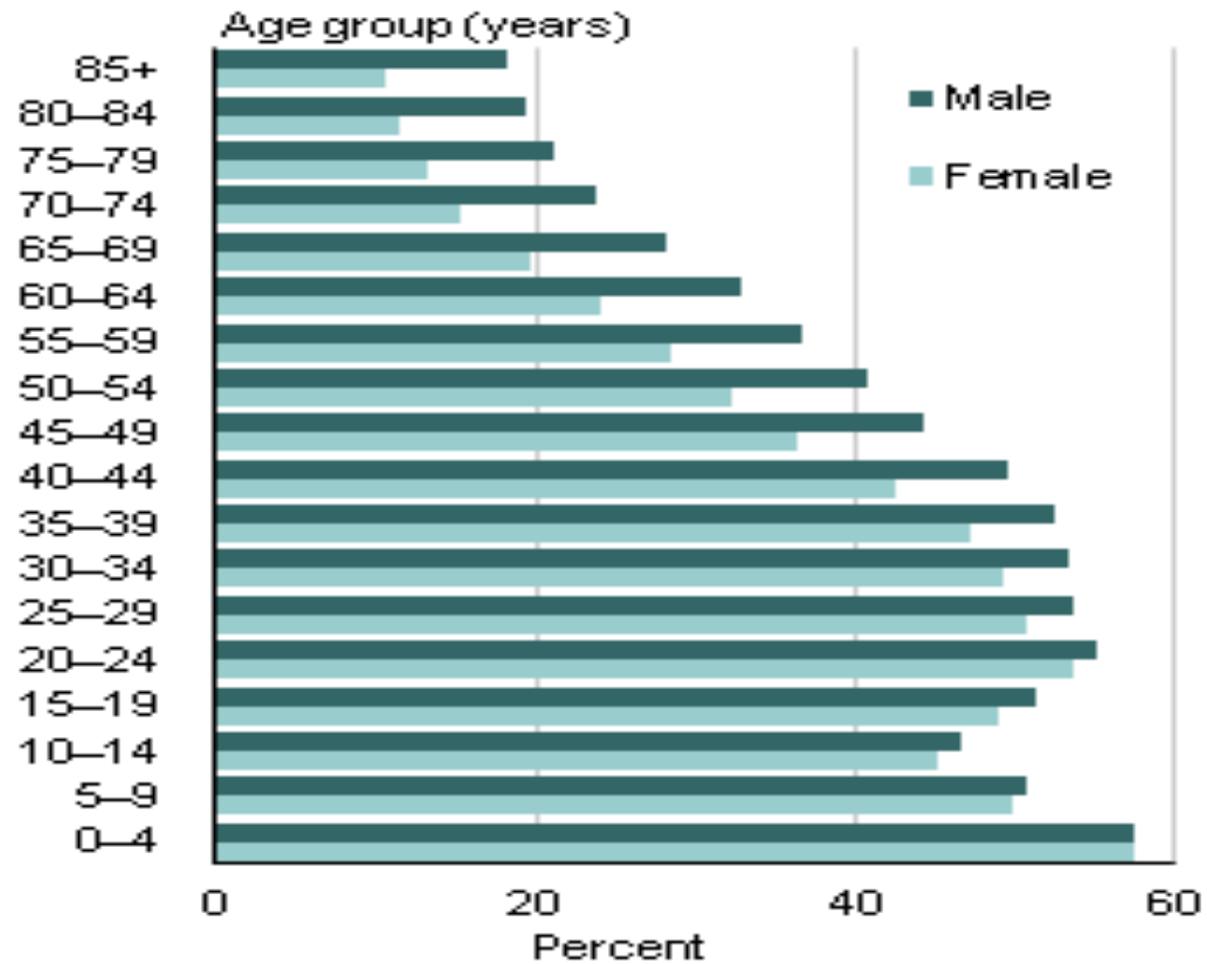


1. Includes Māori Christian.

Source: Statistics New Zealand

People stating no religion

By sex
2013 Census



Source: Statistics New Zealand

Mobility in Aotearoa New Zealand

Social identity and place based communities

- Almost 60% of New Zealand residents move once every five years (Bull & Gilbert, 2007)
- Research involving 5,000 young families identified that about 80% had moved at least once in the past 5 years, and of those 75% had moved twice or more (Morton et al, 2014)
- Research involving a sample of 20 schools, almost a third of the students turned over in nonstandard times during the school year (Bull & Gilbert, 2007)

“Today it is not unusual for family members to be living in different parts of the country, or in different countries, and for people to spend the majority of their day to day lives in communities in which they may well have had [and will have] a short term relationship” (Fagan; 2016, p.3)

Communities Today

Often focus on building a sense of belonging and social identity within communities built around :

- Families
- Place based communities (*e.g. where people live*)
- Schools
- Work
- Other activities (*e.g. sport; the arts; music; online; social events*)
- Faith
- Ethnicity

Strategies used to enhance Social Identity and a sense of community

e.g. social institutions

- schools
- work places

Clothes (uniforms); logos; branding; songs; mission statements; shared experiences; shared histories; shared beliefs and values; shared understandings; common purpose; interdependence / reciprocity; school based culture; norms; celebrations and rights of practice; sense of belonging and social identity

Linking Social Identity, Community Development and Wellbeing

A social identity that includes an investment (practically and socially) in the wellbeing of others contributes to a robust community based safety net – and enhances the likelihood of companionship (reducing social isolation); a sense of belonging (enhancing identity and self-esteem); and a sense of being included in something greater than oneself (enhancing a sense of social responsibility; reciprocity; trust and social cohesion)

And then the child /
family leaves that school

?



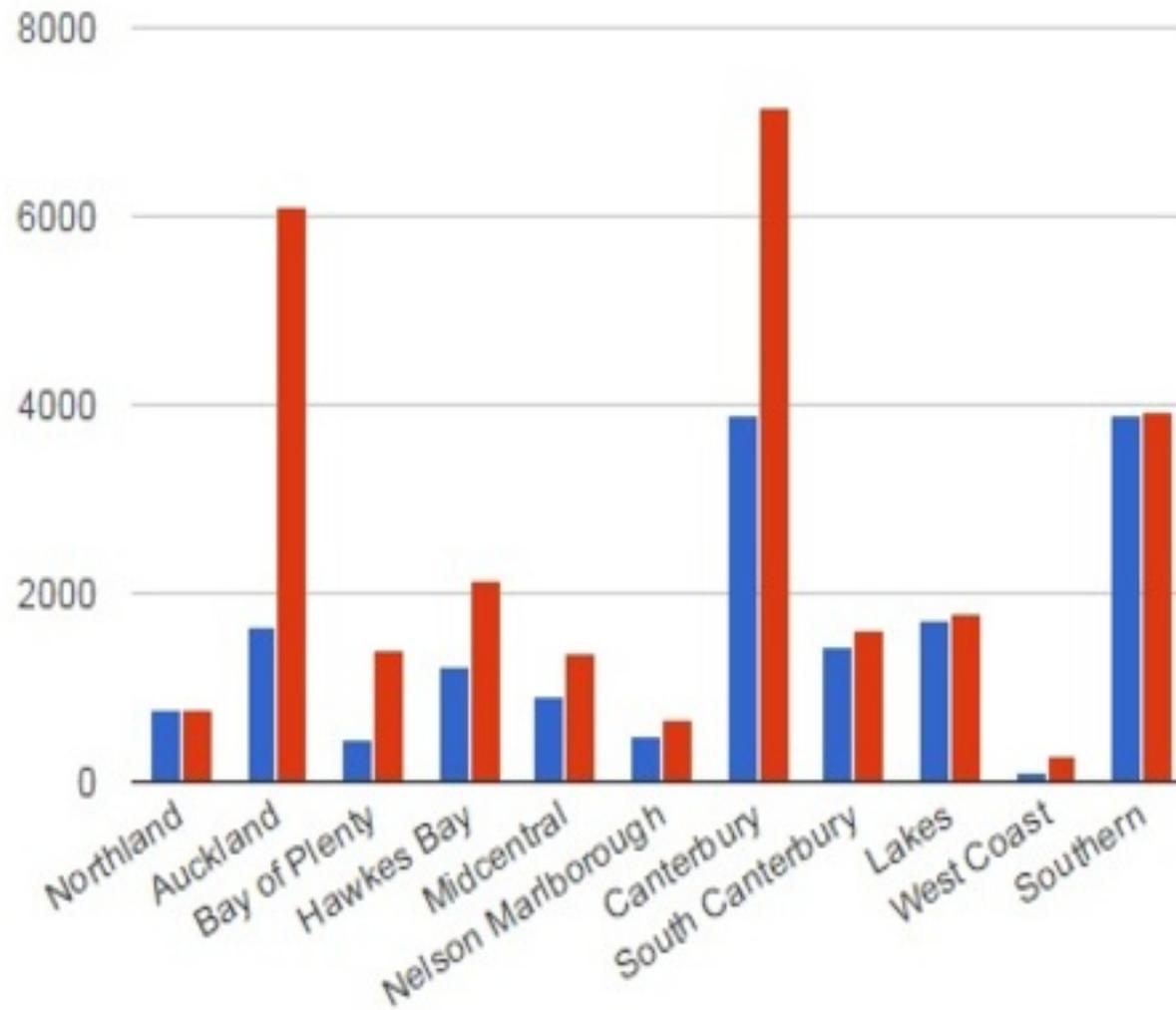
<https://flaxweaving.files.wordpress.com/2012/01/p12104342.jpg>

Impact of High Mobility and Mental Health

Something's Going On

- Data released to *Nine To Noon* under the Official Information Act from Auckland District Health Board shows an almost 300 percent increase in crisis mental health referrals over five years.
- It could partly be due to a change in the way the health board counts referrals, to include more internal referrals, but even if the total for the previous year is taken, it still shows an increase of 108 percent on four years prior.
- Other DHBs experienced massive rises as well - West Coast referrals jumped 226 percent, Bay of Plenty 210 percent and Canterbury 84 percent.

Crisis referrals 2010-15



<http://cliparts.co/clipart/3203050>



https://www.google.co.nz/url?sa=i&rcrt=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiwu83TqIrNAhUkHKYKHQFACA4QjRwIBw&url=http%3A%2F%2Fwww.gettyimages.com%2Fdetail%2Fvideo%2Fcontinual-line-of-running-cartoon-people-stock-footage%2F105641066&bvm=bv.123325700,bs.1,d.dGo&psig=AFQjCNG0VI3NckgeR3Mh5KXjaW3U1_fEg&tust=1464990386276551

Weaving Together Social Identity and Communitiesa shift in focus

Learning from Traditional Communities

- Lifelong (birth to death) and an intergenerational sense of belonging and social identity
- Sense of shared history over time
- Common people over time
- Ceremonies that identify rights of passage
- Belonging is not so much dependant on where a person lives or work
- Generally a person can choose if and when they leave

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