

## ROLE IDENTITY

- Definition (*McCall and Simmons*):  
The character and role that an individual devises for himself or herself as an occupant of a particular social position

Example - CEO, entrepreneur, parent, person

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## Organization of Role Identities

- Role identities are organized according to 3 factors – variability, cohesiveness and prominence
- The contents of one's role identity provides the criteria for appraising one's own actual performance, and give meaning to one's daily routine

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## SOCIAL IDENTITY

- Definition (*Abrams*):  
The individual's knowledge that he/she belongs to certain social groups together with some emotional and value significance to him/her of the group membership

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## Social identity (cont'd)

- Identities must be established through a process of negotiation, eg reputation is established when others view it in us at a level, which they determine

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## Social deviants

- Positive deviants exceed norms and are viewed favourably, eg high-flyers
- Negative deviants fall below social norms and are viewed unfavourably, eg black sheep
- Notice also that depending on the social group, one may be viewed in the opposite for the above cases

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## Role and Social Identity Issues

- Role behaviours, ambiguity, conflict and performance
- The distinction and relationship between individual and social identity

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