



## Social identity theory

im

## recognizing shared similarities

also differentiating themselves

## us/them

## SOCIAL AND COLLECTIVE IDENTITY

- Social identity theory (Stryker), one of the more recent and prevalent theoretical examinations of social boundaries, says that groups turn to differentiation in order to feel superior over other groups.
- It's particularly interested in examining the (im)permeability of boundaries.
- Individuals classify themselves as part of a group by recognizing shared similarities (i.e., values, norms, habits, and other aspects), while also differentiating themselves from the values, norms, etc. of other groups.
- This is how the "us/them" mentality emerges.

