



Identity theory

society shapes self shapes social behavior

Identity theory

society as
a series of overlapping networks and relationships

IDENTITY THEORY AND ITS VARIATIONS

- **Identity theory** has its roots in the work of George H. Mead, best summarized in the following feedback loop: “**society shapes self shapes social behavior.**”
- **Identity theory** attempts to take this rather general statement and develop it through empirical research, particularly through more complex views of **society as a series of overlapping networks and relationships.**

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