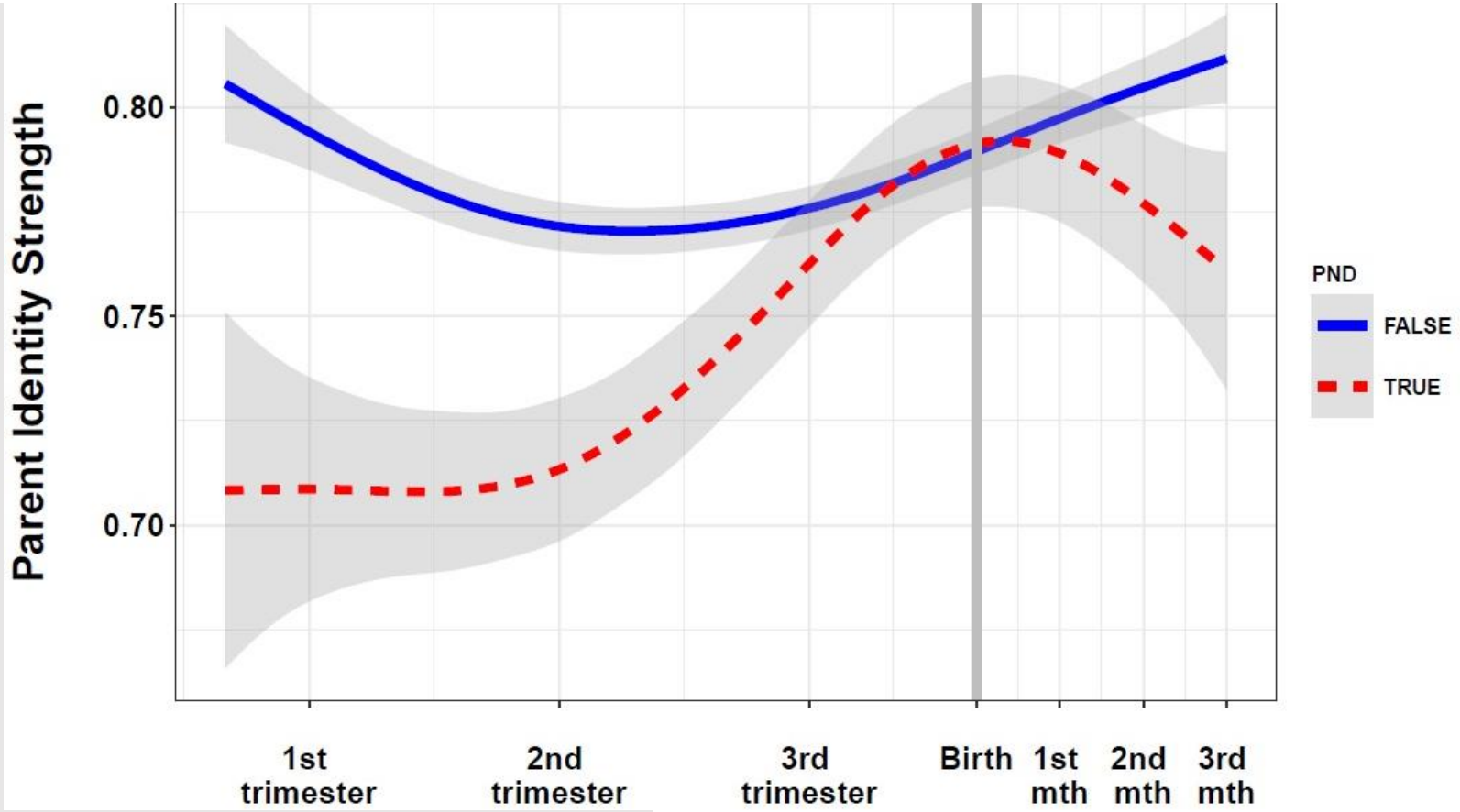
Application example: **Acquiring a new identity**



Netmums UK data

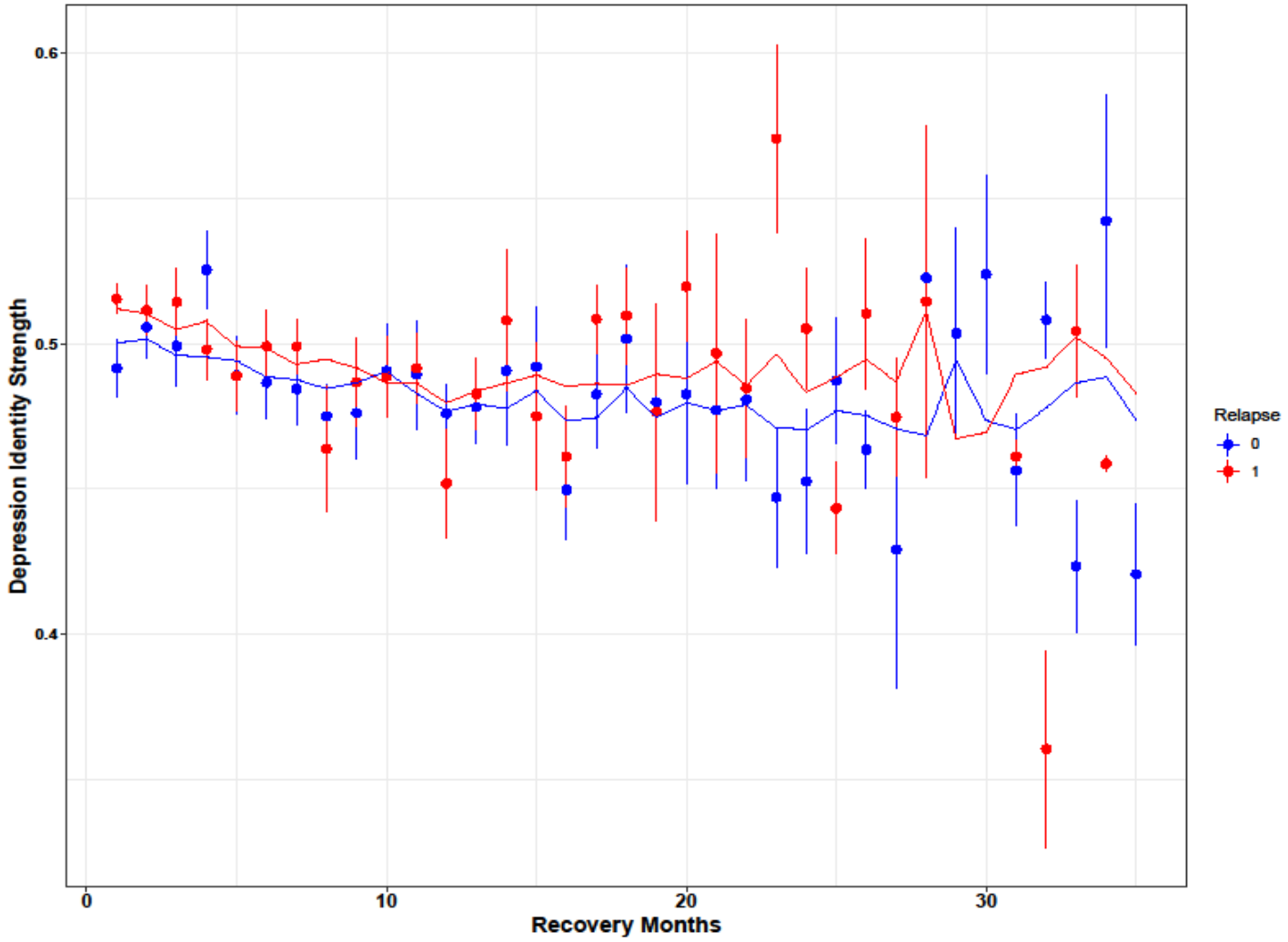
N = 326 first-time mothers
(55 with PND, 17%)

Growth curve model:

Post-natal linear effect for PND:
b=-0.06, *SE*=0.03, *p*=.019

Ante-natal linear effect for PND:
***b*=0.11, *SE*=0.04, *p*=.006**

Application example: **Interplay of identities**



Reddit r/OpiatesRecovery

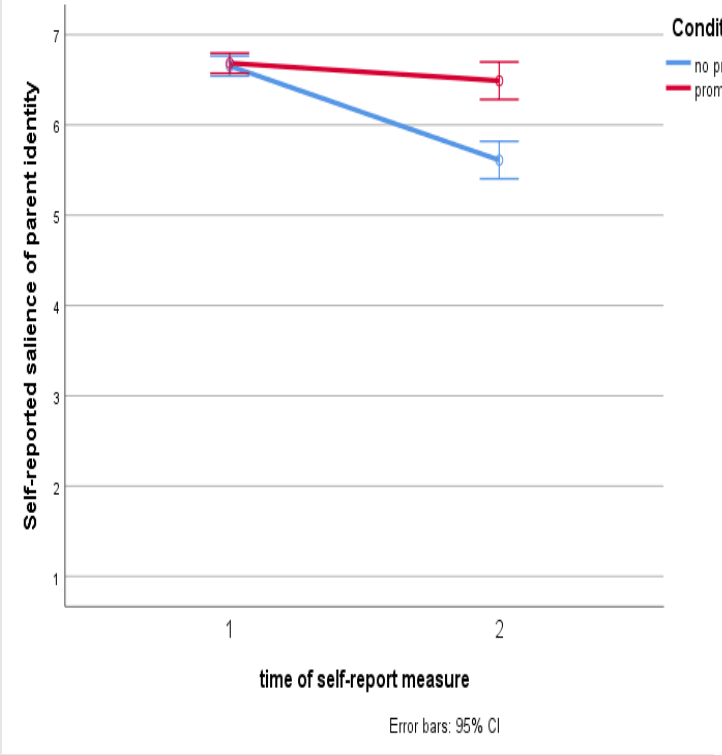
N = 443 (217 relapsed, 48%)

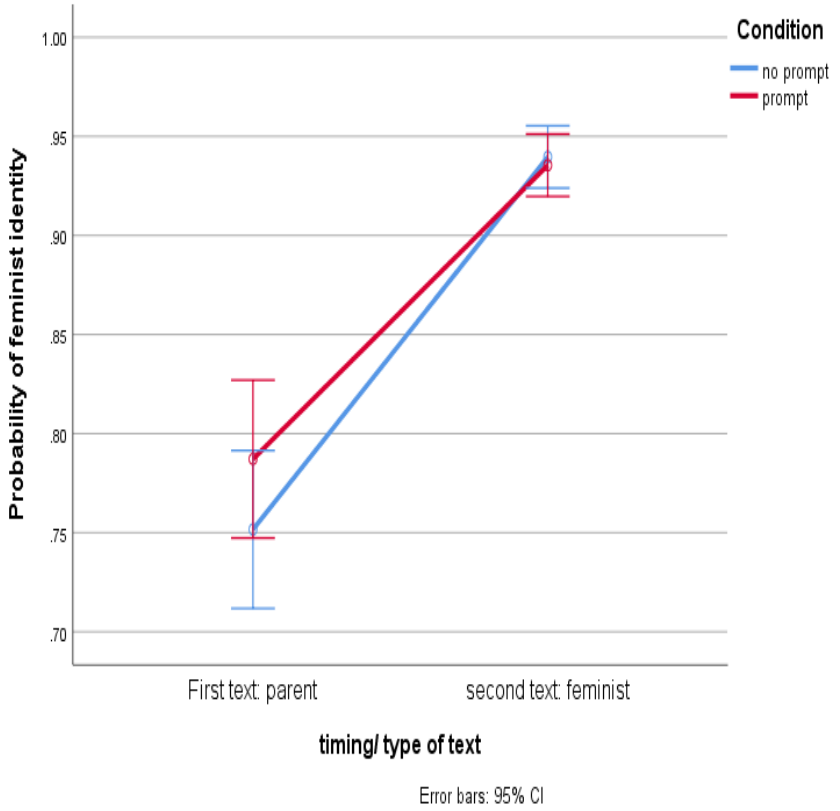
Growth curve model:

Substance user v depression identity salience
b = -1.81, exp(*b*) = 6.14,
p = .016

Relapse was more likely the stronger the depression identity relative to the substance user identity was

Application example: **Switching identities**





Online experiment

N = 380

1. Activation of parent identity & writing about it (first text)

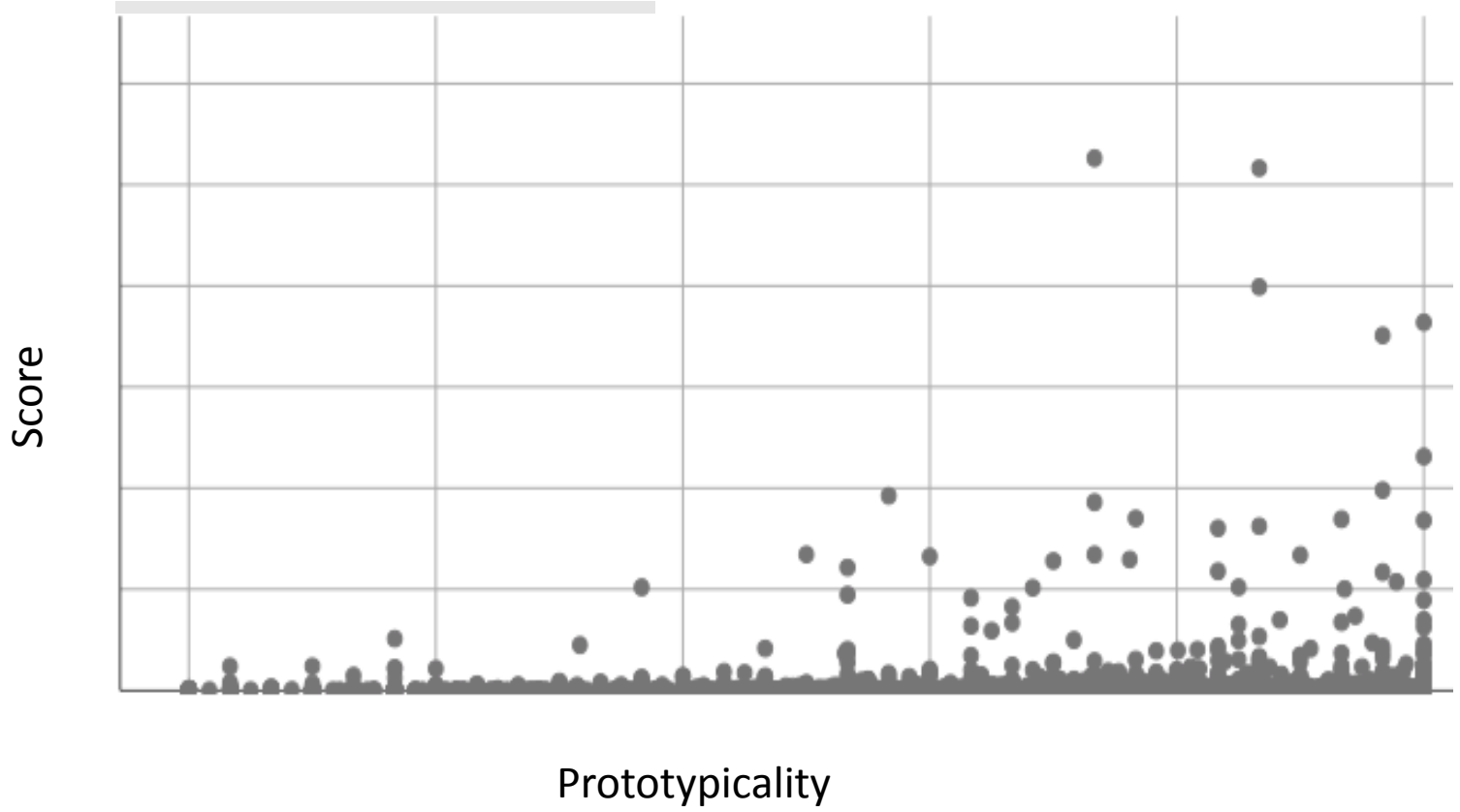
2. Randomisation to condition:

(a) Motivation (extra pay) to stay in parent identity

(b) No instructions to stay in parent identity

3. Write about feminist topic (second text)

Application example: **Outcomes of identities**



Reddit data

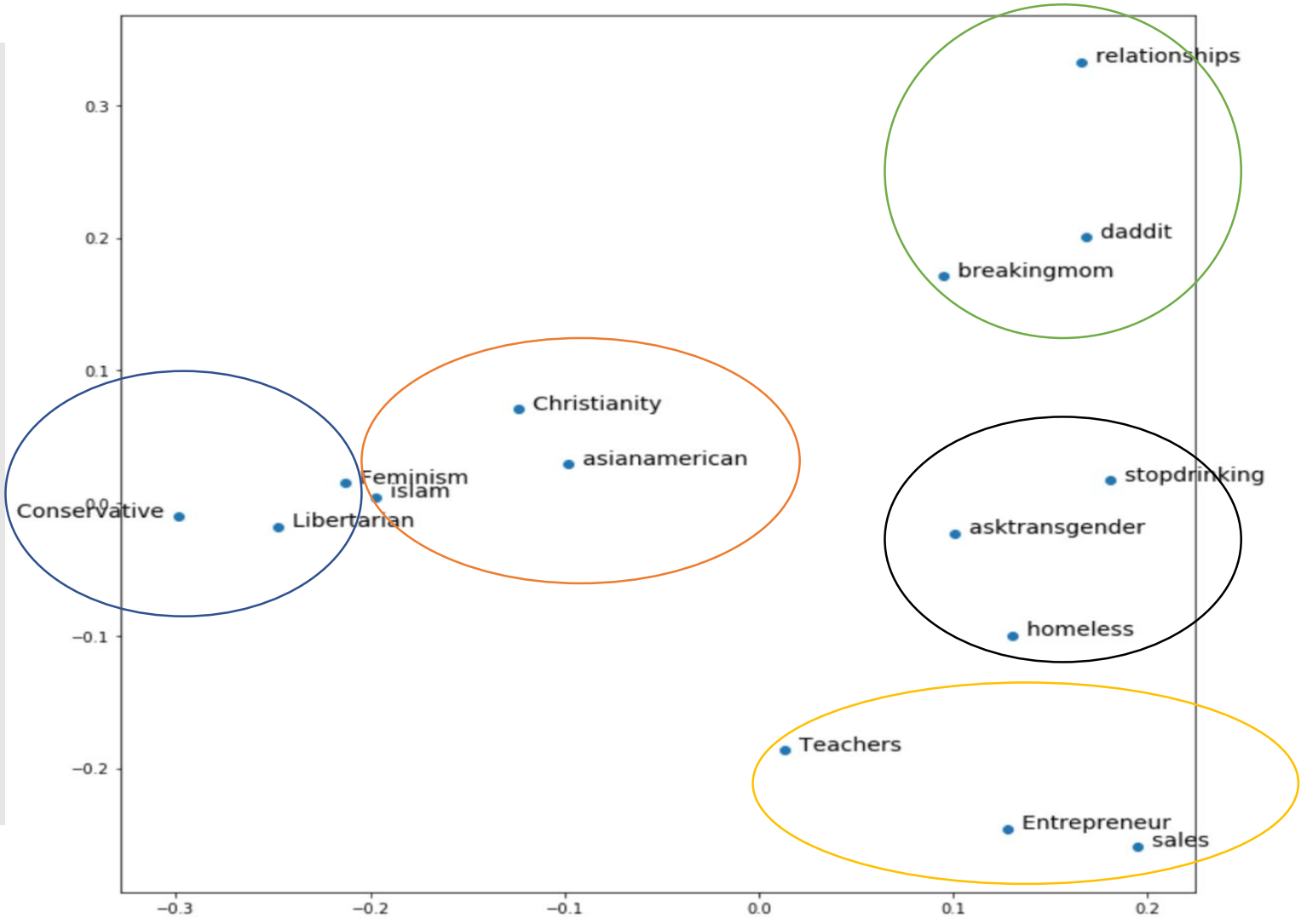
N = 7,479 posts and comments from r/entrepreneur

Social Influence:
Prototypicality x Number of comments:
$r(1096) = .11$, $p < .001$

Prototypicality x Reddit score:
$r(1096) = .13$, $p < .001$

Cork, A., Everson, R., Levine, M., & Koschate, M. (2020). *Group Processes and Intergroup Relations, 23*(6), 808-826.

Application example: **Group-level values**



Reddit data

15 sub-reddits reflecting 5 types of groups (Deaux et al., 1995)

Values X-Axis:

Positively (right): Achievement, benevolence

Negatively (left): Conformity, self-direction, universalism

Values Y-Axis:

Positively (top): Benevolence, hedonism

Negatively (bottom): Achievement, power, self-direction

Application Opportunities

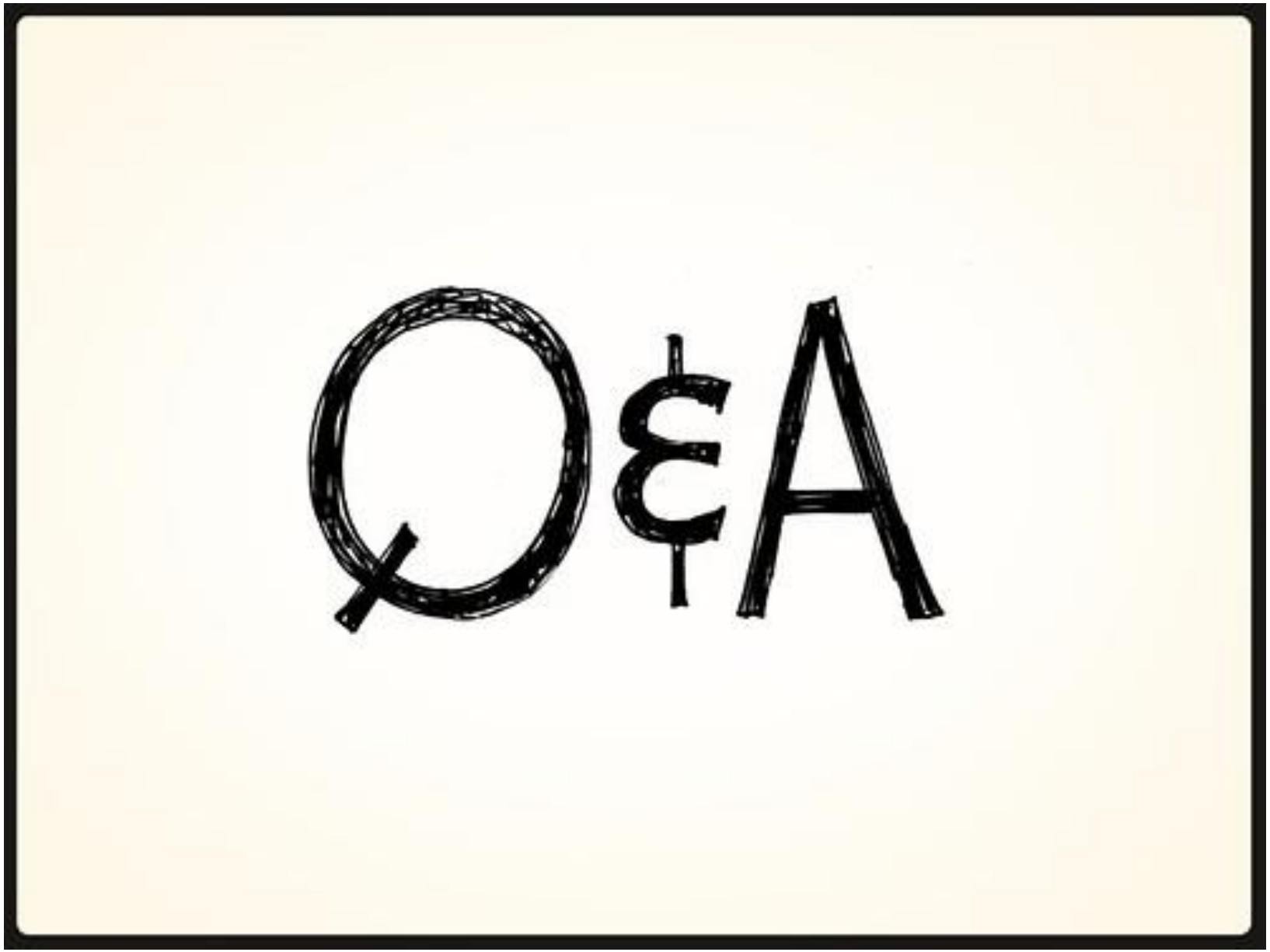
- **Many different types of group memberships/identities:**
  - Relationship
  - Political
  - Mental health
  - Vocational
  - …
- **Naturally occurring text data or experimentally elicited text**
- **Different types of identity questions:**
  - Development in/out of identities
  - Interplay between different identities over time
  - Switching between identities
  - Outcomes of active group membership
  - Group-level values
  - ….

Application Pitfalls

- **Training**
  - **Avoid data sources with a mix of identities** (e.g., news pages with comments sections)

    ⇨ familiarize yourself with the data before training!
  - **Choose a relevant "other" for your question**

- **Interpretation**
  - **Neither identity is present/third identity is dominant:** You cannot measure the presence/absence of an identity that is not part of the classifier!
  - **Mid-point of the scale:** It just means that it's hard to classify the post – this could be because the person does not have the identity salient, or because they have both salient
  - **Absolute interpretation:** It is a relative classifier so you cannot interpret it in absolute terms


Q&A