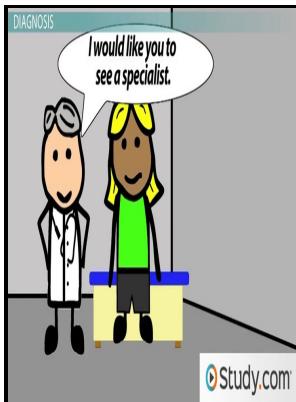


Social identity and social perception.

The Author] - Social Identity Theory



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Social Identity Theory

This comparison enhances self-image as well as a positive social identity.

What is Social Identity Theory (SIT)?

Yet, he may see himself as having a lower social standing in comparison to a famous classically-trained Shakespearean actor.

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Despite the fact that their group membership was meaningless, however, the research showed that participants favored the group they were assigned to — their in-group — over the out-group, even if they received no personal benefits from their group membership and had no history with members of either group.

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