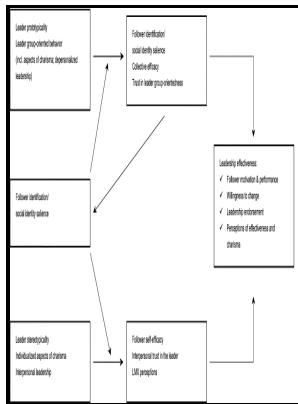


Social identity and social perception.

The Author] - Social identity modifies face perception: an ERP study of social categorization



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Social Identity Theory: Minutely Explained With Everyday Examples

If our self-esteem is to be maintained our group needs to compare favorably with other groups.

Social identity, perception and motivation in adaptation to climate risk in the coffee sector of Chiapas, Mexico

Once we have categorized ourselves as part of a group and have identified with that group we then tend to compare that group with other groups. The second is the social identification, where they are comparing themselves to others in society by perceiving themselves as being members or not of certain groups. One can belong to a variety of social categories, but different categories will be more or less important depending on social circumstances.

Social identity, perception and motivation in adaptation to climate risk in the coffee sector of Chiapas, Mexico

This is known as in-group us and out-group them. However, social identity theory is a broader perceptive, where individuals will see themselves as part of a larger overall group of people that they will never meet. For example, a 20-year old woman could possess an identity or identities related to womanhood, young adult, future maternal figure, student, adventurer, earning member of the family, etc.

What is Social Identity Theory (SIT)?

Therefore, in simple terms, social identity theory allows individuals to gather information about them and others based upon how they decide to classify themselves into various groups, through some form of direct or indirect comparison.

What is Social Identity Theory (SIT)?

Furthermore, this categorization led to in-group favoritism and out-group discrimination, indicating that intergroup conflict could exist in the absence of any direct competition between groups. All positive features of the in-group ethnicity are attributed to the natural disposition of people of that group. Social categorization generally results in an emphasis on the similarities of people in the same group and the differences between people in separate groups.

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The second process, social identification, is the process of identifying as a group member. This process enables us to define people, including ourselves, on the basis of the groups to which we belong.

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