Inclusion and Identity

Chapter 3
Group Dynamics
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Inclusion and Identity

- From Isolation to Inclusion
- Individualism and Collectivism
- Personal and Social Identity
Need to Belong

- Need to Belong – dispositional tendency to seek out and join others

- Social Capital – the measure of one’s interpersonal richness and connectedness

- Natural Selection – nature selects traits that lead to reproductive success

- Kin Selection – natural selection of genes that lead to reproductive success of relatives
Groups and Loneliness

- Social isolation can have positive and negative consequences
- Loneliness – negative affect as a result of too few or unsatisfying relationships
  - Social Loneliness – due to a lack of groups that provide meaningful interaction
  - Emotional Loneliness – due to a lack of desired intimate relationships
Ostracism – deliberate exclusion from a group
- **Fight or Flight** – responding by confronting or withdrawing from the group
- **Tend and Befriend** – responding by offering support and increasing social relationships with the group
- Ostracism can result in extreme aggression against the group as a whole
- Cyberostracism results in similar negative consequences
Inclusion and Human Nature

- **Herd Instinct** – dispositional tendency to live and travel together
- **Sociometer Theory** – self-esteem is determined by inclusion and rejection
- **Biology of Ostracism** – rejection activates brain regions associated with physical pain
Individualism and Collectivism

- **Individualism** – cultures that emphasize personal identity, individual uniqueness, exchange relationships and independence

- **Collectivism** – cultures that emphasize social identity, commonality, communal relationships, and interdependence
  - Collectivists group emphasize communal and equality norms
Individualism and Collectivism

Independent view of self

Interdependent view of self
Individualism and Collectivism

- Researchers have found group, sex, class, and generational differences in cultural orientation
- Optimal Distinctiveness – balancing the need to be independent, a group member, and intimate relationships
Personal and Social Identity

- Group membership affects our self-concept and self-esteem
  - **Personal Identity** – our unique individual traits, beliefs, skills, “me” aspect
  - **Social Identity** – the collective aspect of ourselves “we” aspect
    - Social Roles (student)
    - Group Memberships (PTA)
    - Category Memberships (left-handed)
    - Relations (close to roommates)
Social Identity

- **Social Categorization** – the automatic process of placing ourselves and others into social categories
- **Social Identification** – group becomes part of one’s self concept
  - **Self-Stereotyping** – integrating group stereotypes into one’s identity
Social Identity and Self-Worth

- Social Identity Theory – impact of groups on self-concept, esteem, attitudes and behaviors
- Collective self-esteem – feelings of worth based on group membership
  - Ingroup-Outgroup Bias – the tendency to view your group more positively than other groups
- Social Creativity – comparing groups on a new dimension when the ingroup is inferior
- BIRGing and CORFing Sport Fans
Social Identity and Self-Worth

- Self-serving Bias – protecting ourselves at the groups expense

- Individual Mobility – changing groups when individuality or esteem is threatened