

# Identity

A reflective self-conception or self image that we each derive from our family, gender, cultural, ethnic, and individual socialization process. (Ting-Toomey)



# Discovering your Identity



- We must avoid the temptation to think of our identities as constant.
- While Our parents, friends, teachers, and the media help shape our identities we will eventually reach a stage in adolescence where maturing cognitive abilities and increased social awareness will lead us to reflect on who we are. Thus begins a lifelong process of thinking about who we are now, who we were before, and who we will become (Tatum, B. D., 2000).
- Our identities make up an important part of our self-concept and can be broken down into three main categories: personal, social, and cultural identities



Photo Source: <https://unsplash.com/>

## Personal Identity

- A sense of individual autonomy
- An experience that is core and unique to you



# Social Identity

Social identity is experienced in a range of groups.  
(Hardwood)

Social identity is "a definition and evaluation of oneself in terms of shared attributes that define membership of the specific group one belongs to" (Hogg & Tindale, 2005)



Demographic Group



Religious Group



Family Group



Cultural Group



Peer Group



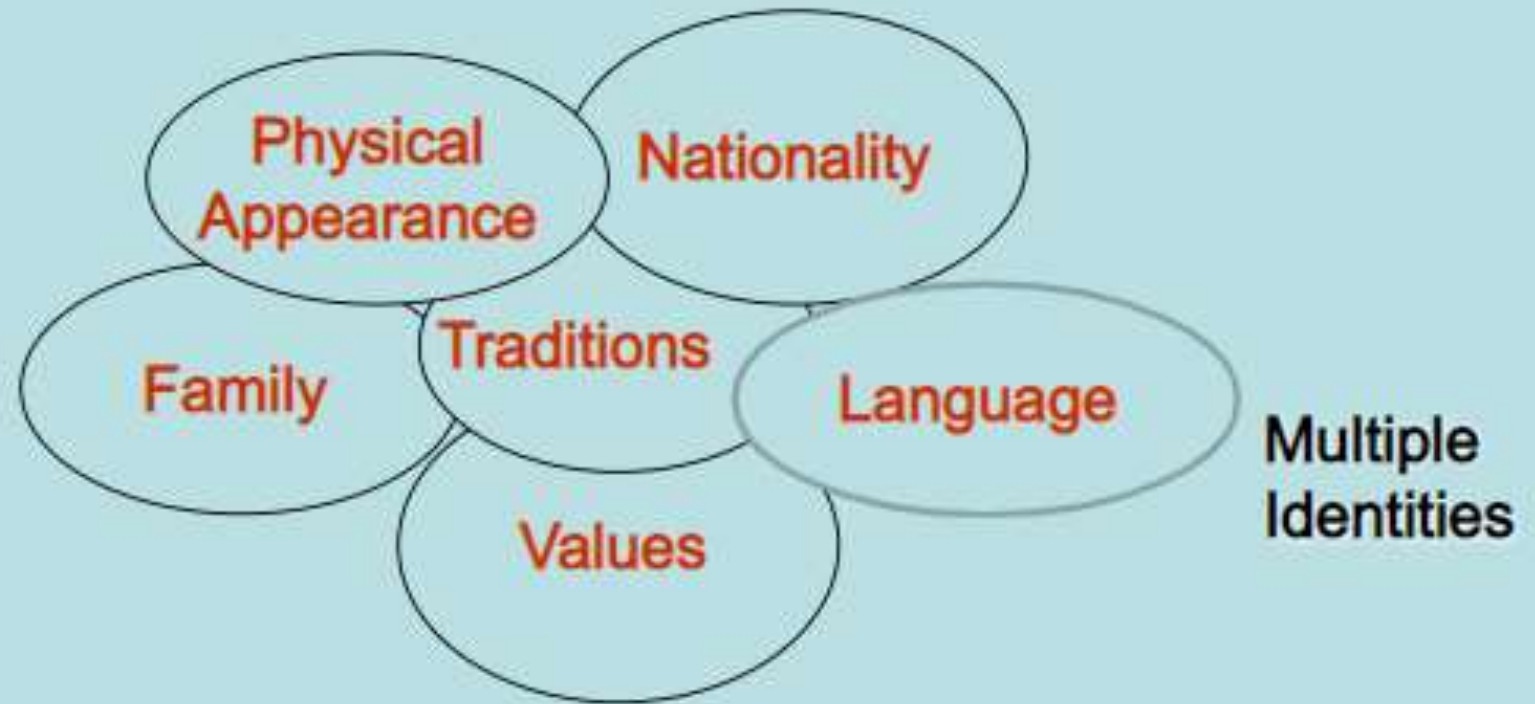
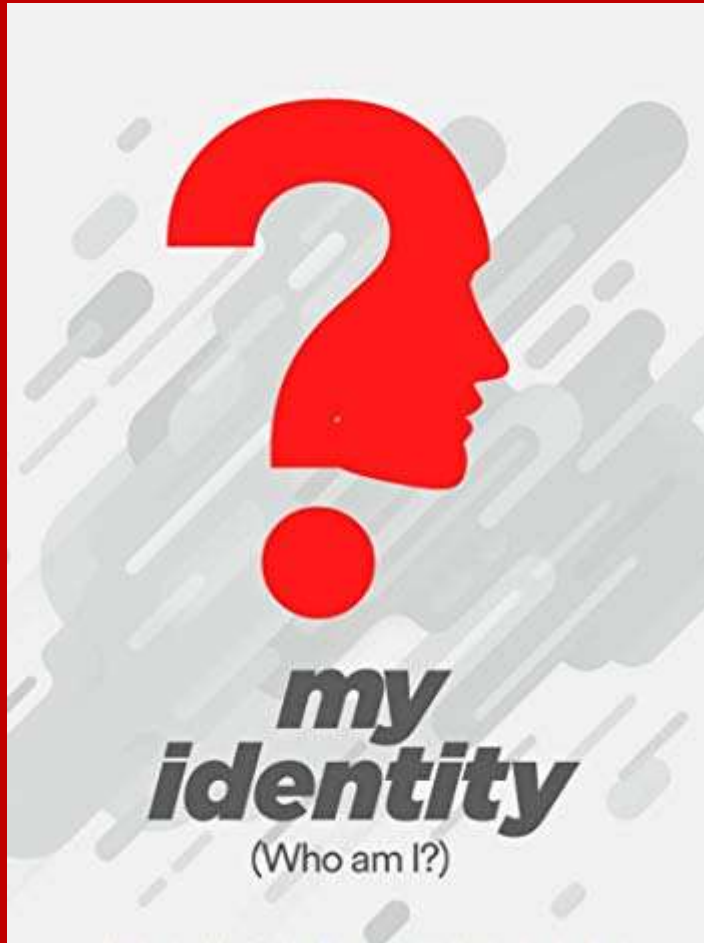
# CULTURAL Identity

is the holistic  
combination of

**national, political,  
cultural, religious,  
and family factors**

which shape up  
one's identity.

# Factors Influencing Identities



# Our Identities are Flexible

- Two related but distinct components of our identities are our personal and social identities (Spreckels, J. & Kotthoff, H., 2009).
- Our personal identity may be of a puzzle lover, a movie buff, and you may also identify yourself as a fan of hip-hop music which is personal to you; but your Social identities will differ from your personal identities because they are externally organized through membership. Like our membership may be voluntary (Greek organization on campus) or involuntary (family) and explicit (we pay dues to our labor union) or implicit (we purchase and listen to hip-hop music).



# Degree of Flexibility



## Personal Identity

Personal identities may change often as people have new experiences and develop new interests and hobbies.  
Example: A current interest in online video games may give way to an interest in graphic design.

## Social Identity

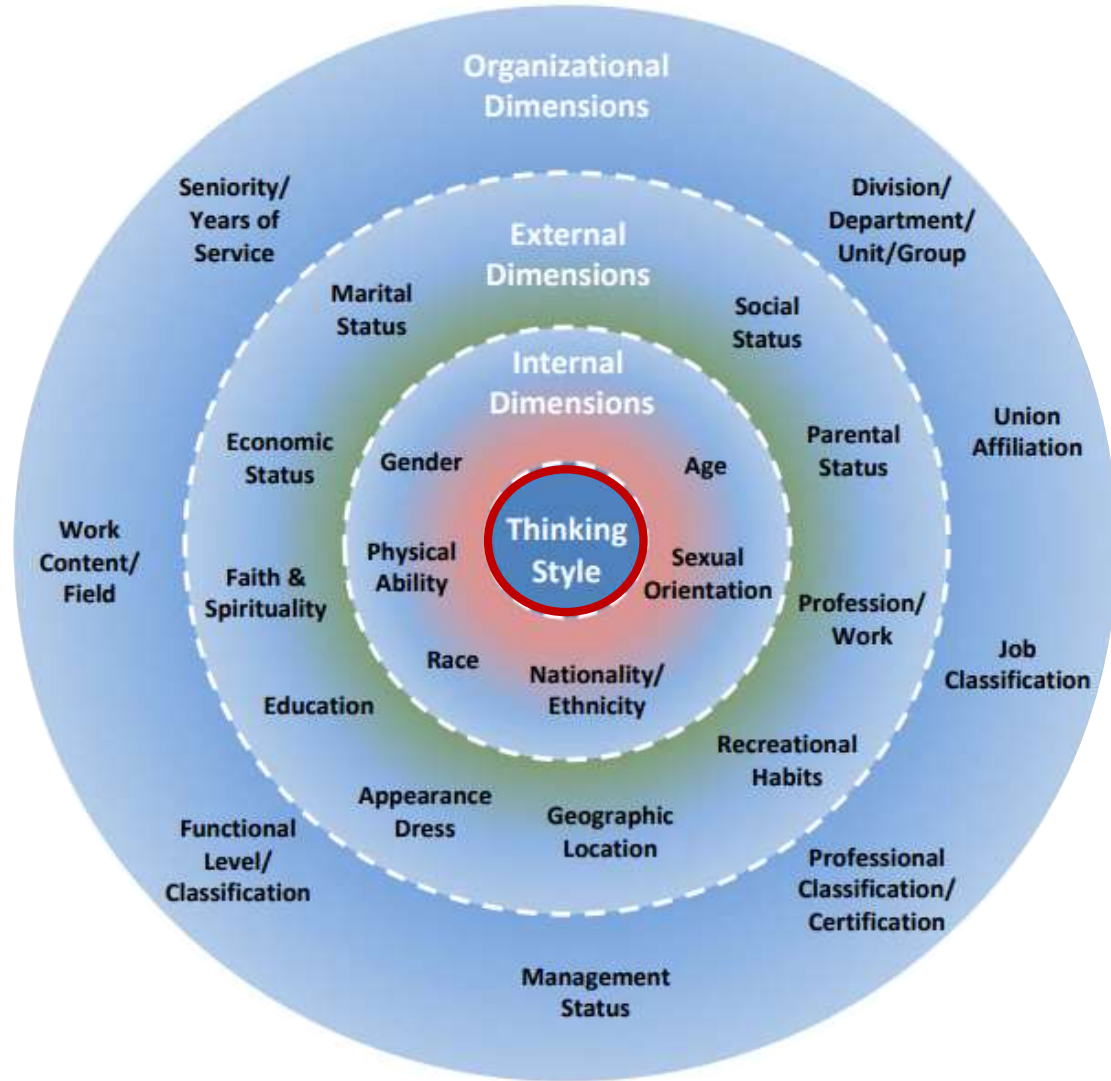
Social identities do not change as often because they take more time to develop, as you must become interpersonally invested. For example, if an interest in online video games leads someone to become a member of a MMORPG, or a massively multiplayer online role-playing game community, that personal identity has led to a social identity that is now interpersonal and more entrenched.

## Cultural Identity

Cultural identities are based on socially constructed categories that teach us a way of being and include expectations for social behavior or ways of acting (Yep, G. A., 2002). Since we are often a part of them since birth, cultural identities are the least changeable of the three.



# The Diversity Wheel



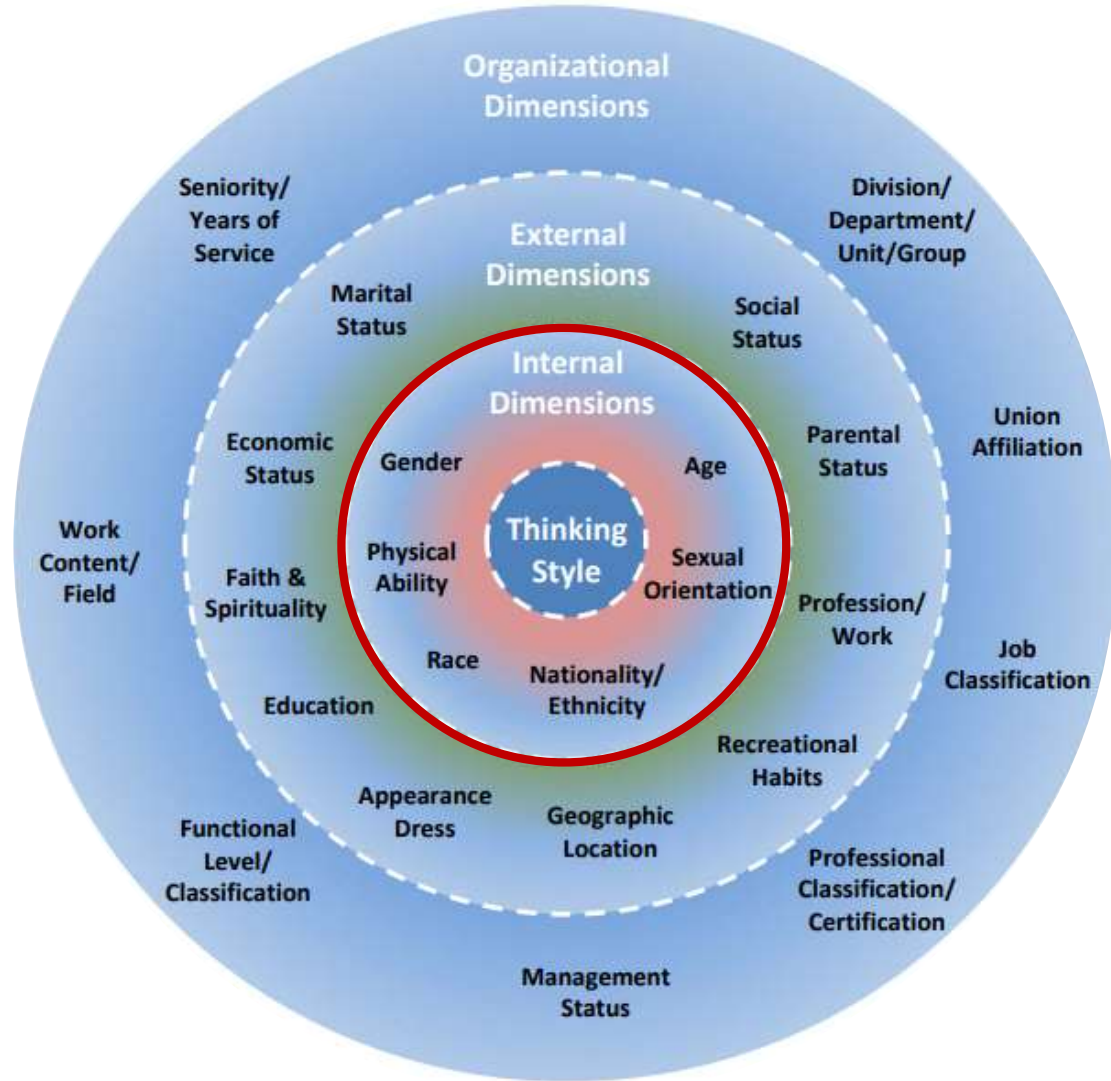
## Thinking Style

The Core Dimension is how we think and communicate. It also includes an individual's likes and dislikes, values, and beliefs. Personality is shaped early in life and is both influenced by, and influences, the other three layers throughout one's lifetime and career choices.

“The mix” of human similarities and differences

*Adapted from “Diverse Teams at Work: Capitalizing on the Power of Diversity” by Lee Gardenswartz and Anita Rowe*

# The Diversity Wheel



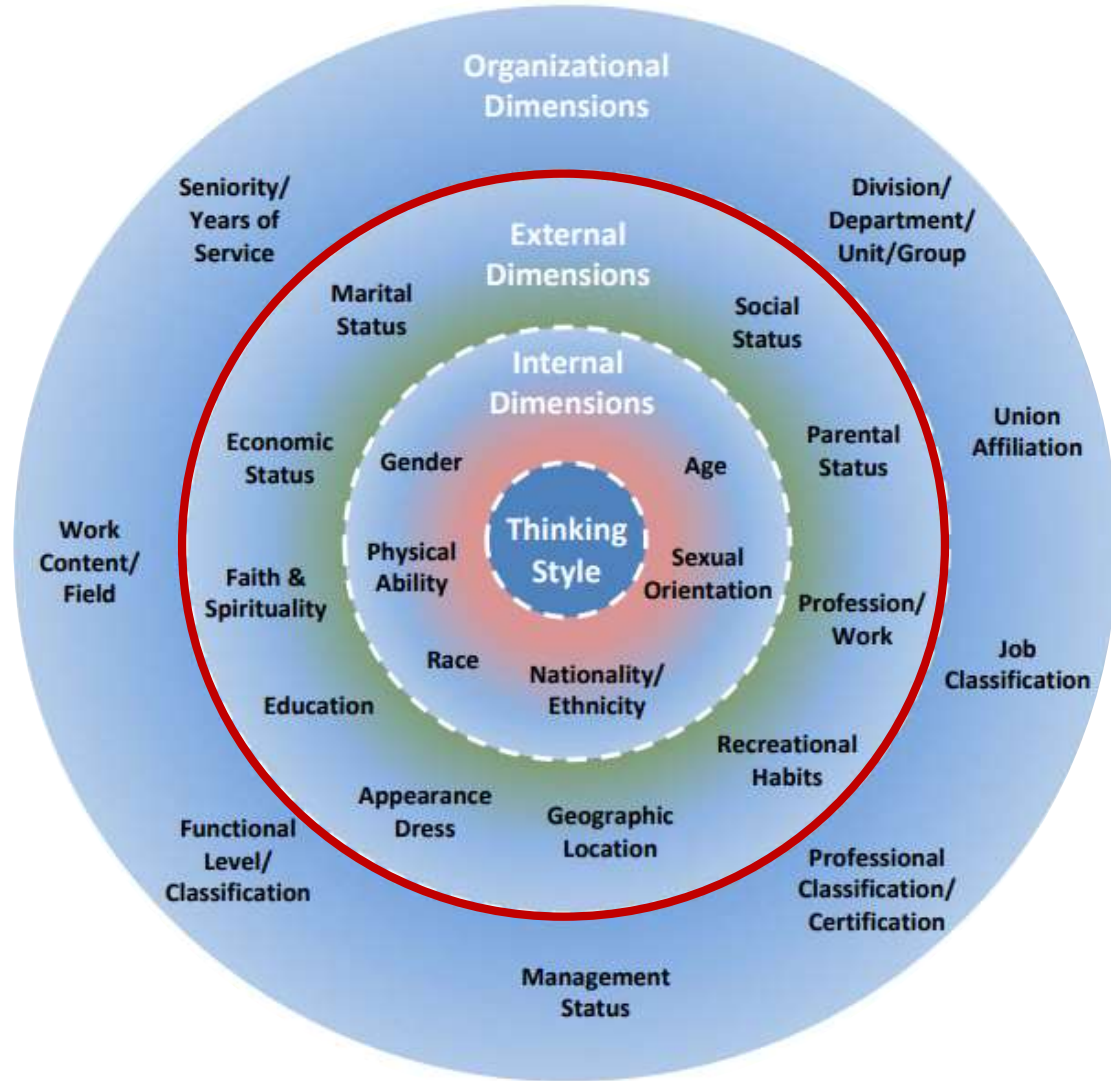
## Internal Dimensions

These include aspects of diversity over which we have no control (though "physical ability" can change over time due to choices we make to be active or not, or in cases of illness or accidents). This dimension is the layer in which many divisions between and among people exist and which forms the core of many diversity efforts. These dimensions include the first things we see in other people, such as race or gender and on which we make many assumptions and base judgments.

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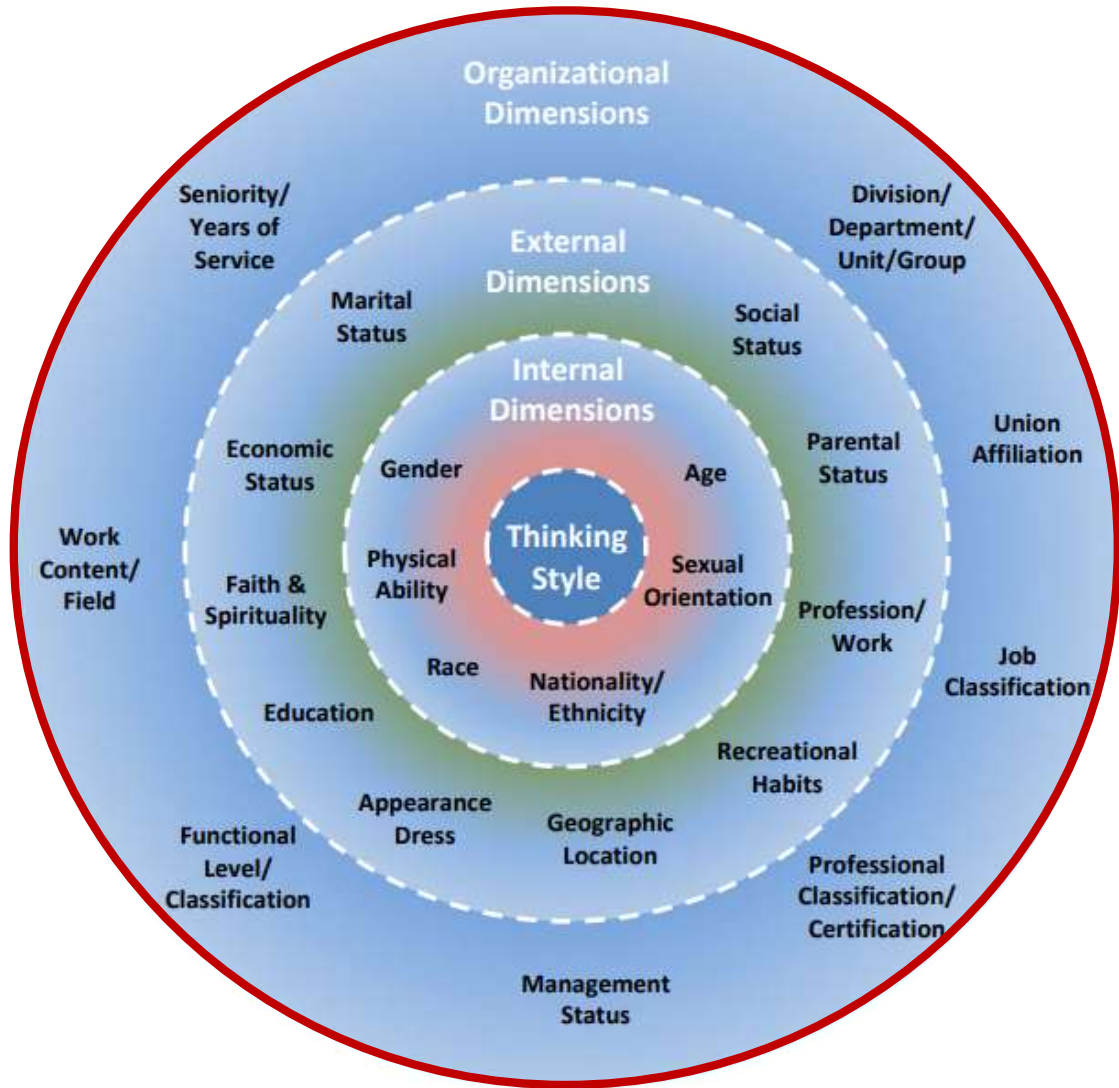
## External Dimensions

These include aspects of our lives which we have some control over, which might change over time, and which usually form the basis for decisions on careers and work styles. This layer often determines, in part, with whom we develop friendships and what we do for work. This layer also tells us much about whom we like to be with.

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# The Diversity Wheel



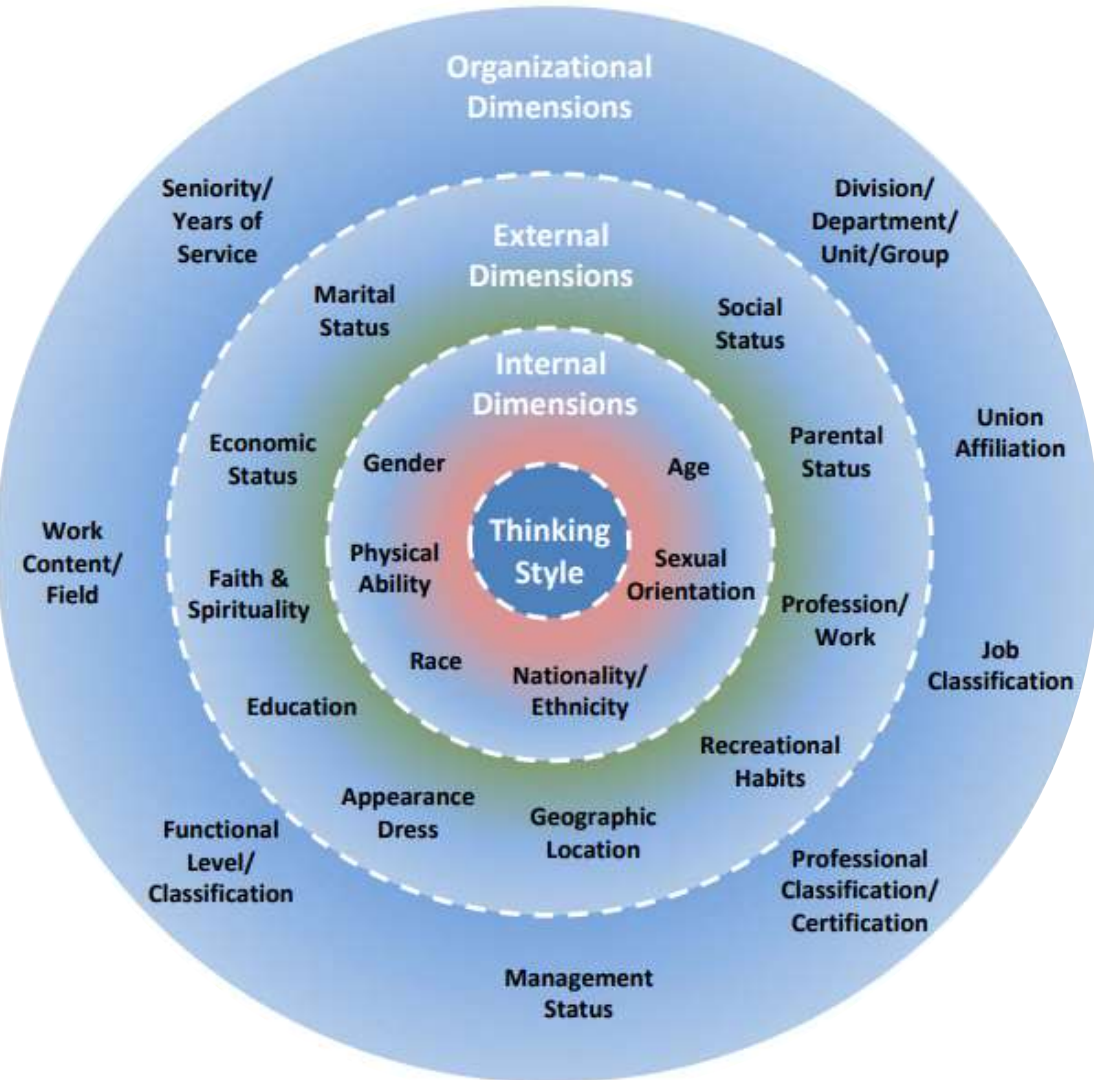
## Organizational Dimensions

This layer concerns the aspects of culture found in a work setting. While much attention of diversity efforts is focused on the internal dimensions, issues of preferential treatment and opportunities for development or promotion are impacted by the aspects of this layer.

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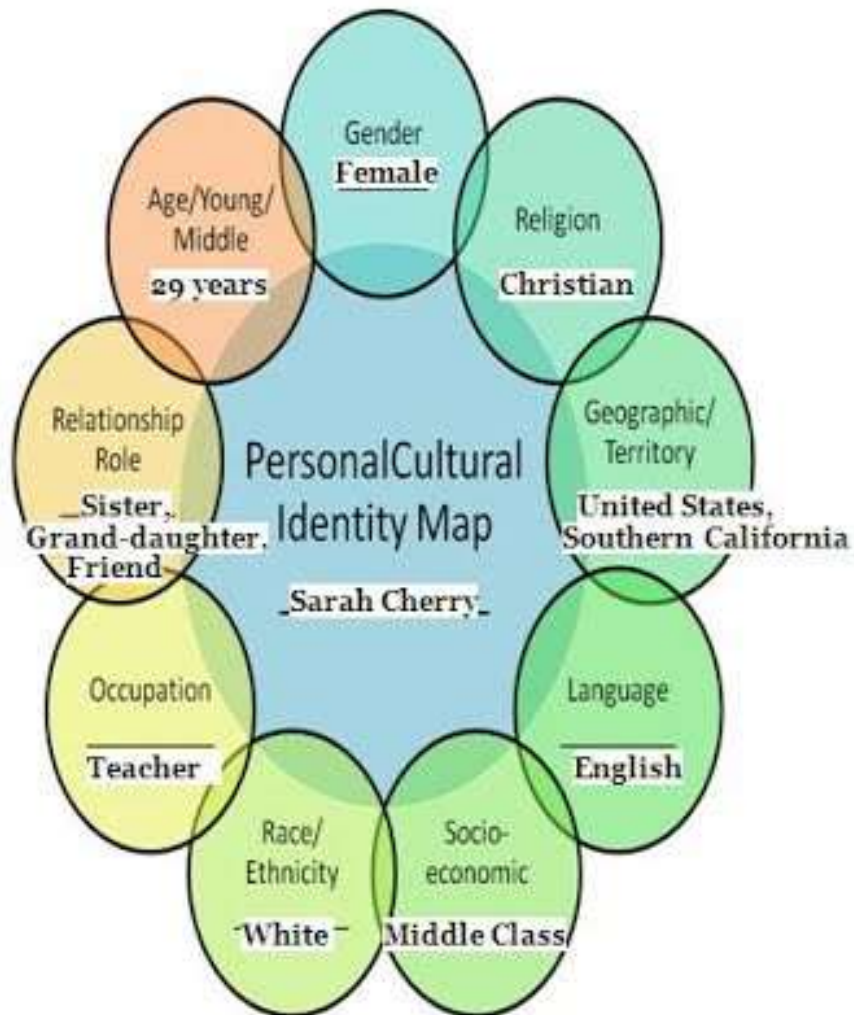
# The Diversity Wheel : Activity



## Instructions

1. To explore your values, think of a name of an individuals you associate with frequently (family, work, community organizations).
2. Next to that person's name, write some of the factors from the dimensions that you are both aware of and those you assume to be true about the person. For example: Jason: white, middle-class, college degree, single, Catholic.
3. You can select different factors from each dimensions for this person.
4. Create a diagram resembling the diversity wheel with the chosen name at the core and then answer the following:
  - How do I treat this person differently, both in a positive and a negative manner, based on what I know, or the assumptions I am making, about the person?
  - Where are my biases coming out?

# The Diversity Wheel : Activity Example



## Instructions

1. The example provided here is for reference only. Create a similar diagram for your chosen name based on the diversity wheel.
2. Write a short answers to the questions posed and post them in the Diversity wheel activity forum
3. You are also required to post the diagram you are instructed to create. You can use Microsoft Office 365 to perform this activity.