

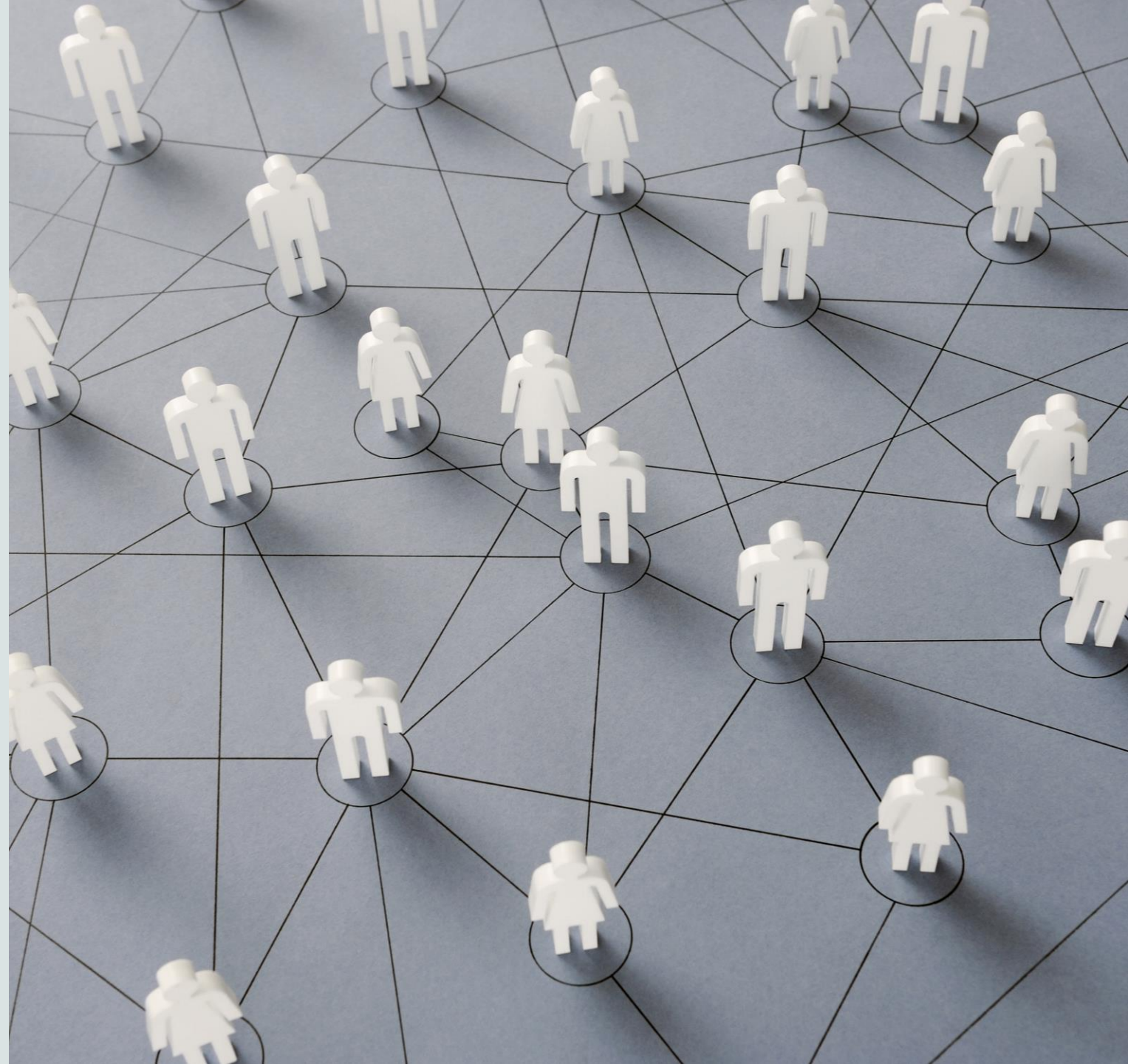
Community of Practice.

Being a Student at the UWTSD



Social Knowledge

- Place Identity
- Self Categorization
 - Social Representations
- Narratives





Place Identity





Place Identity



Involves the unconscious and conscious beliefs, goals and values groups have of a location (Proshansky, 1978).

The history, architecture, location and landscape build upon place identity (Khaidzir & Kamal, 2023).

Self Categorization

In Groups can be created from gender, nationality, age or religion..

Out groups.. The opposite gender, different nationality, different religion (Hornsey,2008)

Minimum group paradigm, a group made up for the sake of differing groups (Biling & Tajfel,1973)



Ingroup Behaviour

MIMICKING STRENGTHENS
GROUP BONDS
(BLIUC&CHILDLY,2022)



SHARED BELIEFS KEEP
THE GROUP BOND, BUT
INDIVIDUAL BELIEFS MAY
DIFFER OUTSIDE OF
GROUP DYNAMICS
(PARK&KAYONG,2022)



INGROUP FAVORITISM
FROM AN EVOLUTIONARY
PERSPECTIVE MEANS
SURVIVAL.



Social Representations

Moscovici (1984) To make the unfamiliar Familiar, by using existing categories of knowledge to connect new points of reference.

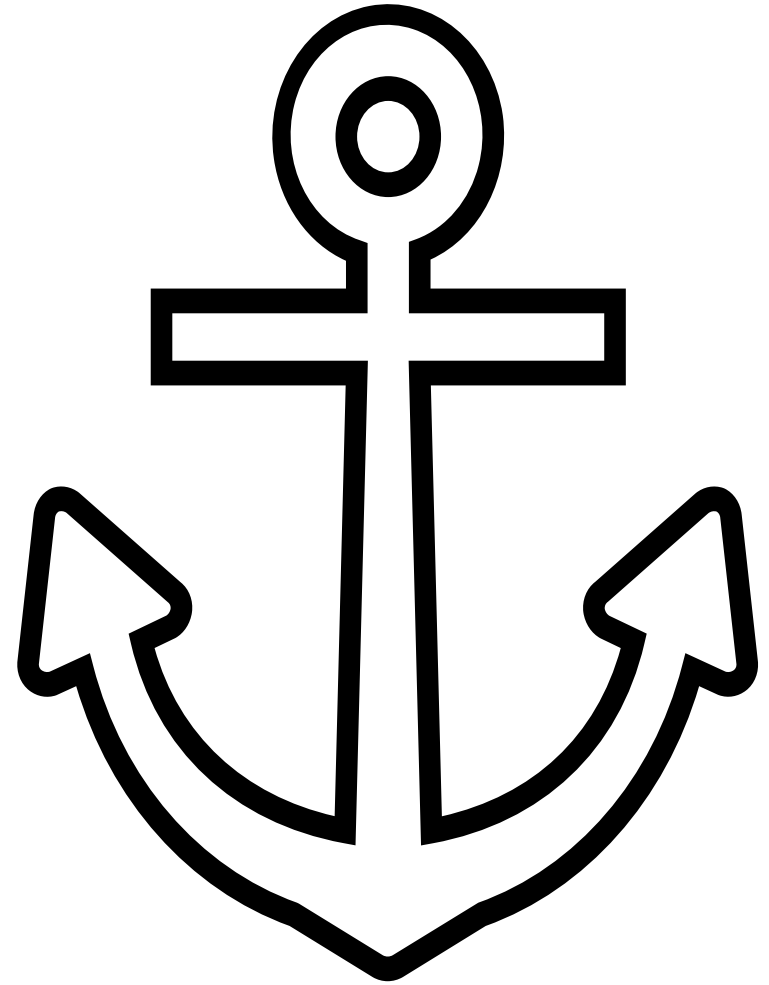


Social Representations

Anchoring & Objectification

Anchoring Is the process of obtaining new knowledge and connecting it to previous knowledge.

Anchoring Bias, where previous knowledge influences new knowledge even when it is redundant and potentially damaging (Hokkanen,2020)



Social Representations

Anchoring & Objectification

Objectification helps us make sense of the world by removing complex cognitive processes, in favour of powerful symbols (Winskell, 2022). Such as a graduation hat symbolising completion of an educational endeavour.





Narratives

The story

The power dynamic

The Change

A narrative helps make sense of the
past gives meaning to the present and
lays a path to the future
(Grossman,1998)

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