

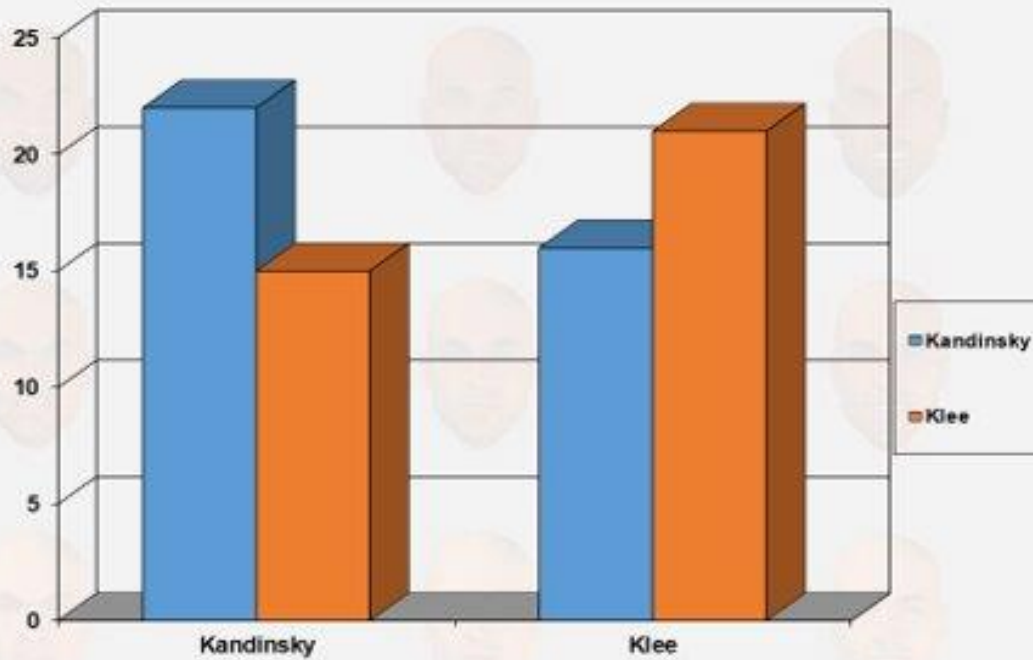
Social Categorisation

Dr Katie Sullivan

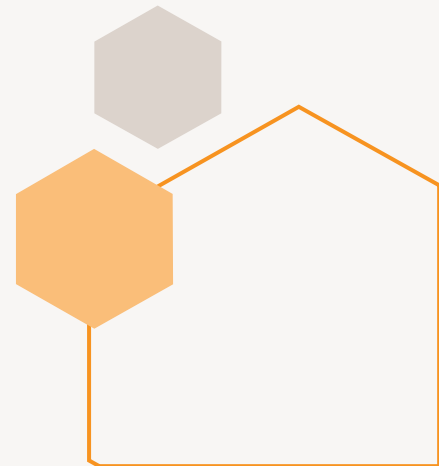
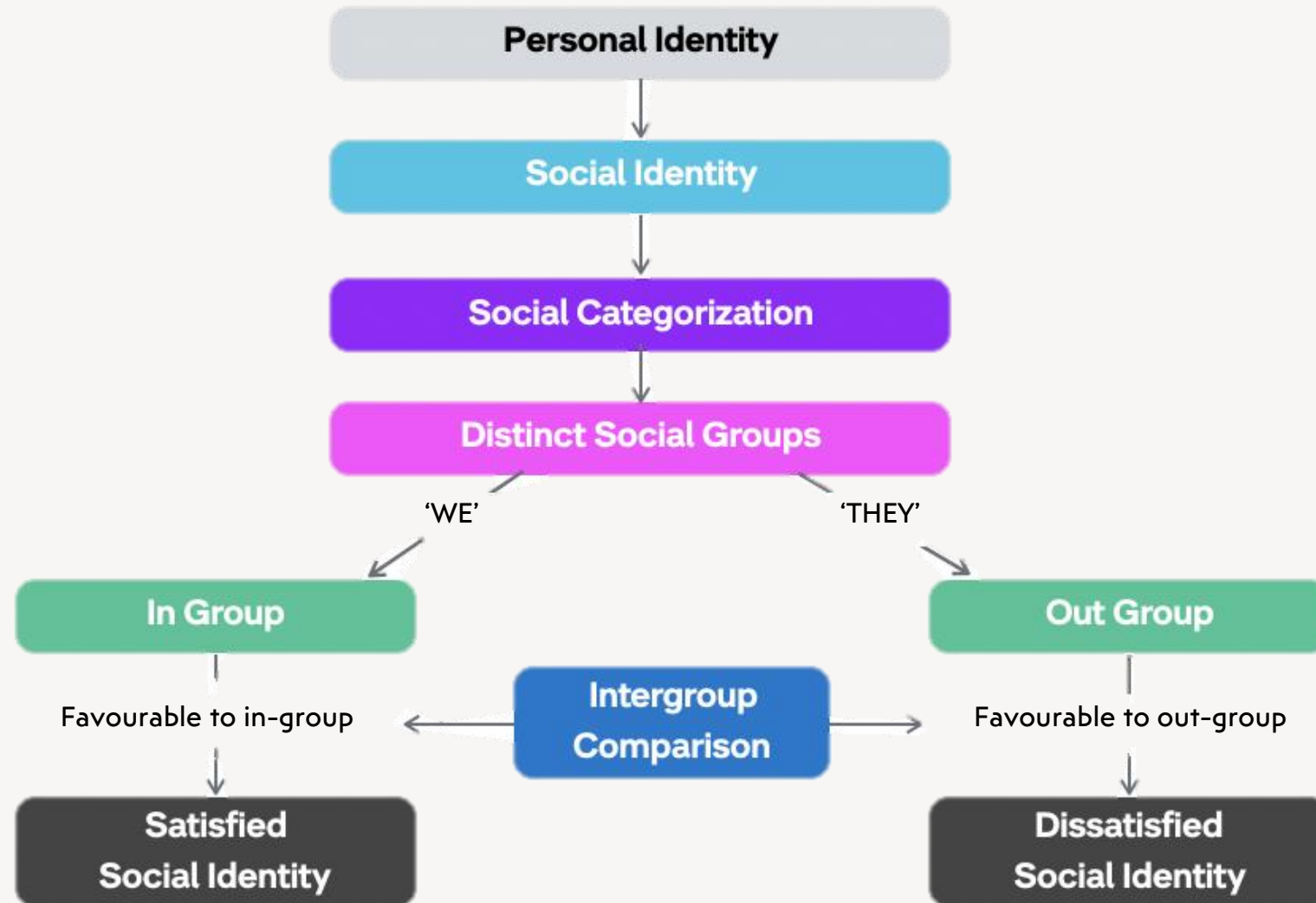


Minimal Group Paradigm

Tajfel, Billig, Bundy, and Flament (1971)

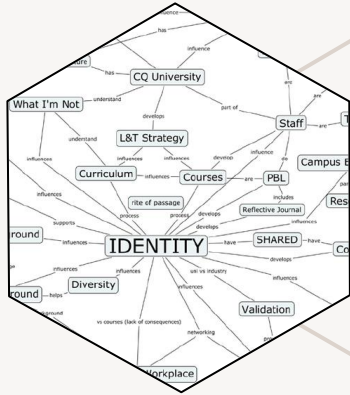


Social Identity Theory (SIT; Tajfel & Turner, 1979)



[illegible]

Multiple Identities, Homogeneity and Heterogeneity



complex social identities

Roccas and Brewer
(2002)



categorisation-competition hypothesis

Linville et al. (1989)



self-esteem hypothesis

Hogg & Abrams
(1990)



Homogeneity



Heterogeneity

Summary

- ❖ Identification with groups is important to us
- ❖ What happens to the ingroup can feel like it is happening to us
- ❖ We view our ingroups and outgroups differently
 - ❖ But complex multiple identities mean that this is not straightforward



Thank you for listening!

