

Social identity

Business



With all the changes she has experienced, she still has maintained familiar piece of her past but it is not required in her new position. She still attends meetings and makes a point to update her knowledge.

2. Catherine was immediately impressed, she observed well, she appreciated the quiet, focused work atmosphere, she like how everyone was dressed: most of them wore suits, and their conservative apparel supported the professional attitudes, people spoke formally but friendly manner and seemed enthusiastic.

Her evaluation foster her social identity by being a professional minded herself. She thinks that she would do very well in that company for It suits her likes and she was very much like them. She liked how the people acts and she thinks she really fits In that kind of environment.

3. Social Identity Theory because It made her know herself to by which she belongs. She felt being more like herself If she Is In the environment which fits her more. Discussion Questions: Part 2 1 .

LSI Is a large company and more formal, quiet, focused work atmosphere, everyone as dressed: most wore suits, and their conservative apparel supported the professional attitudes, people spoke formally but friendly manner and seemed enthusiastic while Fenny Is a smaller company, managers seem to wear many hats.

I think Fenny has a little dirty environment due to the greasy materials and sometimes track the grease Into the office and their attire Is Just casual. 2.

Her reaction was shocked or she felt funny due to the environment and new rules, the not so formal environment, the way people thinks that she is overdressed and the way she could not fit in easily to the new environment. Her level of social identification was different from that of I-Jell because she was used to the environment of I-Jell and her personality really fits in the LSI.

3. Yes, she experienced the categorization - homogeneities - differentiation process.

She was categorized in the groups of more formal people, she has a different trait from the new - coworkers, she has more favorable attributes than the others.

Social Identity By loyalists 1 . The social identity issues presented in this case is that Catherine is used to the would do very well in that company for it suits her likes and she was very much like them. She liked how the people acts and she thinks she really fits in that kind of 3. Social Identity Theory because it made her know herself to by which she belongs.

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