

# {SURVEY *of* IDENTITY}

## IDENTITY, DIVERSITY, INCLUSION, & BELONGING.

Self identity is a dynamic construct that is unique to the human condition. Who are You? What is Self? There are many characteristics that affect identity and aspects of our personal brands. Identity can be looked at from the lens of self-reflection. Understanding how personal identity can be perceived and understood is a key component of understanding brand identity.

First, watch the following videos to expand your imagination on identity, diversity, inclusion, and belonging. Then answer 3 questions below, per section.

\_\_\_ "Who Am I?" <https://youtu.be/oocunV4JX4w>

\_\_\_ "Nick Cave: Thick Skin | Art21 "Extended Play" <https://youtu.be/S6cG5wYxRcw>



### \_\_\_ a. BELOW the SURFACE. [HOW do we DEFINE SELF?]

- \_\_\_ 1. \_\_\_ Who would you be if you were an animal? [Choose animal]  
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- \_\_\_ 2. \_\_\_ Who would you be if you were a game?  
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- \_\_\_ 3. \_\_\_ What season of the year represents your inner character?  
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- \_\_\_ 4. \_\_\_ Do you connect more with Mountains or Valleys?  
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- \_\_\_ 5. \_\_\_ What do you love, what do you hate?  
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- \_\_\_ 6. \_\_\_ If you were asked to choose would you save one persons life that you love or 500 people that you do not know?  
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- \_\_\_ 7. \_\_\_ What element would you be if you could be wind, earth, fire, rain, ocean, air?  
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- \_\_\_ 8. \_\_\_ If you had to choose a flavor that represented you what would it be?  
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### \_\_\_ b. DEFINE. Consider how the below terms are related.

- \_\_\_ 1. \_\_\_ What is identity?  
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- \_\_\_ 2. \_\_\_ What is belonging?  
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- \_\_\_ 3. \_\_\_ What is inclusion?  
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- \_\_\_ 4. \_\_\_ What is diversity?  
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- \_\_\_ 5. \_\_\_ What is a brand?  
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- \_\_\_ 6. \_\_\_ What is personal branding?  
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- \_\_\_ 7. \_\_\_ What is Gender?  
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- \_\_\_ 8. \_\_\_ What is Race?  
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- \_\_\_ 9. \_\_\_ What is Class?  
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**C. QUESTIONS TO CONSIDER.**

- \_1. \_\_\_ How does personal Identity affect your life on a daily basis?
- \_2. \_\_\_ What are the different characteristics considered within personal Identity?
- \_3. \_\_\_ What does it mean to belong? Where do you belong?
- \_4. \_\_\_ If you do not feel like you belong how does that affect your daily life?
- \_5. \_\_\_ Who holds the power within most structural systems? How are your status and opportunities affected by this power?
- \_7. \_\_\_ Why is diversity a beneficial?
- \_8. \_\_\_ Brands are not people. What is the difference between a brand and a person?

**D. YOUR IDENTITY.**

- \_1. \_\_\_ What 10 items define your identity?
- \_2. \_\_\_ What 10 symbols represent you?
- \_3. \_\_\_ What 10 items define your families identity?
- \_4. \_\_\_ What 5 people are you comfortable around?
- \_6. \_\_\_ How does your appearance affect your identity?

**E. POWER STRUCTURES.**

- \_1. \_\_\_ How do power structures affect your identity? [If you have a really powerful job or status does that affect your opportunities? Is that good or bad? Explain.
- \_2. \_\_\_ How do power structures affect our culture?
- \_3. \_\_\_ Who controls the financial decisions in a work place?

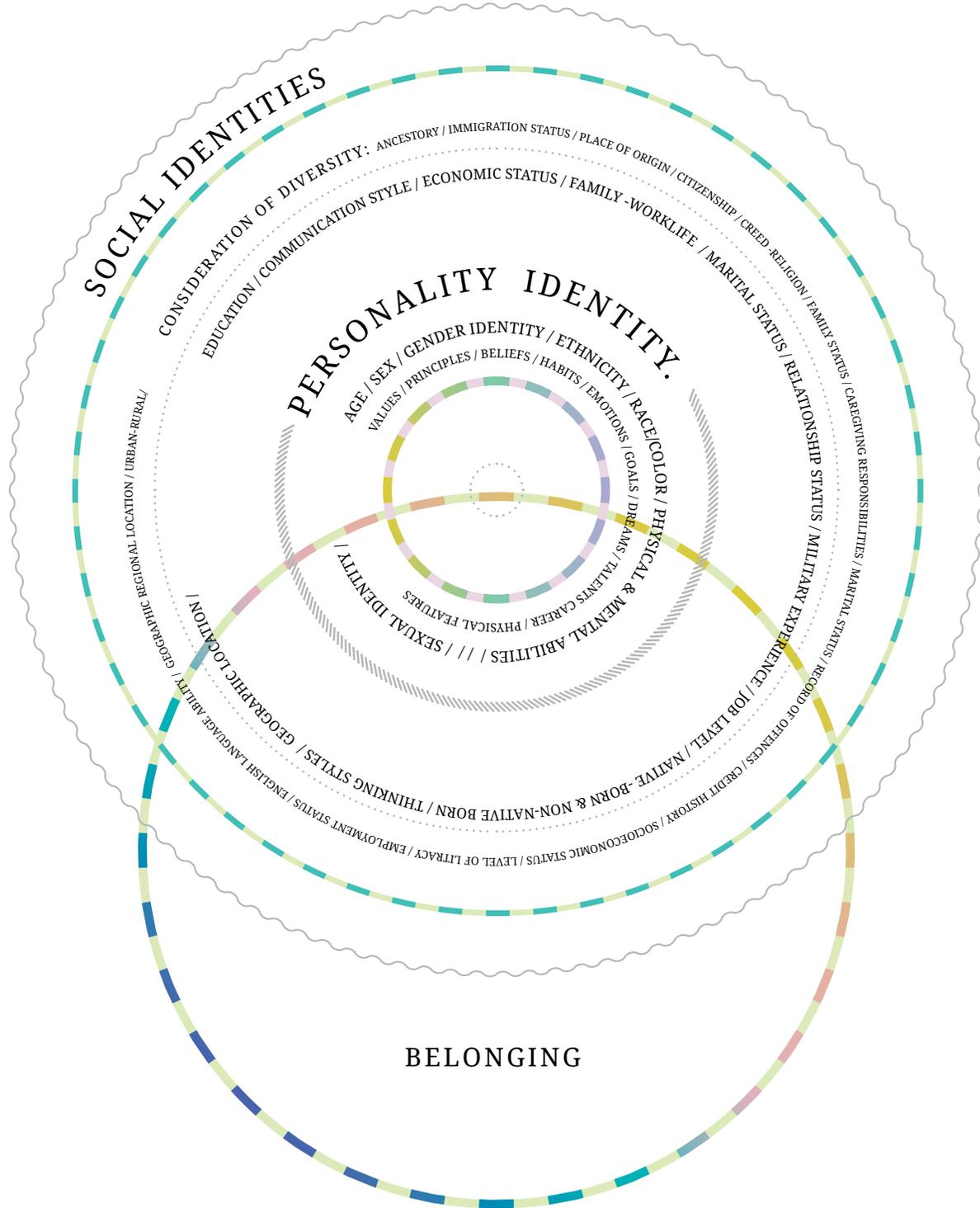
**F. GENDER, RACE & ETHNICITY.**

- \_1. \_\_\_ How does your gender affect your identity and how you were raised and what you do day to day?
- \_2. \_\_\_ How does your skin color affect your identity?
- \_3. \_\_\_ Are power dynamics affected by Gender, Race, and Ethnicity? Explain?

**G. BELONGING.**

- \_1. \_\_\_ How do you "belong"?
- \_2. \_\_\_ Why is belonging so important to humans?
- \_3. \_\_\_ Would you choose belonging over what is ethically right?

# DIVERSITY, INCLUSION & BELONGING.



## Research

### Identity (social science)

Identity is the qualities, beliefs, personality, looks and/or expressions that make a person (self-identity as emphasized in psychology[1]) or group (collective identity as pre-eminent in sociology).[citation needed][2] One can regard the awareness and the categorizing of identity as positive[3] or as destructive.[4][5][6]

A psychological identity relates to self-image (one's mental model of oneself), self-esteem, and individuality. Consequently, Peter Weinreich gives the definition:

“A person's identity is defined as the totality of one's self-construal, in which how one construes oneself in the present expresses the continuity between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future”; this allows for definitions of aspects of identity, such as: “One's ethnic identity is defined as that part of the totality of one's self-construal made up of those dimensions that express the continuity between one's construal of past ancestry and one's future aspirations in relation to ethnicity”.[7][page needed]

Gender identity forms an important part of identity in psychology, as it can dictate to a significant[quantify] degree how one views oneself both as a person and in relation to other people, ideas and nature.[citation needed] Other aspects of identity, such as racial, religious, ethnic, occupational... etc. may also be more or less significant – or significant in some situations but not in others.[8] In cognitive psychology, the term “identity” refers to the capacity for self-reflection and the awareness of self.[9]

Sociology places some explanatory weight on the concept of role-behavior. Identity negotiation may arise from the learning of social roles through personal experience. Identity negotiation is a process in which a person negotiates with society at large regarding the meaning of their identity.

Psychologists most commonly use the term “identity” to describe personal identity, or the idiosyncratic things that make a person unique. Sociologists, however, often use the term to

describe social identity, or the collection of group memberships that define the individual. However, these uses are not proprietary, and each discipline may use either concept and each discipline may combine both concepts when considering a person's identity. It is what it is. Social psychologists may speak of “psycho-social identity”. [10] Neuroscientists draw upon these fields to study the neurobiological basis of personal and social identity.[11][12]

The description or representation of individual and group identity is a central task for psychologists, sociologists, anthropologists and those of other disciplines which see a requirement to map and define “identity”. [circular definition] How should one describe the identity of another, in ways which encompass both their idiosyncratic qualities and their group memberships or identifications, both of which can shift according to circumstance? Following on from the work of Kelly, Erikson (1902–1994), Tajfel (1919–1982) and others, Weinreich's Identity Structure Analysis (ISA), is “a structural representation of the individual's existential experience, in which the relationships between self and other agents are organised in relatively stable structures over time ... with the emphasis on the socio-cultural milieu in which self relates to other agents and institutions”. [13] Using constructs drawn from the salient discourses of the individual, the group and cultural norms, the practical operationalisation of ISA provides a methodology that maps how these are used by the individual, applied across time and milieus by the “situated self” to appraise self and other agents and institutions (for example, resulting in the individual's evaluation of self and significant others and institutions). [citation needed] Individuals' identities are situated, but also contextual, situationally adaptive and changing. Despite their fluid character, identities often feel as if they are stable ubiquitous categories defining an individual, because of their grounding in the sense of personal identity (the sense of being a continuous and persistent self). [14]

source: [https://en.wikipedia.org/wiki/Identity\\_\(social\\_science\)](https://en.wikipedia.org/wiki/Identity_(social_science))

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# OTHER CONSIDERATIONS

*for* STRATEGY & PERSONAL BRAND QUESTIONS.

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## QUESTIONS TO CONSIDER:

- |      |                          |   |
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| _1.  | Who                      | Identify your audience. [target market]   |
| _2.  | What                     | Formulate your message. [brand message]   |
| _3.  | Where                    | Where will this design artifact be located? [brand touchpoints]   |
| _4.  | How                      | How do you communicate the message? [brand message]   |
| _5.  | When                     | In what period are you communicating this message?  |
| _6.  | Brand Overview:          | ___ Brand Objectives.<br>___ Target Audience.<br>___ Product Deliverables / Design Touchpoints<br>___ Audience Needs.   |
| _7.  | Brand Statement          | What is the Project Statement or Brand Statement? [A brand statement is a concise summary of what your business does, how you do it, and what makes it unique. In just a few sentences (preferably one) people should be able to understand you or your company's mission, goals, values, and how you or your business is different from your competition.] |
| _8.  | Unique Value Proposition | [What can the brand offer the Target Audience that is unique to this brand?]  |
| _9.  | Brand Promise.           | [What does the brand stand for?]  |
| _10. | Brand Characteristics    | [Qualities that best describe the brand.]   |
| _11. | Brand Archetypes.        | [What characters does the brand relate to? The Hero? The Creative? The Sage?]   |