Governance | Individual communication

IC - (21030) - LIVING IN A NEIGHBOURHOOD WITH LOW REPUTATION: UNDERSTAND THE COPING STRATEGIES TO ACHIEVE A POSITIVE PLACE IDENTITY IN THE INTERGROUP CONTEXT

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Background and objectives

The place where people live is an important source of identity for them, so living in a neighbourhood with low reputation can threaten people's identity. When residents have little possibility of moving house, which is often the case for those inhabiting social housing projects, it is important to understand the strategies that might be used to cope with this negative identity. Although we do not know studies that address directly the issue of strategies of escape from identity to places of low prestige, in the field of environmental psychology, some place identity studies have identified some of these strategies that fit into the strategies identified within the framework of social identity theory (e.g.,Bernardo & Palma-Oliveira, 2016; Parmentier, van Ham & Bolt, 2007; Hasting, 2004; Musterd, Ostendorf & de Vos, 2003; Twigger-Ross and Uzzell, 1996).

Process and methods (for empirical research)

Using two case studies, both in Portugal, the main objective of this presentation is to identify a typology of identity management strategies to cope with a negative place identity. In the first case study we explore the influence of place identity and the economic power of the group on the choice of identity management strategies. In the second case study we explore the influence of place identity and socio-structural characteristics of intergroup relations (legitimacy, stability and permeability) on choice of identity management strategies.

Seventy participantes in the study 1, and one hundred and sixty-five participants, study 2, from two urban neighbourhoods with low reputation responded to a questionnaire.

Main results (or main arguments in the case of critical reviews)
The results shines light on the intergrupal circumstances in which different identity management strategies are used by low prestige groups.
Implications for research and practice/policy | Importance and originality of the contribution

The results also boost our understanding of intergroup relations between neighbourhoods, particularly the processes of discrimination and social conflict in an urban context.

Palavras-chave : place identity, identity management strategies, neighbourhoods, intergrupal relationships