

Governance | Individual communication

IC - (21034) - TOWARDS MEASURING PLACE IDENTITY ORIENTATION

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Background and objectives

Our research series examined whether place identity can be measured and interpreted as identity orientation, so measurable individual differences can be found in the extent to which the relationship with meaningful places is important for the individuals to their sense of who they are. Before investigating the aspects and associations of place identity orientation, we aimed to develop a questionnaire measuring it reliably.

Process and methods (for empirical research)

The developing process included more main and substeps and was based on the AIQ-IV questionnaire (Cheek, Smith, & Tropp, 2002) measuring four (personal, social/public, collective, and relational) identity orientations, in which, after its translation to Hungarian, we inserted the items related to place identity. The first versions, aimed to test the appropriateness of our methodological decisions considering the insertion and formulating of the new items, were completed by university students. The later versions, tested in adult samples, focused on generalizability and refining the questionnaire based on professional and methodological considerations followed from the previous results (N ranged between 177 and 432). The analysis included exploratory and confirmatory factor analyses.

Main results (or main arguments in the case of critical reviews)

(1) The place-related items included in one factor, creating a reliable scale, could be interpreted by participants in the definition of themselves, i.e., the adequateness of measuring place identity as identity orientation was confirmed, (2) the factor structure of the developed version in the last step more exactly fit the scale structure of the original questionnaire.

Implications for research and practice/policy | Importance and originality of the contribution

Our research involves a new approach: it examined place identity in a personality psychological framework. The results can contribute to the subtle examination of the components of place identity, its place in the identity structure, the investigation of the phenomena of or the possible difficulties in person-environment fit at the individual level, and, moreover, the understanding of the associations of place identity with ecological, pro-environmental behavior or psychoterratic syndromes (e.g., eco-grief).

Palavras-chave : place identity, place identity orientation, questionnaire development, factor analysis