

# Racial Identity Measures

Identity Prominence

Identity Centrality

Identity Salience

Identity Commitment

Identity Regard

Identity Cognition

Identity Behaviors



# Self-Concept Measurement

**Identity Prominence:** How much that identity is key to “knowing me”

**Identity Centrality:** How much that identity is a core part of who I am

**Identity Salience:** How much the identity is invoked in decisions

Affected by **Identity Commitment (Extensivity/Intensivity)**

Evident In **Identity Regard, Identity Cognition** and **Identity Behaviors**

## **Identity Prominence**

- + It is essential that my close friends know I'm Mexican American
- + It is very important that the people at my church know I'm Mexican American

## **Identity Centrality**

- + I strongly agree that being Filipino is an important part of my self-image
- + I have a strong sense of belonging to the Filipino racioethnic community

## **Identity Salience**

- + When I meet a stranger, I almost certainly would tell them I'm Jewish
- + When I'm on a date with someone, being Jewish would definitely come up

## **Commitment Extensivity**

- + My being Black is a factor in my interactions with people at church
- + My being Black affects how my non-Black coworkers deal with me

## **Commitment Intensivity**

- + I am especially close (in emotional terms) to people who are Moroccan
- + If I weren't able to hang out with other Moroccans, I would be sad

## **Identity Regard**

- + I feel that Hispanics have made major accomplishments and advancements
- + I feel good about Hispanic people

## **Identity Cognition**

- + I often think about being a Chinese immigrant when I view something in media
- + I often think about being a Chinese immigrant (even) when I am at social events

# Class Survey – Identity Behavior

|                              | ALL | WHITE | BLACK | HISPANIC | ASIAN |
|------------------------------|-----|-------|-------|----------|-------|
| Eat ethnic food              | 67  | 0     | 50    | 100      | 45    |
| Shop in ethnic stores        | 47  | 50    | 0     | 64       | 27    |
| Speak language               | 73  | 75    | 75    | 86       | 55    |
| Observe ethnic holidays      | 53  | 25    | 100   | 71       | 36    |
| Hang out with same race      | 53  | 50    | 75    | 64       | 36    |
| Have ethnic artwork          | 34  | 25    | 50    | 36       | 30    |
| Listen to ethnic music       | 53  | 50    | 100   | 64       | 36    |
| Study ethnic history/culture | 27  | 25    | 75    | 21       | 27    |
| Date same ethnicity          | 47  | 25    | 50    | 57       | 36    |
| Learn ethnic dances          | 60  | 25    | 75    | 93       | 27    |
| Watch ethnic movies          | 50  | 75    | 25    | 57       | 27    |
| Watch ethnic tv shows        | 50  | 75    | 0     | 57       | 27    |
| Follow current events        | 23  | 50    | 75    | 14       | 18    |
| Politically engaged          | 13  | 0     | 75    | 7        | 18    |
| Read ethnic magazines        | 17  | 50    | 50    | 7        | 18    |
| Dress in ethnic clothes      | 13  | 50    | 0     | 0        | 9     |
| Belong to organizations      | 13  | 0     | 25    | 7        | 27    |

Percentage of students who said they do things “very often or always”

*BLUE is White difference from all others, YELLOW is non-White difference from Whites*