# Consumption and Self-Schema Changes Throughout the Identity Project Life Cycle

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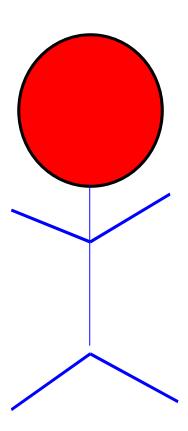
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### Self and Self Schemas: The Familiar View

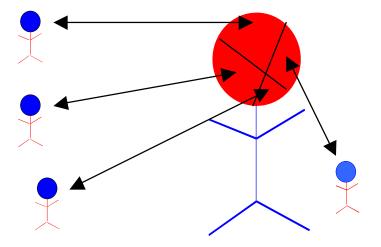
- Holistic
- Self is partitioned according to knowledge accessible at a particular point in time
- Lonely internal focus





### Self: The Social Identity View

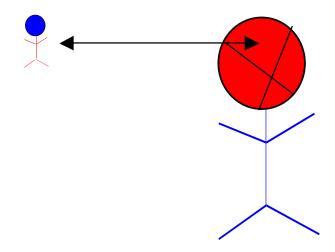
- Self is the sum of one's social identities
- Social identity derives from being a particular type of person (participating in society)
- Hierarchically ordered
  - Importance or salience
- Bounded resources
- An on-going project





#### Each Identity is tied to an External Social Network

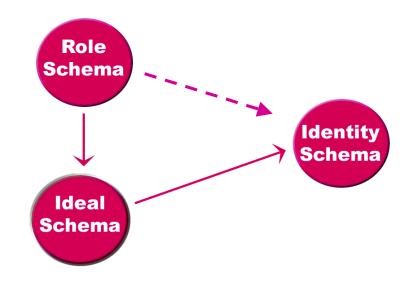
- Social connections
  - Extensiveness
  - Intensiveness
- Social network changes precipitate and reflect identity change.
  - Dragged into
  - Pulled out of
  - Kept from leaving
- Social networks can act as:
  - Enablers
  - Inhibitors





## Each Identity is Represented Internally by Three Schemas...

- Role schema
  - How I perceive the typical person in this role
  - Cultural stereotype
- Ideal schema
  - How I'd like to be as this type of person
- Identity schema
  - How I perceive myself as this type of person



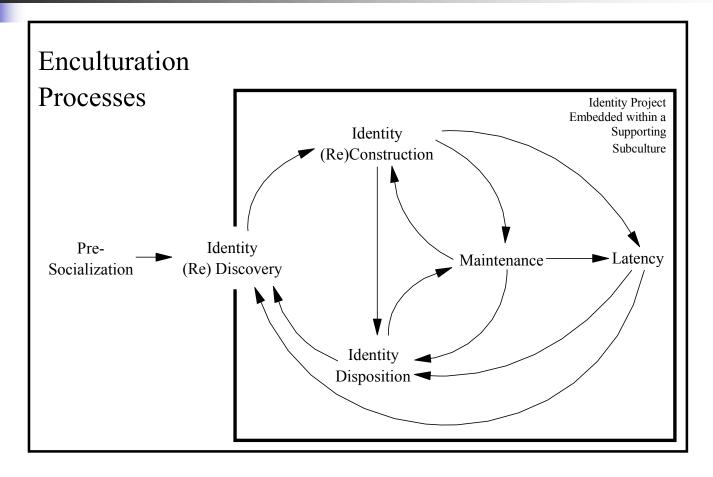


### Identities organize consumption

- Identity related possession cluster
- Possessions
  - Symbolize identity to self and others
  - Enable identity
  - Inhibit identity transition

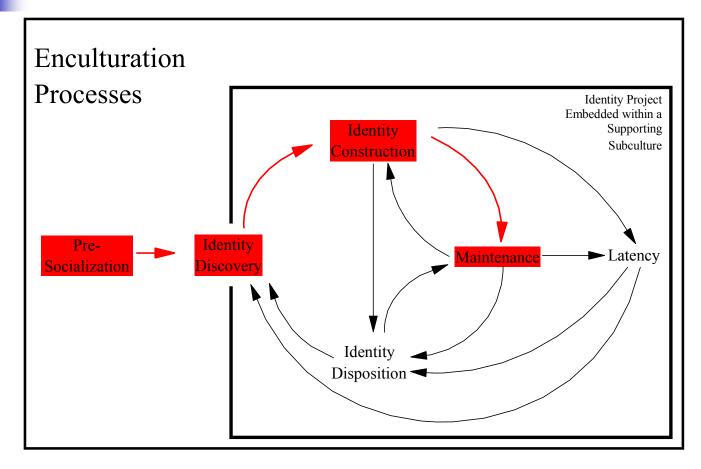






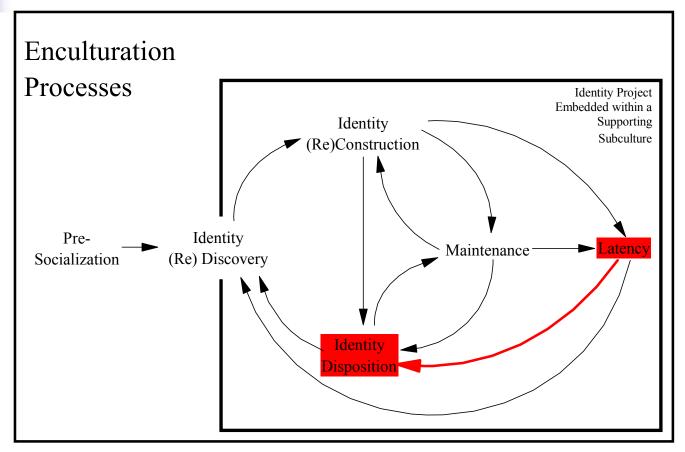


#### The Rookie Start

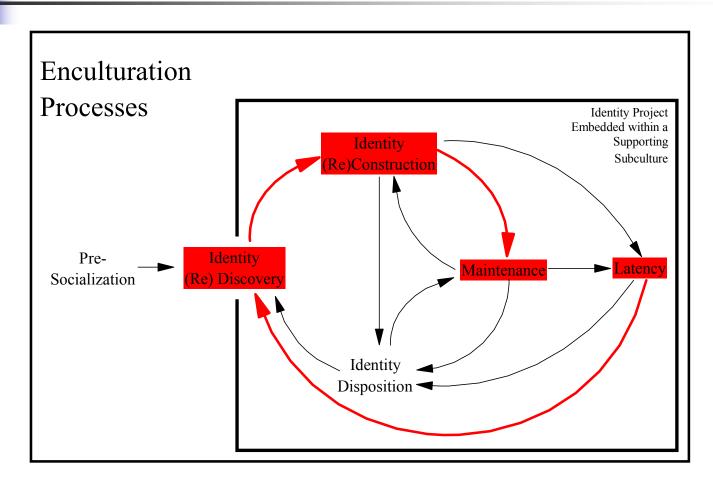




### Disengagement









### Key Sub-Phases of the Identity Project Life Cycle

- Rookie Start
  - Pre-socialization -> Discovery -> Construction -> Maintenance
- Disengagement
  - Latency -> Disposition
- Latency Renewal
  - Latency -> Re-Entry -> Rediscovery -> Reconstruction -> Maintenance