Who am I? The Identity Crisis of a Researching Academic Developer

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ABSTRACT
According to social identity theory, academic developers experience role conflict. This struggle stems from responsibilities that fall into various professional categories. An academic developer is both staff and faculty; both developer and researcher. These differing identities often have contradictory purposes, leaving the academic developer conflicted. In this poster session, two researching academic developers explore the challenges and benefits of this identity crisis.

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SOCIAL IDENTITY THEORY
According to social identity theory, membership in a group determines identity (Todd & Kent, 2009).