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

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**Social Identity Theory**

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**Our Conflict**

Academic developers experience role conflict due to their differing responsibilities in various groups (Ashforth & Mael, 1989). They can simultaneously fulfill staff and faculty, academic developer and researcher roles.

**Benefits**

The staff member offers insights to the faculty member. The researcher completes the academic developer. The ability to leverage these various perspectives strengthens experiences and credibility.