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).

WHO ARE WE?

- Researcher
- Academic Developer
- Mentor
- Peer
- Faculty
- Staff

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.

WHAT IS THE RESEARCH GOAL?
What is the Academic Development Goal?
Can the findings be generalized?
Are they saying what they think I want to hear?
Am I being objective?
Is the sample size sufficient?
Do they trust me?
Are we adhering to IRB?

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.

If you are the company you keep, was Steve Jobs an apple?