



# SOCIAL IDENTITY MAPPING

Social identity mapping is an evidence-based psychometric tool designed to assess a person’s degree of social group connectedness, focusing on the dimensions known to impact health and well-being. This online format of social identity mapping (oSIM) provides a powerful digital delivery of this process by assisting people to visualise and evaluate the degree to which they are connected socially.

Built around four dimensions of social connection – quality of connections, quantity of connections, compatibility of connections, and changes in connections over time – oSIM is a first-of-its kind tool that provides data to analyse the strength of a person’s group relationships. These data can be used to identify areas of strength and support in a person’s group relationships, but also gaps and weaknesses that might impact on health and well-being.

oSIM is suitable for use on phones, tablets and computers, and can be utilised in a variety of different settings:

- (i) as a psychometric tool for research,
- (ii) as part of therapeutic interventions in clinical settings,
- (iii) as a resource for workplaces to help leaders improve the working relationships of the teams they lead, and
- (iv) as an aid in any environment where understanding people’s social connections may be helpful.

## How oSIM works

The oSIM tool can be tailored for use with any population that you wish to deliver it to. For instance, you can:

- Choose what levels of group dimension you want to capture with the tool.
- Craft the questions posed about groups in people’s lives.
- Tailor how the group sizes are represented.
- Include multiple mapping phases to capture changes over time.

Once set up, licensees are then able to share oSIM via URL with their participants, or they can embed the tool into survey-hosting platforms, such as Qualtrics.

After participants have created their social identity maps, licensees are able to download data directly to their device of choice. Maps and data are downloaded in a user-friendly format for analysis by the licensee and/or the participant(s).

### oSIM licencing options

oSIM has individual and multi-user licencing options, which cater for:

- Students
- Academics
- Clinicians
- Organisations



## Why oSIM will benefit you



It is suitable for use on computers and mobile devices.



It can be used as part of a therapeutic intervention, a psychometric tool for research, or as a resource in generalised settings.



It is customisable and able to be tailored by the licensee.



It can be embedded into existing on-line programs, such as Qualtrics.



Data are downloaded in a format that can be used in data analysis packages.

