*Social Roles and Social Categorization*

***Purpose:*** *The purpose of this assignment is to explore social roles, social categorization, and how they apply to social psychology.*

* *Using your textbooks and other credible/scholarly sources, define the following concepts:*
* *Social role*
* *Social categorization*
* *Explain why people adopt social roles.*
* *What happens when people experience role strain and role conflict?*
* *Explain why people use social categorization.*
* *What are the consequences (positive and negative) of social categorization?*

***Reminders****:*

* *Follow APA guidelines to format your response*
* *Support factual information and assertions with credible and/or scholarly sources.*
* *Use in-text citations and include a references page - APA format*

*THE TEXTBOOK IS:*

*Open Textbook Library: Principles of Social Psychology (Links to an external site.) (2015) published by the University of Minnesota Libraries Publishing.*

*Supplemental materials (e.g. videos, excerpts from chapters) from “Together: The Science of Social Psychology (Links to an external site.)” by NOBA*