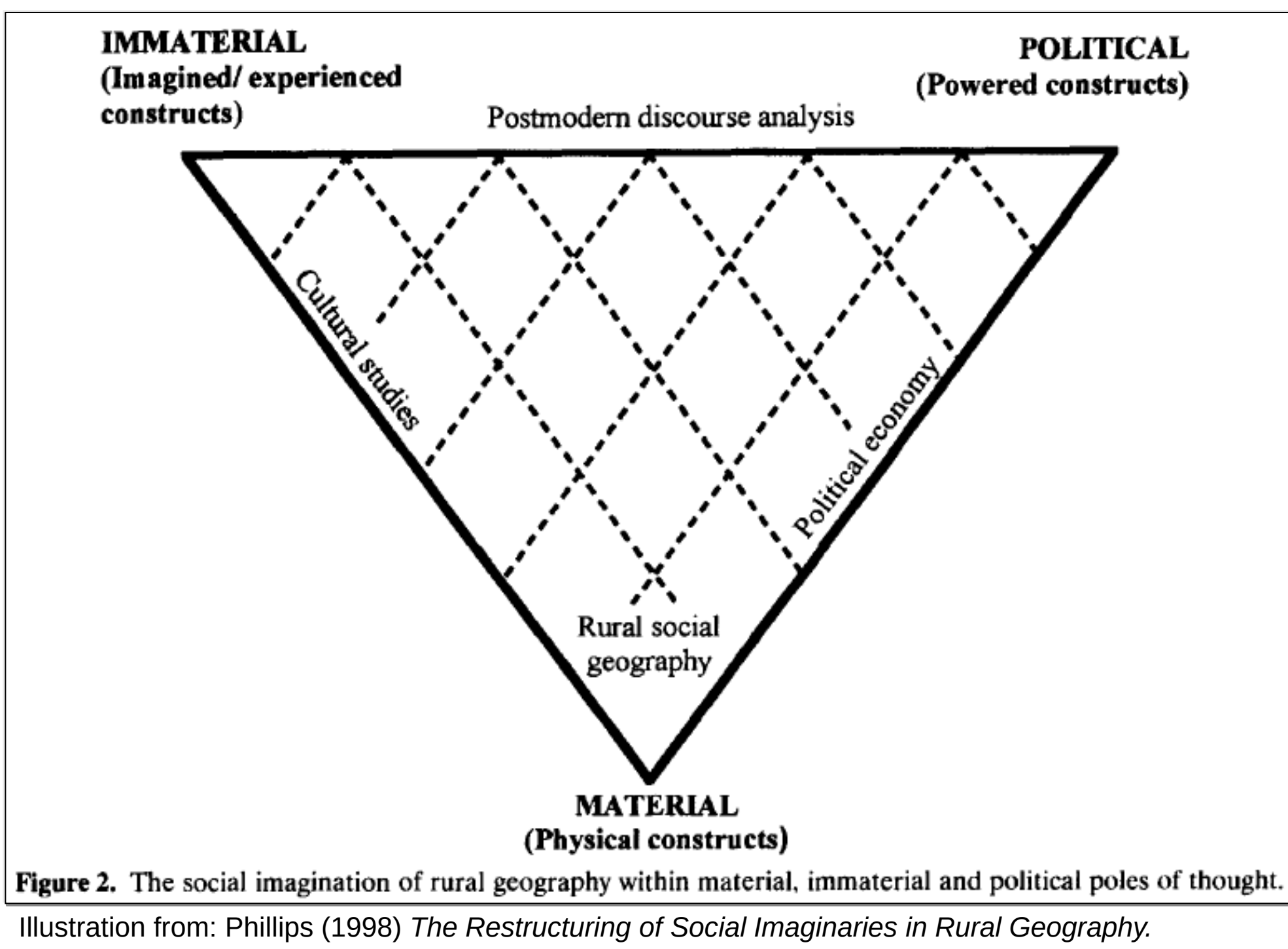




Identity is Difference: Implications for Rurality

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Illustration from: Internet Source. "Identity Crisis" http://2.bp.blogspot.com/_RqQ_XUDZTYM/

Lifestyle Immigration

- Lifestyle immigration rising.
- A significant proportion establish businesses. (Lardies 1999, Williams and Hall 2001, Stone and Stubbs 2007)



Photo From: "Salt Spring Island Cheese" webpage.

Regional Development Impacts:

"...such activity has helped to revive rural zones subject to depopulation...incomes have been boosted through expatriate household consumption expenditure *and* investment spending ...The (lifestyle derived) aim of integrating into a local way of life...results in deliberate efforts to source locally supplies and materials and to serve an indigenous clientele as well as that of expatriates and visitors." (Stone and Stubbs, p. 444)

Productivist and Postproductivist Identity



Photo by: Edward Burtynsky. (1991) 'Rock of Ages #7' at www.edwardburtynsky.com.

- The 'consumer' countryside and tourism/conservationism:
The withdrawal of primary production has stimulated the view of rural space as one of consumption (ie tourism and lifestyle emigration), rather than productivity.



Photo From: http://media.washtimes.com/media/community/uploads/red_barn.jpg

- Resistance of agribusiness to a conservationist identity:
The identity and resultant 'way of seeing' the land that many agriculturalists are forced to take by their position in the economy leads to what Burton and Wilson call a 'strong productionist identity'



Photo From: CTV News Image Archive of rural paramedic protests.

Homogenous Community Identity as Political Strategy:

- One of the results of this literature review was the suggestion that a unified notion of rural community identity was most frequently mobilized as an artifact of political struggles, with the stereotype of rural homogeneity and regional unity of purpose asserted by residents to achieve substantive policy or development goals. (For an example of this see Soren 2004, *Place Identity in a Resource-Dependent Area of Northern British Columbia*.)

Study Limits:

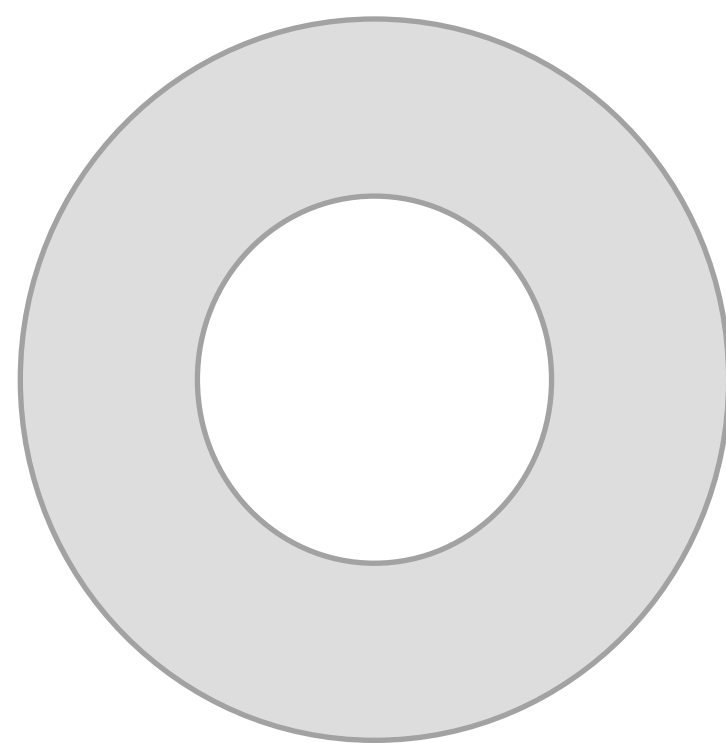
- The nature of the project, a literature review on the topic of identity as it relates to rural geography, made it difficult to confirm hypotheses as they emerged.
- The scope of the concept 'identity' also made it difficult to make overarching assertions, especially considering the contentious and oft-times contradictory nature of research findings.

Identity and Rural Regional Development:

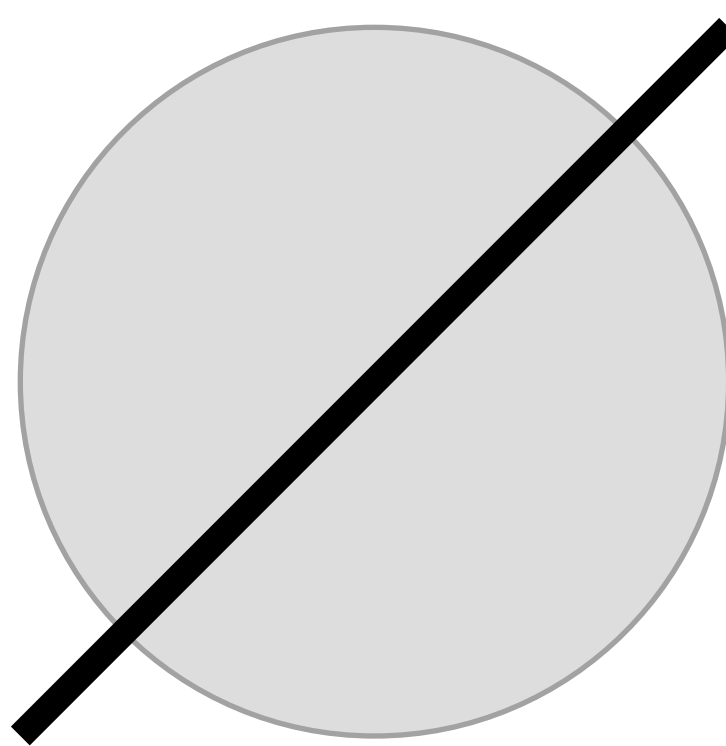
Understanding the make-up of a region's identity is an essential step in making policy recommendations. Most frequently these notions are intuitively mobilized by developers based on how they perceive the space and land, but can also be used to assist in understanding community resistance to certain developments, anticipate developments that would be welcomed by the community and influence the creation of policies concordant with regional and community vision.

Identity and Power in Geographic Imaginaries

"Perhaps an analogy with...Levi-Strauss's notion of the 'zero-institution' could be of some help here. I am referring to Levi-Strauss's exemplary analysis...of the spatial disposition of buildings in the Winnebago tribe...The tribe is divided into two subgroups...'those who are from above' and 'those who are from below'; when we ask an individual to draw...the ground plan of his or her village (the spatial disposition of cottages), we obtain two quite different answers, depending on his or her membership of one or the other subgroup. Both perceive the village as a circle, but for the one subgroup there is within this circle another circle of central houses so that we have two concentric circles



While for the other subgroup the circle is split into two by a clear dividing line.



In other words, a member of the first subgroup...perceives the ground plan of the village as a ring of houses more or less symmetrically disposed around the central temple; whereas a member of the second subgroup...perceives his or her village as...separated by an invisible frontier." –From *Class Struggle or Postmodernism, Yes Please!* By Slavoj Zizek.

Special Thanks:
To Doctor Bill Reimer and the New Rural Economy group for the support and inspiring ideas made available throughout this project.