Ego-involvement with another; ego-involvement with self [*Analysing Identity: Chapter 2* © Peter Weinreich]

One's ego-involvement with another is defined as one's overall responsiveness to the other in terms of the extensiveness both in quantity and strength of the attributes one construes the other as possessing.

The extensiveness of one's response to another (E_i) depends on the number of characteristics one attributes to the other, one's ego-ratings (α_j) of the constructs one uses, and the magnitude (without sign) of the scores ($s_{i,j}$) on these characteristics, that is,

Extensiveness of a person's response to E_i:
$$\sigma_i = \frac{\sum_j \left| \alpha_j s_{i,j} \right|}{\sum_j \alpha_j} \quad (1)$$

People's characteristic response patterns vary substantially, for example, between narrow and broad responders about the centre-zero point on the identity instrument scales. *Internal standardisation* proceeds by establishing the maximum value (max σ) for extensiveness of response to any entity, which provides an estimate of the person's strongest responsiveness to, or greatest involvement with, any one of a set of entities. One's *ego-involvement with* each entity is then defined relatively to the maximum.

Ego-involvement with entity E_i:
$$G_i = 5 \left(\frac{\sigma_i}{\max \sigma} \right) \quad (2)$$

where σ_i is given by (1) above and the value of 5 is used so that estimates of G_i may be directly compared with self-reported ratings of importance on a five-point scale.

The parameter G_i represents the intensity of involvement with the entity E_i and can range from zero to 5, where ego-involvement of 5 with an entity represents the entity with which or whom the person is most highly ego-involved: the parameter is thereby standardised for comparison across individuals. As with all ISA parameters, this one integrates emic content with etic cross-individual and cross-cultural standardisation in terms of scale magnitude, thereby resolving the *emic/etic* assessment dilemma.

For **ego-involvement with self**, the same algorithm applies when E_i is replaced by S_i where S_i refers to i[th] component of the Self, such as 'self in a specific context' or 'self in a particular mood state', etc.