



y



y

The y in Linney.

Welcome to y, a quarterly publication that asks ‘why?’, or perhaps ‘why not?’

Working creatively at Linney means being innovative, inquisitive and challenging, whether that’s on a commissioned project, or simply when we feel the urge to be experimental. We believe any subject can be explored in this way and this publication helps us to share some of our creative investigations and thoughts with you.

Curiosity keeps us asking why. You could say it puts the y in Linney.

A QUEST CALLED TRIBE

Active participants, passive spectators,
card-carrying comrades.

Clubs, cults, cultural movements.

Often, we're forced into factions or coerced
into cohorts – reluctant members of dire
tribes: prisoners, victims, Derby County
fans. We can't always be selective about our
collective. It's penance. It's inheritance.

4—5

Many of us are desperate to be in with the
in-crowd – whatever that in-crowd may be.

High school cliques, gaming geeks – we all
have a different definition of what 'cool' is.
But there's no denying the innate human
need to define ourselves and belong to a
collective of contemporaries. It's sustenance.

In this issue of y, we ask why.

Football fan, music stan,
team player or soloist...

What's your tribe?



Alone...

We're all unique, autonomous individuals,
with our own lives, loves, fears and desires.

6—7

...together

And yet... we're all members of
groups – collectives that constrain
us, guide us, sustain us, define us.

Groups, factions, cliques, tribes...
whatever name we give to a collection
of people, we're all members of one or
more during the course of our lives.

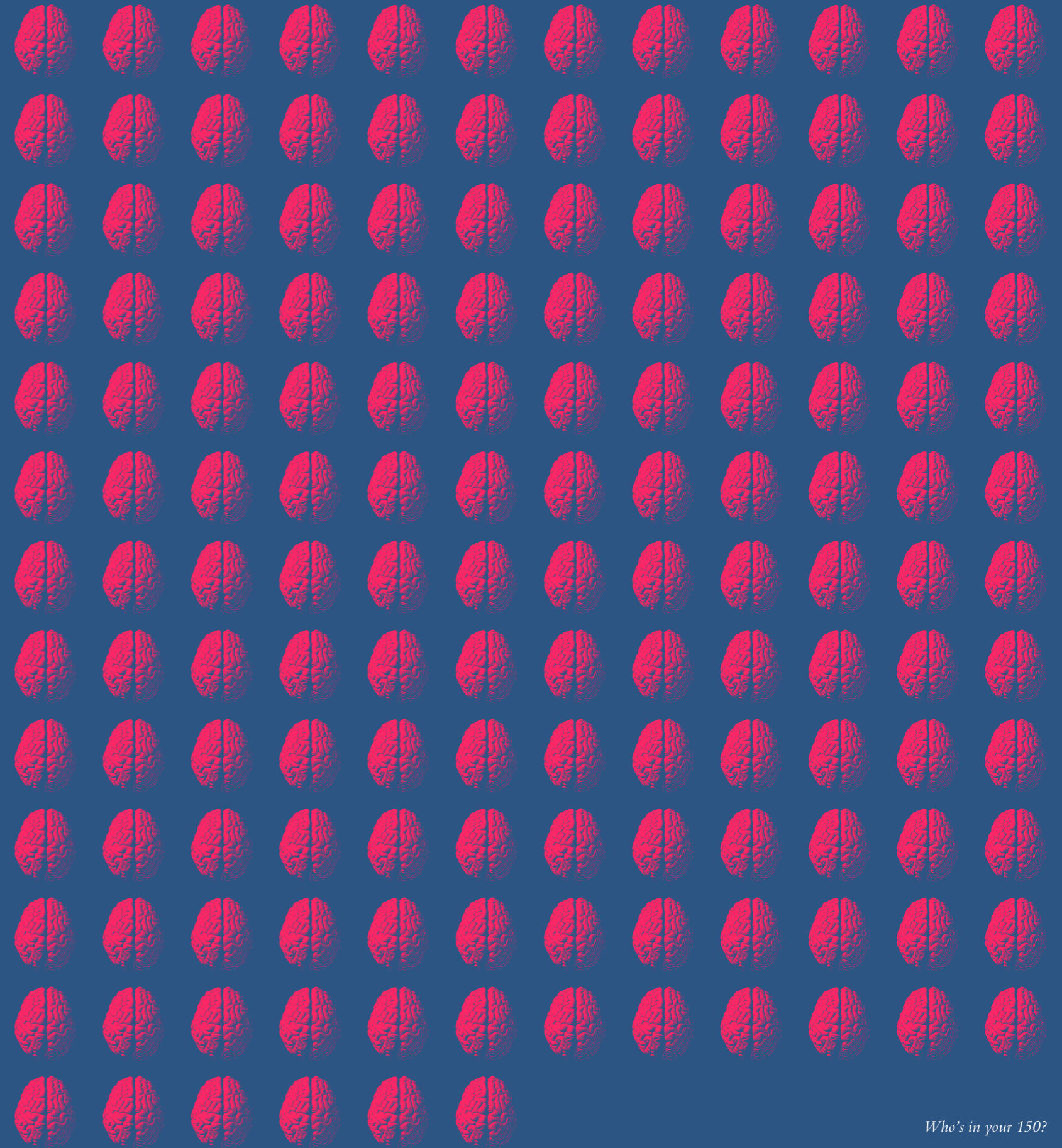
Joining groups satisfies our need
to belong, gain information and
understanding through social
comparison, define our sense of self
and social identity, and achieve goals
that might otherwise elude us.

6—7

IT'S ALL IN THE BRAIN

Our brains are designed for living in groups, evidenced by the fact that the size of our neocortex (the outer layer of our brain associated with higher-order processing) is directly correlated with the size and complexity of our social circles.

Given the size of our neocortex, the human brain should be equipped to deal with a wider entourage of around 150 members. Funnily enough, this happens to be the approximate size of most hunter-gatherer tribes the world over, the standard size of military outfits worldwide, the point at which companies begin to implement hierarchical management, the optimal size of coherent church congregations, and the typical size of personal social networks. (*Dunbar, 1998*)



Ellie & Juliet

More than Sport

Juliet: For me, rugby is more than just a sport. I've been attending games since I was young and started playing when I was 7. I fell in love with the game and it quickly became a part of who I was.

As kids, we had season tickets for Leicester Tigers and most days of the week were filled with playing or watching rugby.

As a youngster I played every sport possible, but rugby is one of the most loyal I've ever come across. There's a family feel about being part of a team and teammates share a huge amount of love and respect for each other. You trust each other on and off the pitch, there's never competition.

Rugby brings together people from all walks of life. During university I played alongside people I would never normally have come across, and some of those girls are still my best friends today.

Rugby genuinely is an brilliant team sport. Everyone always has your back; whether it's fighting someone off in a ruck or backing each other up off the pitch, you're never on your own.

As a team, being on the pitch really takes you through a wide range of emotions. It's a demanding game that challenges your brain as much as your body. It's obviously good for your physical fitness, but it also teaches you discipline and develops your teamwork skills. Rugby is very tactical and as a team, understanding each other off the pitch definitely feeds into our chemistry on the pitch.

Juliet

I've captained many sides during my time playing rugby and I genuinely think that it's been a huge part of my development as a leader.

I personally find playing a really good way to let off steam. All my worries are paused because for those 80 minutes, you see, think and breathe nothing but the game.

You have a strong bond emotionally and physically with your team members. Like anything else in life, you have certain people who you click with and you can almost read their next move.

Women's rugby has come a long way since I first started playing but there are still stereotypes that need to be squashed. I'd recommend going to watch or catching the Red Roses on TV; I'm sure you won't be disappointed.

Winning is the most amazing thing as a team. Everyone is on a high and it feels extra rewarding when everyone has left their all on the pitch. On the other hand, losing is tough. It stings, but it also brings you closer as a team.

You're always improving, learning and getting a little bit stronger. I think for any team, losing is as important as winning. Rugby has taught me so much about how to be positive during a loss and how to overcome hurdles and learn.

Ellie: I found that the rugby community, particularly women's rugby union, was really quite a small world, and a lot of people were aware of each other one way or another. For example, there was a girl in my team at Loughborough who was in the same team as Juliet at their university, and that common ground started our friendship immediately.

Also when we played there was a limited number of women playing the game vs men's rugby, so a lot of team player sharing was included at a club level. It was really interesting and fun to play on other teams with other women, and when we'd come to play against them there would be camaraderie across competitor teams, making the game a lot more fun and enjoyable. Of course this was the case at higher levels where you bonded with other players from different clubs.

I really found comfort in the friendships and community I gained from playing rugby with my team. There was a sense of vulnerability that we all shared, due to the excitement, challenge and even the risks of the game.

Ellie





THE FAMILY I CHOSE

My tribe is my netball team.

Ever since I was little, netball has been so much more than a sport to me – more like a family, really, as clichéd as that sounds.

I began playing netball when I was 10, joining my local club in Sleaford after enjoying the game at primary school.

Sport and competition was in my genes – my parents are extremely sporty.

My mum was a police officer and worked long shifts and my dad wasn't around much, so my coach Sarah offered to pick me up and drop me off after training. She was sort of like my netball mum.



When I turned 11, our club teamed up with the alternative Sleaford club, 'Barge and Bottle'. As they'd always been our biggest rivals, we didn't like the idea of joining up with the enemy! At the first joint session, we kept as far apart as possible, almost as if they were infected with some terrible disease. As time went on, we became friends and formed a team to play at County level.

As we became closer, we created MSN groups to chat outside netball and make sure we kept updated with what everyone was doing – what we were having for tea, what we watched on TV, who fancied who from McFly, what we were doing at the weekend, but, most importantly, if we were going to netball. Sarah's job of ferrying me round was taken over by my new group of friends.



Us eight played together from the age of 11 right through to U19s. In that time, a lot of things changed – starting new schools, first heartbreaks, exams, family issues, injuries – but this group was my constant.

My mum would put me and my siblings before everything, but my dad missed many firsts – first netball game, first exam, graduation, first proper job. Where he wasn't, the netball girls were.

It was my time to forget everything and just be on the court with my friends. It was a place where I found comfort and safety.

Netball is where I found my tribe – and my home.





Isolation... or freedom?
Loneliness... or Liberation?
Far from safety... Or far from danger?
Independence... Or nothing to depend on?

A dark, moody photograph of a person's hands holding a tablet. The tablet screen shows a video call with a woman wearing glasses and a red top. The background is out of focus, showing the person's face and hands.

Isolation station

The COVID-19 pandemic forced us apart – but also brought us together in a variety of weird and wonderful ways.

As the first lockdown hit in March 2020, we devised creative ways to stay in touch with friends and family, forming our own 'tribes' in the form of Zoom quizzes, online fancy dress parties – and even virtual wine tasting events.

A sudden law against socialising amplified our inbuilt instinct to socialise.

Baumeister and Leary note that humans have "a pervasive drive to form and maintain at least a minimum quantity of lasting, positive, and impactful interpersonal relationships".

“We saw our family more often than before during the lockdown. Everyone really made an effort to organise quizzes, birthday celebrations, get-togethers with groups of uni friends. It showed me that people care about seeing those close to them, even when it’s against the law to meet up in person.”

Nick Smith

A SEAT AT THE TABLE TOP

BY MARTHA LOWE

After years of being intrigued by the iconic fantasy table-top roleplaying game, I finally got together with a group of friends to play Dungeons and Dragons in 2021.

But what started as weekly adventures from the dining room table soon developed into a deeper connection to each other that none of us expected...

It began as a chat about video game soundtracks with one of my oldest friends, Phil. The conversation eventually turned to D&D, and we realised that both we and our respective partners were interested in getting a game going.

With the additions of Phil's brother and work friend, we assembled our tribe of five players and with Phil as our Dungeon Master (the person in the group who acts as the narrator and guide to the rest of the players).

We've been meeting up every Wednesday evening since then for the next chapter of our adventure in the fantasy world that Phil has created. The love of escapism was felt by us all – it wasn't long before playing became really addictive and I regularly found myself thinking 'Is it Wednesday yet?'

You might think that playing as our characters gave us the chance to be somebody else for a while, but actually it's more like being a version of ourselves that we wish we could be... Braver, more inventive, more willing to take risks when something important hangs in the balance.

Just as our characters have supported each other through tough fights and life events in-game, we, the players, have supported each other through some of the toughest times of loss, grief and loneliness.

"While D&D is still what we meet up to do every Wednesday night, it's the strength of our friendship that makes it truly special."

THE FLEETFOOT PACK

DUNGEON MASTER: PHIL – CREATOR OF WORLDS. CAUSER OF STRESS.



MARTHA IS
**PETRA
DELVARSSON**

RACE:
DWARF

CLASS:
ROGUE

Fiercely loyal.
Has probably already
pickpocketed you.

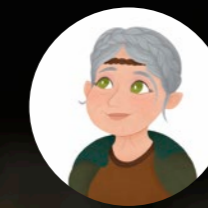


ADAM IS
**XORGAN
FREEMAN**

RACE:
TIEFLING

CLASS:
BARBARIAN

Was raised by
wolves. No, really!

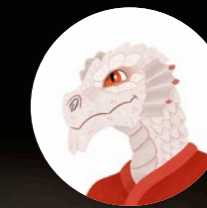


LAUREN IS
**MIRABELLE
THISTLEBLADE**

RACE:
HALFLING

CLASS:
DRUID

Brews the best tea on
the continent. Don't
underestimate her.



RUSS IS
**KELSHANN
MYTOR**

RACE:
DRAGON-BORN

CLASS:
MONK

Deep and mysterious.
Secretly goofy.



SI IS
**SEREN
GABRIEL**

RACE:
HALF-ELF

CLASS:
WARLOCK

Lives for adventure,
lands in chaos.





A tribe of two, turning twenty-one in NYC.



Celebrating my brother's twenty-first in NYC with my first tribe, my family.



Living in a Box?

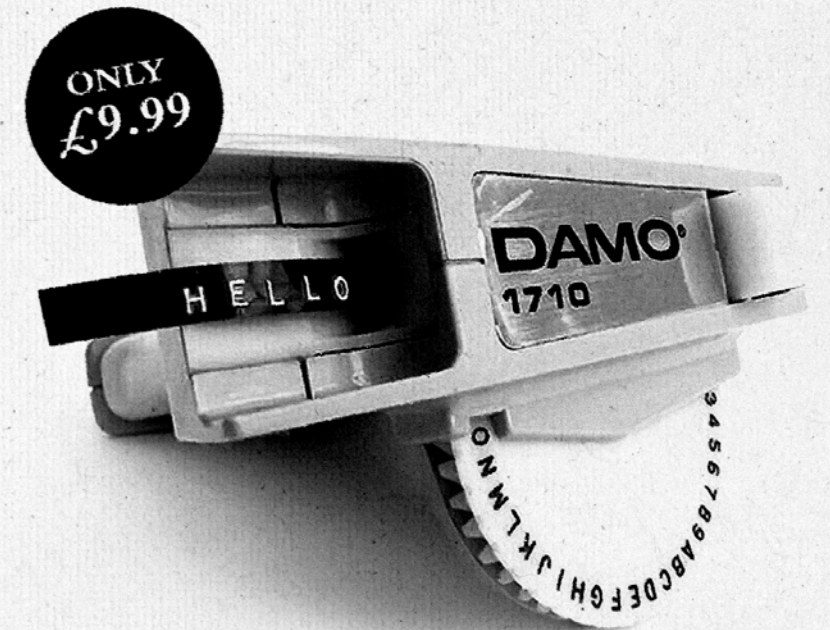
Of course, the concept of groups isn't always positive or helpful – especially when we define groups of other people by a perceived common characteristic or belief, without the relevant facts.

We often take mental shortcuts, known in psychology as heuristics, to put labels on people and things without having all the relevant information. These sort of quickfire judgments can lead to huge injustices and prejudices – sometimes, conflict on a global scale.

Humans group people together on ascribed characteristics, such as race, sex and gender, and on acquired characteristics – for example, religion, education, geography and behaviour.

In the USA, one of the main predictors of how students group themselves together in colleges around common ground is on issues such as political orientation, abortion, marijuana usage, gay marriage rights and alcoholic drinking habits.

Tired of being labelled?



Make your own today.

It's even easier to label members of society with the brand new DAMO 1710 label maker.

EXCLUSIVE TO LINNEY

Love for every creed and colour,
Cream pecan or peanut butter,
strong coffee or a weak cuppa'...

We're all
equal to
each other

FOMO

FEAR OF MISSING OUT

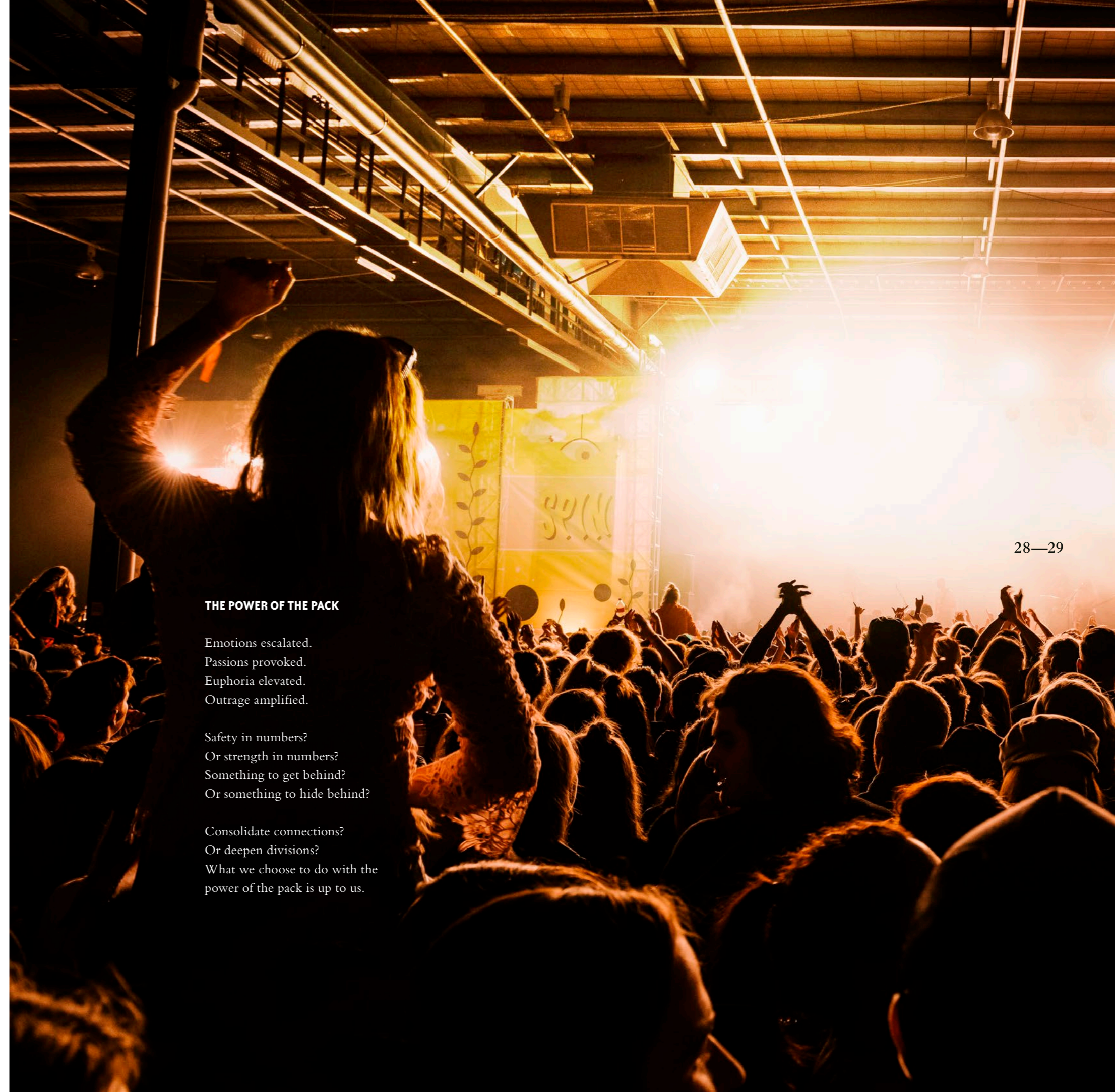
Being absent or left out of a group activity can cause us physical and psychological distress – commonly known as a fear of missing out (FOMO).

We have a strong desire to fit in, as Asch's (1951) conformity experiment shows.

Asch assembled groups of eight men, of whom seven were actors and one a genuine participant, who was always placed in the sixth or seventh seat. Asch would then show the men cards with an example line and three test lines. The group had to examine the cards and say which test line they thought was the same length as the example line.

The trick came when the group of actors unanimously gave the wrong answer, and the lone participant was faced with a situation in which the group consensus contradicted his own perceptions. On 35% of these occasions, participants would give a deliberately wrong answer – just to fit in with the rest of the group.

Quite a significant figure when we think of this in the context of a jury trial.



THE POWER OF THE PACK

Emotions escalated.
Passions provoked.
Euphoria elevated.
Outrage amplified.

Safety in numbers?
Or strength in numbers?
Something to get behind?
Or something to hide behind?

Consolidate connections?
Or deepen divisions?
What we choose to do with the
power of the pack is up to us.



when two tribes go to war,
a point is all that you can score.

THE PLATINUM BEST-SELLER



OUT NOW

Most of the world's work is done by groups; political parties, charities, sportspeople – and, of course, teams of project managers, designers and even writers.

Success sometimes eludes our groups, but biology tells us that when their members learn to work together as a team, achievement becomes more likely.



Teamwork making the dream work, Aston Martin Engineering shoot

Our Tribes

“I play American football. As well as being fun to play and great physical exercise, I’ve noticed how it’s positively affected my social life.”

PD

“Me and a friend have been co-hosting a podcast called The Bullpen for the last four years, which originally was supposed to be about our common love of baseball, but has now evolved into in-depth discussions on music, TV, movies and sport.”

DD

“At one stage, my kids were very keen on athletics and joined the local club competing in a range of disciplines at various levels. I started off watching them from the stands and then bit by bit, I got drawn into helping out – by raking the long-jump pit or retrieving javelins.

Since then I have been lucky enough to be chosen to officiate at some major events, including the BUCS indoor champs at Sheffield EIS and the British Indoor Champs at Birmingham Utilita Arena, which was a chance to meet and support some top GB athletes.”

HB

“I regularly attend a CrossFit gym which is huge on community – both at the gym and in other areas of life.”

S12

“I was in the Blue Stars Drum and Bugle Corps in the US for two years, competing in the World Championships in 2007 and 2008. It involved being with a group of

about 200 people, sleeping on gym floors, rehearsing 12 hours a day or competing and travelling eight miles every day for three months solid each season.”

AH

“I’ve been into martial arts since I was first dragged to Taekwondo at six years old – and am now a member of a Southern Praying Mantis Kung Fu group.”

GR

“I’ve always been a very active and sporty person. My main sport is football – I’m a very keen supporter of Portsmouth FC. I also played football for Portsmouth Ladies and Havant Town Ladies, before moving to Mansfield in 1995. I’ve managed several football teams, including Mansfield Town Ladies.”

AS

“I’m a part of the Worshipful Company of Marketors. It’s an old-school guild of professional marketeers that get together to share their diverse experiences and backgrounds. I’m a part of the future markers programme that ensures the legacy of their ridiculous traditions – including things like exercising your right to walk a flock sheep across London Bridge!”

AB

“My motor racing mates have been a huge part of my life. Just knocking about with people I have raced with over the years still brings me great joy.”

NL

Q33. Humans need tribes to survive

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

Q34. Select your collective

- Football fans
- Music stans
- Hikers
- Mountain Bikers
- Sheep chasers
- Motor racers
- Rugby players
- Dragon slayers
- Marching bands
- Crossfit gangs
- Mothers
- Fathers
- Sons
- Daughters
- None of the above

Q35. Human;s long to belong.

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

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