

**“To Thine Own Self  
Be True”**

- Polonius (From Shakespeare's *Hamlet*)

**“Know Thyself”**

- Socrates

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**Interplay of Self & Social World**

- **Spotlight Effect:** conceptually similar to an adolescent's personal fable
  - Belief that others are paying more attention to our appearance & behavior than they are.
- **Illusions of Transparency:** belief that our emotions can be easily read by others.
- Social surroundings
- Self-interest & Self-concern
- Social relationships

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**Sense of Self**

- Answers to the question of “who are you?” reveals an individual's **self-concept**.
- **Self-Schemas** beliefs about self used to organize & guide processing of self-relevant information.
  - Impact perception, memory, processing

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### Sense of Self

- **Self-Reference Effect:** when information is relevant to our self-concepts, we process quickly & remember it well.
- **How do our social selves develop?**
  - Roles we play
  - Social identities we form
  - Social comparisons
  - Our successes and failures
  - How other people judge us

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### Who Am I? The Self



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### Self & Culture

- **Individualistic**
  - Individual traits
  - Individual goals
  - Personal achievement
  - Disapproves of conformity
  - Independent
- **Collectivistic**
  - Social connectedness
  - Group goals
  - Social responsibility
  - Disapproves of egotism
  - Interdependent

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“If my mind can  
conceive it and my heart  
can believe it, I know I  
can achieve it.”

- Jesse Jackson, 1983

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### Perceived Self-Control

- **Self-efficacy:** a sense that one is competent and effective, distinguished from self-esteem, one's sense of self-worth.
- **Locus of Control:** Extent to which people perceive outcomes as...
  - **Internally** controllable by their own efforts & actions
  - **Externally** controlled by chance or outside forces.

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### Perceived Self-Control

- **Learned helplessness vs. self-determination**
  - **Learned helplessness:** hopelessness & resignation learned when a human or animal perceives no control over repeated bad events.
- **Why is control important to self?**

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### Reflections on Self

- **Self-Esteem:** A person's attitude about self, an evaluation.
  - Person with high self-esteem perceives self as better, more capable, & of greater worth than someone with low self-esteem.
  - Based on the opinions of others & our perception of experiences.

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### Self-Serving Bias

- Tendency to attribute our own positive outcomes to internal causes but negative ones to external factors.
- **Cognitive Explanation:** we expect to succeed & tend to attribute expected outcomes to internal more than external causes.
- **Motivational:** need to protect & enhance our self-esteem, desire to look good

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### Consider...

- "An outstanding paper - one of the best I've seen in years. A+"
  - To what would you attribute this success?
- "Horrible paper - one of the worst I've seen in years. D-"
  - How would you interpret this outcome?

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### Self-Presentation

- **False Modesty:**
  - fishing for compliments
  - sharing credit with others
- **Self-Handicapping:** protecting one's self-image with behaviors that create a handy excuse for later failure.

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### Self-Presentation

- **Impression Management**
  - **Self-Presentation:** the act of expressing oneself & behaving in ways designed to create a favorable impression or an impression that corresponds to one's ideals.
  - **Self-Monitoring:** tuned into the way one presents oneself in social situations & making adjustments to create desired impression.
    - Social chameleons

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