“To Thine Own Self Be True”
- Polonius (From Shakespeare’s Hamlet)

“Know Thyself”
- Socrates

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

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
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 others judge us

Who Am I? The Self

- Self-concept: Who am I?
- Self-esteem: My sense of worth or value
- Social self: My role in a group or community

Self & Culture

- Individualistic:
  - Individual traits
  - Individual goals
  - Personal achievement
  - Disapproves of conformity
  - Independent

- Collectivistic:
  - Social consciousness
  - Group goals
  - Social responsibility
  - Disapproves of egotism
  - Interdependent
“If my mind can conceive it and my heart can believe it, I know I can achieve it.”
- Jesse Jackson, 1983

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.

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

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

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?
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.

Self-Presentation

- Impression Management
  - Self-Presentation: the art 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