

## Basic principles of self perception

1. Cognitive process
2. Self Attributes
3. Explanatory style
4. Motives guiding self-Understanding
  - Self Assessment
  - Self verification
  - Self Improvement
  - Self Enhancement
    - Down ward comparison
    - Self serving Bias
    - Basking in Reflected Glory
    - Self-Handicapping

5. self Regulation

6. self Efficacy

- Correlates of self Efficacy
- Developing self efficacy

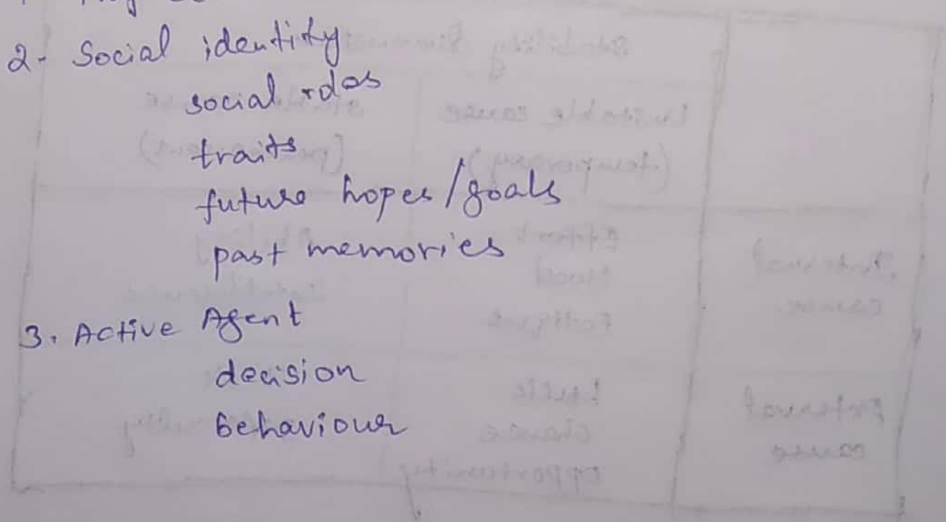
7. Self Defeating Behaviours

8. self presentation

9.

## THREE COMPONENTS OF SELF:

1. Physical self
2. Social identity
  - social roles
  - traits
  - future hopes/goals
  - past memories
3. Active Agent
  - decision
  - behaviour



## Functions of Self:

Interpersonal tool

Decision maker

Self Regulation

## COGNITIVE PROCESS:

\* Shelley Taylor → humans → cognitive misers

\* Cognitive resources are limited, so mind works to hoard them by taking cognitive shortcuts

\* Brushing, Bathing, eating → without lot of thoughts  
→ conserve cognitive capacities  
→ automatic process

\* Important decision making → spend precious cog resources  
→ controlled processing

\* Ellen Langer → mindfulness  
mindlessness

\* Cognitive resources protected:

\* selective attention

\* high priority given to information pertaining to the self

\* Another principle of self cognition is that people strive to understand themselves. One way to do so is comparing us with others.

## SELF ATTRIBUTIONS:

3-dimensions

- \* Inferences that people draw about the causes of their own behaviour.
- \* People routinely make attributions to make sense out of their experience

### ① \* Internal / External Dimension

Internal → cause of behaviour within a person  
→ personal factors. *Eg: getting over anxious during test*

External → " " " outside a person  
→ environmental factors  
→ *Eg: Too hard, teacher is unfair, book is uncomprehensible*

- \* consider internal attributions, discounting external attributions  
→ more prone to depression

### ② \* stable / Unstable

stable → more unlikely to change / permanent cause

*Eg: sense of humor, Intelligence*  
stable int cause for behaviour

Laws and rules are stable ext cause

unstable → subject to change

*Eg: unstable int cause* → mood, motivation

unstable ext cause → weather, presence/absence of person

\* WIENER MODEL → 2 pages back

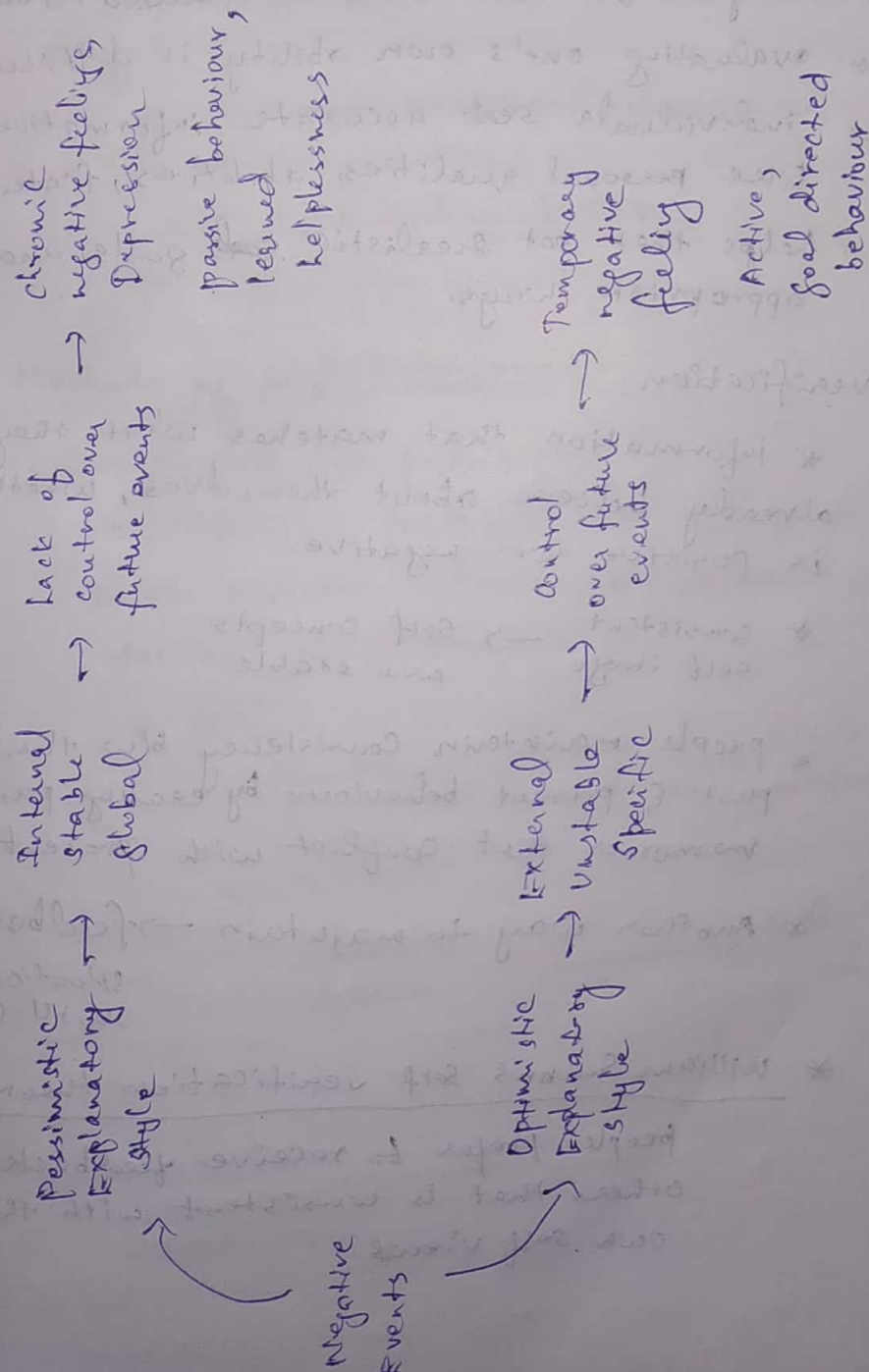


## ② \*Controllable / Uncontrollable

Controllable → amount of effort you expend on a work  
uncontrollable → aptitude for music is viewed as something you are born with (beyond your control)

## EXPLANATORY STYLES

tendency to use similar casual attributions for a wide variety of events in one's life



## MOTIVES GUIDING SELF UNDERSTANDING:

In seeking self understanding, people are driven by four major motives.

- \* assessment
- \* verification
- \* improvement
- \* enhancement

### Self Assessment:

- \* people's desire for truthful info about themselves
- \* Many self assessments are flawed. Many dk that.
- \* evaluating one's own ability is difficult
- \* individuals seek accurate information like personal qualities, abilities, features
- \* helps them set realistic ~~goals~~ goals and behave appropriate ways.

### Self Verification:

- \* information that matches what they already believe about themselves, whether it is positive or negative.
- \* consistent self image → self concepts are stable
- \* people maintain consistency b/w their past & present behaviour by erasing past memories that conflict with present
- \* Another way to maintain → feedback / situations that will confirm
- \* William Swann's self verification theory  
people prefer to receive feedback from others that is consistent with their own self views.

## Self Improvements

- \* In trying to improve, individuals typically look successful others for inspiration
- \* when people seek to better themselves, often after a failure (or) setback, self improvement motive comes to play

## Self Enhancement:

- \* tendency to maintain positive feelings about oneself.
- \* Self enhancement can appear in at least four ways:
  - observed response/behaviour
  - a process
  - a personality trait
  - underlying motive

## Methods of self Enhancement:

### 1) Downward Comparison:

- \* defensive tendency to compare oneself with someone whose troubles are more serious than one's own.

\* eg-1

Car crash  $\xrightarrow[\text{comparison}]{\text{downward}}$  No one injured

eg-2

Chronic disease

$\xrightarrow{\hspace{1cm}}$  Life threatening disease



## 2) self serving Bias

- \* tendency to attribute one's success to personal factors and one's failure to situational factors

- \* unbiased self judgement  $\rightarrow$  High degree of self control

- \* friendship places limits on self-serving bias

## 3) Basking in Reflected Glory - BIRG

- \* Basking in reflected glory is tendency to enhance one's image by publicly announcing one's association with those who are successful

- \* A related self enhancing topic  $\rightarrow$  CORFing  
Cutting of Reflected failure.

சிறந்தவர்களுடன் சேர்ந்து வெற்றி பெறும்.

- \* BIRG X CORF

## A) self Handicapping

- \* tendency to sabotage one's performance to provide an excuse for possible failure

- \* Lack of effort is often indicative of self handicapping.

- \* save face

- \* other tactics  $\rightarrow$  alcohol, drugs, procrastination, depression

- \* defensive pessimism  $\rightarrow$  avoid bad outcome  
self handicappers  $\rightarrow$  undermine their own efforts

- \* men more than women

- \* preserve level of self worth

## SELF REGULATION:

- \* process of directing & controlling one's behaviour
- \* develop early & remain relatively stable
- \* self regulation → can be strengthened
- \* Key aspect of self regulation → self efficacy

## SELF EFFICACY

- \* one's belief about one's ability to perform behaviours that should lead to expected outcomes.

### \* Correlations

health promotions

academic success

career choice

Job performance

coping with unemployment

psychological problems

test anxiety

• fear of computer use

fear of sexual assault

eating disorders

substance abuse (marijuana)

## Developing self efficacy

1) Mastery experience new skills

2) Vicarious experiences with others who is master

3) Persuasion and encouragement

4) Interpretation of emotional arousal



## Self Defeating behavior

\* self defeating behaviours are seemingly intentional actions that thwart a person's self interest.

\* People act in their own interest. But sometimes unknowingly they are bad for them — eg: smoking

### \* Three Categories

\* deliberate self destruction want to harm

\* tradeoffs foresee the harm

\* counterproductive strategies  
misguidedly used an approach that fails

## FACTORS SHAPING SELF CONCEPT:

One's own observation:

\* Social comparison theory proposes that individuals compare themselves with others in order to assess their ability and opinions

\* A reference group is a set of people who are used as a gauge in making social comparison

\* upward comparison can motivate you

Feedback from others

feedback from imp people in life

If target person's person behaviour can closely match the ideal stuff, the self views can move nearer to the ideal self

— Michelangelo phenomenon

## Social Context

- \* social context where interaction occurs
- \* affects how people think and feel about others as well as including the impression they may knowingly convey to others in diff situation

## Cultural values

- \* Individualism involves putting personal goals ahead of group goals and defining one's identity in terms of personal attributes rather than group memberships.
- \* In contrast collectivism involves putting group goals ahead of personal goals and defining one's identity in terms of the group one belongs to.
- \* Individualism → Individual view of self  
collectivism → Interdependent view of self
- \* Good cultural situation → work done efficiently

## SELF DISCREPANCIES

- \* actual self → qualities you believe you actually possess.
- ideal self → characteristics you would like to have
- ought self → traits you believe you should possess
- \* self discrepancy → mismatch b/w the self perception that makes up the actual self, ideal self and ought self.

## Self Discrepancy & their effect

\* differences among actual, ideal, ought selves → create emotional vulnerabilities

\* people living upto their personal standards → high self esteem

along people who don't meet personal expectation → low self esteem

\* may trigger more powerful feelings than just dissatisfaction (or) defection

\* Everyone experience self discrepancies But yet feel good about themselves

## Coping with Self Discrepancies

\* individuals do anything to blunt the negative emotions and blows to self-esteem associative with self discrepancies

\* people can change their behaviour to bring it more in line with ideal self (or) ought self

→ eg: less marks in subject → next time more study time

→ eg: Drinking



## SELF ESTEEM

- \* One's overall assessment of one's worth as a person
- \* Low self esteem → negative person
- \* Constructed ~~in~~ in two ways:
  - Trait
  - state

Trait self esteem → ongoing sense of confidence people possess regarding their abilities

→ stay constant with them

state self esteem → dynamic, changeable

→ how individuals feels about themselves in the moment

→ feedback from others

- \* Third way to construct self esteem → domain specific

<sup>eg</sup> thinking fast runner, athlete

But actually not that much build up