1. Psychology
   1. Cognitive Dissonance theory
      1. Attitude-discrepant behavior arouses uncomfortable state of dissonance
      2. When you behave in a manner against how you feel
      3. Doing things you know are bad for you
         1. Examples
            1. Smoking
      4. Bringing attitudes in line with behavior may reduce dissonance
      5. Any time you rationalize/justify your behavior, you’re making yourself feel better but it actually changes your attitude about that tasks or event
      6. Example
         1. Wind thread for an hour
         2. Well, as you leave the lab, the experimenter approaches you and tell other participants how much fun it was. You feel guilty because you are going to lie. One group was paid $20 to lie, the second group was only paid $1 to lie. Lying creates distance. The $20 group, because they were paid, sort of viewed it as a job. They already had justification for lying. The $1 group, they lied without any justification, they felt distance and bad for lying.
         3. The $1 group felt because they lied without justification they began to convince themselves that it was slightly more enjoyable.
         4. “Why would I lie without actually enjoying it?”
         5. It changed their attitude
         6. If you have to go through “Hell” to join an organization, once you’re a member you convince yourself t must have been worth it. Working hard to join a fraternity/sorority it promotes commitment to their respective house.
   2. Self awareness
      1. The extent to which we are aware that we are an individual entity
      2. You know yourself better than anyone else.
      3. Your thoughts, feelings, preferences, you know who you are.
      4. There are a few things you don’t know about yourself
      5. There are a few things that other people know better about you
         1. People know your external self better
         2. The reason you think you sound funny on a tape recorder, you do not know what you sound like. The voice you hear in your head, is not the same voice as everyone else hears.
         3. You know what your mirror image looks like, not your true image. Our faces are not entirely symmetrical. When you look in a mirror, you’re looking at your reverse image. What you see is not the same as everyone else sees.
         4. We don’t know our body language, facial expressions, etc
         5. We can’t judge our bodies, physical selves, we can judge others bodies better than our own.
         6. Studies show that men view themselves as more muscular, better looking than they really are. Women typically viewed themselves are slightly larger, slightly more out of shape.
      6. Self-handicapping
         1. Setting up the situation such that one has created an external attribution for one’s potential failure
         2. If you have an exam tomorrow, you go out with a friend tonight for her birthday. You blame failing the exam on her birthday falling on a bad day
         3. You purposely set the situation up so you can blame someone else
      7. Basking in reflective glory (BIRGing)
         1. The strategy of associating ourselves with winners in an attempt to present ourselves favorably
         2. Example
            1. Wearing sorority/fraternity letters
            2. Sports gear
         3. Associated yourself with what you see as a positive group
         4. If the rangers win you’re more likely to wear that gear, versus if they lost you wouldn’t wear it likely
      8. Social comparison theory
         1. Judging ourselves and our abilities based on the abilities of others
         2. We use other people as a benchmark
         3. In order to judge yourself accurately you should compare yourself to someone else at your level
         4. Upward and downward comparison
            1. If you made a C on an exam and you’re disappointed you’ll compare yourself to someone who got a D. This will make you feel better
            2. When you want to get better you have upward comparison, versus if you want to *feel* better you will compare yourself to someone below you.
   3. Depressive realism
      1. Also known as sadder but wiser effect
      2. Depressed are more wise, non depressed view themselves far too positively
   4. Overconfidence in education
      1. Students overestimate what they know
      2. Your teachers and friends can better predict your test scores than you can yourself
      3. We don’t know what we don’t know
      4. 94% of college instructors rated themselves better than average
      5. Inflated view of self can have consequences
         1. We think we’re less susceptible to getting high blood pressure, etc