Researchers Tara MacDonald and Alanna Martineau were interested in the effect of female university students’ moods on their intentions to have unprotected sexual intercourse (MacDonald & Martineau, 2002). In a carefully designed empirical study, they found that being in a negative mood increased intentions to have unprotected sex—but only for students who were low in self-esteem. Although there are many challenges involved in conducting a study like this, one of the primary ones is the measurement of the relevant variables. In this study, the researchers needed to know whether each of their participants had high or low self-esteem, which of course required measuring their self-esteem. They also needed to be sure that their attempt to put people into a negative mood (by having them think negative thoughts) was successful, which required measuring their moods. Finally, they needed to see whether self-esteem and mood were related to participants’ intentions to have unprotected sexual intercourse, which required measuring these intentions.

Donnellan et al. (2005) reports low self-esteem led to higher levels of aggression, antisocial behavior and delinquency.

Introduction frames self-esteem correlations as debated with suggestions that high self-esteem, which is associated with narcissism, may lead to anti-social behavior

Aronson, J., Lustina, M. J., Good, C., Keough, K., Steele, C. M., & Brown, J. (1999). When white men can't do math: Necessary and sufficient factors in stereotype threat. *Journal of experimental social psychology*, *35*(1), 29-46.

Bandura, A., Ross, D., & Ross, S. A. (1961). Transmission of aggression through imitation of aggressive models. *The Journal of Abnormal and Social Psychology*, *63*(3), 575.

Cohen, S., Kamarck, T., & Mermelstein, R. (1983). A global measure of perceived stress. *Journal of health and social behavior*, 385-396.

Costa, P. T., & McCrae, R. R. (1992). Normal personality assessment in clinical practice: The NEO Personality Inventory. *Psychological assessment*, *4*(1), 5.

Craik, F. I., & Lockhart, R. S. (1972). Levels of processing: A framework for memory research. *Journal of verbal learning and verbal behavior*, *11*(6), 671-684.

Craik, F. I., & Tulving, E. (1975). Depth of processing and the retention of words in episodic memory. *Journal of experimental Psychology: general*, *104*(3), 268.

DeLongis, A., Coyne, J. C., Dakof, G., Folkman, S., & Lazarus, R. S. (1982). Relationship of daily hassles, uplifts, and major life events to health status. *Health psychology*, *1*(2), 119.

Donnellan, M. B., Trzesniewski, K. H., Robins, R. W., Moffitt, T. E., & Caspi, A. (2005). Low self-esteem is related to aggression, antisocial behavior, and delinquency. *Psychological science*, *16*(4), 328-335.

Gable, P. A., & Poole, B. D. (2012). Time flies when you’re having approach-motivated fun: Effects of motivational intensity on time perception. *Psychological science*, *23*(8), 879-886.

Holmes, T. H., & Rahe, R. H. (1967). The social readjustment rating scale. *Journal of psychosomatic research*.

Rosenberg, M. (1965). Society and the adolescent self-image. Princeton University Press.

Rosenberg, M., Schooler, C., & Schoenbach, C. (1989). Self-esteem and adolescent problems: Modeling reciprocal effects. *American sociological review*, 1004-1018.

Segerstrom, S. C., & Miller, G. E. (2004). Psychological stress and the human immune system: a meta-analytic study of 30 years of inquiry. *Psychological bulletin*, *130*(4), 601.

Stevens, S. S. (1946). On the theory of scales of measurement. *Science*, *103*(2684), 677-680.