Why study the self in social psychology?

- Recall that social psychology is the study of how people
  - Think about
  - Influence, and
  - Relate to one another (or interact with situations)
- Our sense of self influences all of these
Four key components of The Self

- Self-concept – “Who am I?”
  - Self-schemas
- Social self – roles
  - Multiple selves
- Self-knowledge – “How can I explain and predict myself?”
- Self-esteem – Sense of self worth

Development of Self-Concept

- Genetics and personality
  - Twin studies
- Social experience
  - Self-perceptions
    - Roles
    - Social identities
  - Social Comparison
    - Comparing oneself to others
  - How others judge us
  - Surrounding culture
How Well Do We Know Ourselves?

- Explaining and predicting our behavior
  - If asked, would you make a $5 donation to Dance Marathon? __
  - If 180 people were asked, what percentage of these people do you think would make a $5 donation to Dance Marathon? __

How Well Do We Know Ourselves?

- Predicting our feelings
  - In general, how happy are you now?
    
    |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
    |---|---|---|---|---|---|---|---|
    |   | Not at all | | | | | | Extremely |
  
  - Imagine that you were involved in an accident and were paralyzed below the waist due to injuries you suffered. How happy would you be?
    
    |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
    |---|---|---|---|---|---|---|---|
    |   | Not at all | | | | | | Extremely |
  
  - How happy do you think you would be a year after the accident?
    
    |   | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
    |---|---|---|---|---|---|---|---|
    |   | Not at all | | | | | | Extremely |
The Self and Influence

- Self Awareness Theory
- Important self-dimensions and persuasion
- View of self and conformity

The Self and How We Relate to One Another

- Independent vs. Interdependent self
  - Content of interactions (e.g., praise)
  - Ingroup vs. outgroup relations
  - Explaining successes
The Self and How We Interact With Situations

- Self Complexity Theory
  - People have multiple selves and these selves may overlap to varying degrees
  - The extent to which the selves overlap influences how people respond to success and failure

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### The Self and How We Interact With Situations

- High Self Complexity

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The Self and How We Interact With Situations

- Low Self Complexity

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The Self and How We Interact with Situations

- Self-Esteem

The Self and How We Interact with Situations

- Self-Evaluation Maintenance Model
The Self and How We Interact with Situations

- Basking in Reflective Glory

A Look Ahead

- The Self and How We Think About Ourselves and Others (or try to influence how others perceive us)
  - Self-serving biases
  - Self-presentation