

Social Psychology

Self Presentation and Person Perception



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What We Will Cover.

- How we present ourselves to others.
- Person perception.
- Attribution theory.



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Strategic Self Presentation

Expressing ourselves and behaving in ways designed to create a favorable impression or an impression that is consistent with one's ideals or goals.



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Impression Management

Efforts to produce favorable first impressions on others.

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Impression Management Strategies (Part 1)

Ingratiation

Deliberate effort to make a favorable impression, often through flattery.

Self-Promotion

Efforts to make yourself appear to be more competent.

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Impression Management Strategies (Part 2)

Intimidation

Communicating an ability and inclination to provide negative outcomes to others.

Exemplification

Creating an impression of moral superiority and integrity.

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Impression Management Strategies (Part 3)

Modesty

Creating an impression of being likeable and competent by understating accomplishments.

Sandbagging

Creating an impression of being helpless, but really being strong.

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Impression Management Strategies (Part 4)

Supplication

Creating an impression of being helpless, needy, weak, and dependent.

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What Happens When the Strategy Doesn't Work?

Embarrassment

Self-Handicapping

A self-presentation strategy in which a person creates obstacles for his or her own performance.

- To excuse failure.
- To enhance success.

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A Self Evaluation

- Please take out a blank page of paper and number it from 1 to 6.
- On the following slide I will have a series of questions. Rate each question on the following scale.
 - 1 = Definitely not true of me.
 - 2 = Generally not true of me.
 - 3 = Occasionally true of me.
 - 4 = Definitely true of me.

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1 = Definitely not true of me. 2 = Generally not true of me.
3 = Occasionally true of me. 4 = Definitely true of me.

1. I would probably make a good actor.
2. I can argue only for ideas I believe in.
3. I feel a bit awkward with strangers and do not show up quite as well as I should.
4. I may fool people by being friendly when I really dislike them.
5. I can make off-the-cuff speeches even on topics about which I have almost no information.
6. I find it hard to imitate the behavior of other people.

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Scoring Yourself

- For items 2 and 6:
1 = 4; 2 = 3; 3 = 2; 4 = 1
- Add your scores for all of the items.
- Your score should range from 6 to 24.
- The average for North American college students is about 10-11.

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Self Monitoring

Changing our behavior to meet the demands of a situation or the expectations of others.

Low	Somewhat unconcerned with or unaware of social demands.
High	Somewhat concerned with what others think and try to react with appropriate behavior.

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Impression Formation



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Approaches to Impression Formation

Person Perception

Approaches that look at the way we assess a person's traits and form an overall impression.

Attribution

Approaches that look at the way we attempt to understand our own and others' behavior.

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Person Perception



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First Impressions

- Attractiveness.
- Nonverbal Communication.
 - Facial Expression
 - Body language.

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Traits

Characteristics that serve to organize an impression of another person and provide a framework for understanding the person.

- Big Five Factors
 - Openness
 - Conscientiousness
 - Extroversion
 - Agreeableness
 - Neuroticism

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Central Traits

Traits that exert a strong influence on our overall impressions.

- Influence our assumptions of other traits a person has.

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Roles

- Socially defined expectations that we expect individuals to fulfill in a given situation.
 - Helps us organize what is expected of us.
 - Helps us organize what we expect of others.
 - *CONFLICT* occurs when we have competing expectations placed on us.

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Biases



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Order Effects

Primacy Effect

Early information has the strongest effect on our perceptions.

Recency Effect

Later information has the strongest effect on our perceptions.

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Positivity and Negativity Bias

- Positivity Bias

Tendency to evaluate individuals more positively than groups.

- Negativity Bias

The tendency for negative traits to be weighed more heavily than positive traits.

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ATTRIBUTION



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Attribution Approaches

A group of theories that describe how people explain the causes of behavior in themselves and others.

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Attribution Theory Elements

- Personal/Dispositional Attribution
The primary cause of an individual's actions is some inherent internal characteristic that influenced the behavior.
- Situational Attribution
The cause of an individual's actions is some environmental condition that influenced the behavior.

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Correspondence Inference Theory (Jones & Davis)

- Degree of CHOICE.
 - Freely chosen behavior is perceived as being Dispositional.
- Degree of SOCIAL DESIRABILITY.
 - Socially undesirable behavior is perceived as being Dispositional.
- NONCOMMON EFFECTS.
 - Degree to which a person makes choices that are have unusual consequences helps to determine Dispositional.

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Other Inferences

- SOCIAL ROLE
 - Behaving consistently with a social role is seen as being situationally influenced. Outside the role is dispositional.
- PREEXISTING EXPECTATIONS.
 - Knowledge about a person's true dispositions helps us understand behavior that is counter to that disposition.

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Kelly's Covariation Principles

External	No	Consistent (All the time?)	Yes	Internal
	No	Distinctness (All occasions?)	Yes	
	Yes	Consensus (Others do it?)	No	

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Modifying Elements

DISCOUNTING

Tendency to attach LESS importance to one potential cause of behavior because other potential causes are present.

AUGMENTING

Attaching greater importance to potential causes of behavior despite the presence of other factors.

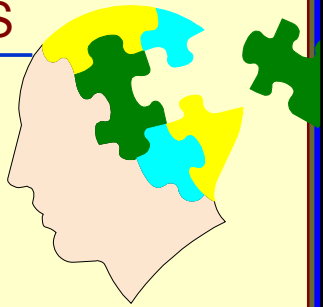
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ERRORS



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Fundamental Attribution Error

Tendency of observers to underestimate situational factors and overestimate dispositional factors in others' behavior.

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Jones & Harris (1967)

Percent saying the essay represented the writer's point of view (Dispositional).

Topic	Degree of Choice	
	No Choice	Freely Chosen
Pro Castro	44.1	59.6
Anti Castro	22.9	17.4

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Influenced by...

- Perspective
- Time
- Self-awareness
- Culture

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The End

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