

Social Psychology

Understanding Ourselves



What We Will Cover

- Introduction.
- Self- Concept.
- How the Self- Concept develops.

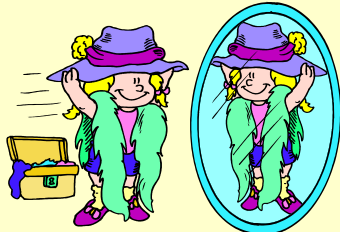


Self-Concept

A person's sense of identity; the set of beliefs about what he or she is like as an individual.



Examining Our Own Behavior



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Self-Awareness



The psychological process in which you focus on yourself as an object of attention.

Private Self-Awareness

Public Self-Awareness

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Self-Consciousness

The habitual tendency to engage in self-awareness.

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Self-Regulation

The ways in which we consciously direct and control our own behavior.

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Self-Discrepancy

Differences between our self concept and how we would really like to be (ideal self) or how we think others think we ought to be (ought self).

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What Controls ME?

Self Concept

- ***Ideal Self***

Discrepancy

Self Concept

- ***Ought Self***

Discrepancy

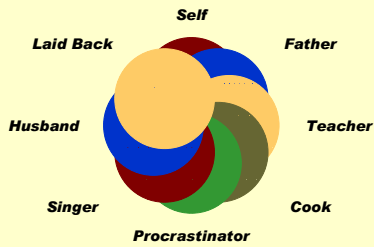
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What Am I (Self Schema)



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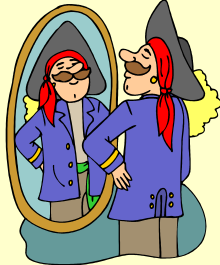
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Identity

The combination of roles and group categories to which I belong.

- Gender Identity
- Ethnic Identity

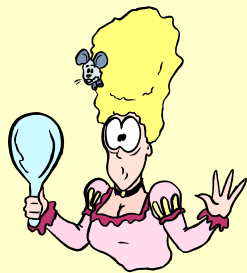


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Evaluating Ourselves



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Self Esteem

The general positive or negative self-evaluation.

- This is the affective component of self-evaluation.
 - Do I like ME?
- May be learned.
- Low self-esteem is difficult to change.
 - Self-fulfilling prophecy.
 - Worry leads to anxiety which leads to failure that reinforces the low self-opinion.

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Self-Efficacy

- **Learned** expectation that I am **capable** of doing some **specific behavior** or producing a **specific outcome**.
 - Can I lose weight?
 - Can I do well on the statistics test?

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Developing the Self-Concept



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Self-Reference Effect

Tendency to efficiently process and remember information related to ourselves.

- Learning...Do it yourself and you will remember.
- Think about how a classroom concept applies to you personally.

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Things We Do #1

- Self-Enhancement
 - *Seeking out and interpreting situations to get a better view of oneself.*
- Self-Verification.
 - *Seeking out and interpreting situations to confirm one's self-concept.*

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Things We Do #2

Social Comparison

Evaluating our behavior, abilities, expertise, and opinions by comparing them to those of others.

When we are unsure, we look at how our behavior has been influenced.

- Strong outside influence?
- Weak outside influence?

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Things We Do #3

Upward Social Comparison

Comparing ourselves to people who are better off than we are.

Downward Social Comparison

Comparing ourselves to people who are inferior or worse off than we are.

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Group Influence

- In Group
 - *The social group to which we belong and which forms a part of our social identity.*
- Out Group
 - *Any group with which we do not share membership.*

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The End

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