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

Self-Awareness

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

Private Self-Awareness
Public Self-Awareness

Self-Consciousness

The habitual tendency to engage in self-awareness.
Self-Regulation

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

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).

What Controls ME?

- Self Concept - Ideal Self
- Discrepancy

- Self Concept - Ought Self
- Discrepancy
What Am I (Self Schema)

Identity

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

- Gender Identity
- Ethnic Identity

Evaluating Ourselves
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.

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?

Developing the Self-Concept
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.

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.*

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?
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.

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.

The End