

## Modules 3 & 4

1. Self Concept -- Who am I?
2. Take a moment now to list 20 statements in answer of that question beginning each statement with: I am ...
  - a. How did individuals describe themselves?
  - b. What was similar? What not? Affected by culture?
3. Organization of the Self Concept
  - a. Taken together your answers become your “Self Concept”
4. Organization of the Self Concept
  - a. The ideas and beliefs about yourself become a generalized “Self Schema”
  - b. The schema is template of what we are like and a model for how we understand the social world around us.
  - c. It becomes a pattern imposed on complex experience to simplify, organize or guide our response
5. Schematic Processing
  - a. Schemas direct behavior
  - b. Schemas aid information processing
  - c. Schemas aid recall
  - d. Schemas speed up processing
  - e. Schemas aid automatic inference
6. Components of the Self Concept
  - a. Personal Attributes
    - i. Characteristics distinguishing ourselves from others
  - b. Possible Selves
    - i. Ideas about what we may want to become
7. Self Reference Effect
  - a. Information relevant to ourselves is processed more quickly and remember it better than other information
  - b. Focus is on self
  - c. We over estimate others focus on us and misperceive that there behavior is directed toward us or a result of our behavior
8. Self-Knowledge
  - a. Explaining our behavior
  - b. Example, we are often wrong about our perceptions (Dutton 1974). Dutton had participants meet interviewers on a suspension bridge; they interpreted their physiological arousal to attraction to the interviewer not fear.
9. Self-Knowledge

- a. Predicting our behavior
  - i. Often predictions fall short (Latane, 1981, Milgram 1965)
    - 1. Would you be the first to help?
    - 2. Would you go all the way in giving shocks as tested in the famous Milgram experiments
  - ii. Predicting our feelings
    - 1. Lessons for love and life as demonstrated that males under predict sexual aggressiveness when asked when not sexually aroused (Gilbert & Wilson, 200)
  - iii. Self-analysis
    - 1. Dual attitudes
      - a. Implicit - automatic reactions, often from the “gut”
      - b. Explicit - conscious effort, may be learned and may change implicit reactions

#### 10. Self and Culture

- a. Individualism
  - i. Concept of an Independent Self
- b. Collectivism
  - i. Concept of an Interdependent Self

#### 11. Self Serving Bias

- a. The tendency to perceive oneself favorably

#### 12. Self-serving bias

- a. Unrealistic optimism
  - i. “I will never ...”
- b. False consensus
  - i. “I am not alone..” Is this really true? We overestimate the extent to which others act and feel as we do
- c. False uniqueness
  - i. Our success as unique, our failings as normal
- d. Other self-serving tendencies
  - i. That horoscope is right on... Can you do as I do? Tendency to judge others on our favorable tendencies

#### 13. Self-serving bias

- a. Reflections on self-efficacy and self-serving bias
  - i. The self-serving bias as adaptive
    - 1. Resilience, protection
  - ii. The self-serving bias as maladaptive
    - 1. Diminishes responsibility for one’s self, places responsibility externally

#### 14. Welcome to Lake Wobegon

- a. Where “all the women are strong, all the men are good-looking, and all the children are above average.”

15. Better than Average

- a. Most businesspeople see themselves as more ethical than the average businessperson
- b. Most community residents see themselves as less prejudiced and as fairer than others in their communities
- c. Most drivers -- even those who have been hospitalized for accidents -- believe themselves to be safer and more skilled than the average driver