



Self-Knowledge

Psychology 320
Social Psychology

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Psyc 320 – Social Psychology

Self-Concept

- All of an individual's knowledge about his or her personal qualities.
- Who are you? How would you describe yourself?
- I am...exercise

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Psyc 320 – Social Psychology

Functions of the Self

- Organizational
- Emotional
- Executive

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Psyc 320 – Social Psychology

Self-Awareness

- Level of self-awareness develops as we become adults.
- Positive/negative?
- Religion and addictions and leisure

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Psyc 320 – Social Psychology

Self-Awareness

- Causal theories
 - Learn why we feel the way we do

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Psyc 320 – Social Psychology

Self Complexity

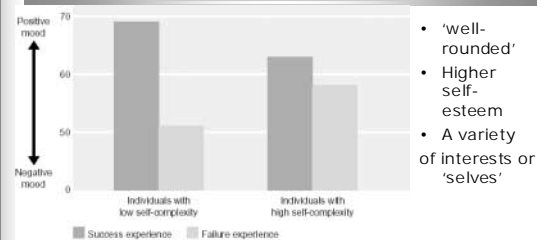


Figure 4.4—Self-complexity influences mood

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Just one 'me'

- Selective memory
- Attributions to circumstances
- Few key traits

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Self-Esteem

- Evaluation of the self concept.
- Satisfied with self, I'm a person of worth
- Everybody is better than average?
- We use self-enhancing bias to maintain.

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Self-expression

- Choosing behaviors that reflect your self-concept.
- Choosing partners that endorse your self-concept.
- Ingratiation → I'm likable
- Self-promotion → I'm competent
- Too far → boastful self-centered egomaniac

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Self-monitoring

- Fitting into the situation, being sensitive to the demands of the social situation.
- Low → consistent across situations
- High → chameleon
- Which is better?

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Defending the Self

- Threats: failures, inconsistencies, stressors
- Control → very important motivator
- Learned helplessness → doesn't matter what you do
- Self-handicapping

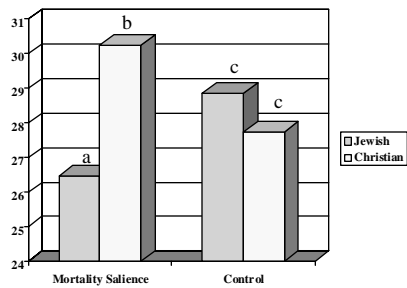
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Mortality Salience

- Greenberg and others (1990)
- Christian students (mortality salience v. none)
- Evaluate a Christian v. Jewish stranger
- Christian evaluated more positively ONLY when mortality was made salient.

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Mortality Salience



2-way interaction: $F(1, 42) = 8.39, p < .006$

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Emotion-focused coping

- Escaping threat: Leave the situation
- Ignoring threat: escape self-awareness
- Downplaying threat: accentuate the positive
- Working through threat: emotional expression
 - Pennebaker—long term rewards, immediate costs

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Problem-focused Coping

- Biased evaluation—bad tests
- Making excuses—not my fault
- Self-handicapping—sabotage your own performance
- Take control of the problem—Nursing home plants.

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Self-efficacy

- Relevant to failures
- Believing you can or cannot do something.
- Ability → uncontrollable
- Effort → controllable

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