



Self-Knowledge

Psychology 320
Social Psychology

Listen to the audio lecture while viewing these slides

1

Psyc 320 – Social Psychology

Self-Perception

- We learn about ourselves by watching ourselves behave.
- Are you...? Well...I did...
- Intrinsic vs. Extrinsic motivation
 - Relationships example
 - More inferences drawn from intrinsic behaviors
 - Cheering someone up...you use intrinsic, they counter with extrinsic.

2

Psyc 320 – Social Psychology

Lepper, Greene, Nisbett (1973)

- Pre-school children drawing with markers.
- Reward expected or not
- More play time with markers when reward not expected.
- Reward → extrinsic motivation
 - I play with them for a reward, not for fun



3

Psyc 320 – Social Psychology

Self-Perception

- Imagined behaviors can also lead to inferences
- You know yourself better than anyone else.
- Use behaviors only when internal cues about personal reactions are weak.
- Telling someone your feelings/thoughts → their impression of you will match your self-perception

4

Psyc 320 – Social Psychology

Self-Perception

- Task contingent rewards
- Performance contingent rewards

5

Psyc 320 – Social Psychology

Social Comparison Theory

- People learn about and evaluate their personal qualities by comparing themselves to others.
- Downward social comparison
- Upward social comparison
- Similarity → can boost evaluation
- Differences → achieve need for distinctiveness or uniqueness

6

Knowing self vs. others

- More knowledge about yourself
- Choose different attributions for success and failure.

	Internal	External
Success	Ability	Luck
Failure	Dumb	Difficult

7

Actor Observer Differences

- Why do you like...?
- Why does she like...?
- We don't always know why we do what we do.
- Self Understanding is 'taught'
- Who you are depends on who you're with.
- Who you are depends on who's answering the question.

8

Social Comparison

- Not always done privately
- Upward vs. Downward
- Learn with whom we compare
- Bronze medalists happier than silver medalists in the 1992 Olympics
- Remembering life could always be worse.

9

Self-efficacy

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

10