

# Chapter 2

## Self and Perception

# The Nature of Self (1 of 5)

- **Self** shapes how you communicate
- An evolving blend of three components
  - Self-awareness
  - Self-concept
  - Self-esteem

# The Nature of Self (2 of 5)

- **Self-awareness**
  - Ability to view yourself as unique person
- **Social comparison**
  - Examining others' behaviors for comparison
- **Critical self-reflection**
  - Evaluating and improving communication

# The Nature of Self (3 of 5)

- **Self-concept**
  - Overall assessment of who you are
  - Based on beliefs, attitudes, and values
- **Self-Verification Theory**
  - Choosing relational partners based on self-concept

# The Nature of Self (4 of 5)

- **Self-fulfilling prophecies**
  - Predictions about interactions that modify behavior
  - May cause predictions to come true
- **Self-esteem**
  - Overall value you assign to yourself

# The Nature of Self (5 of 5)

- **Self-Discrepancy Theory**
  - Self-esteem determined by comparison to ideal, ought self
    - Ideal self: all the qualities you want to possess
    - Ought self: the person you think others want you to be

# Gender, Sexual Orientation, Culture, and Self (1 of 2)

- **Gender**
  - Composite of social, psychological, behavioral traits
  - Distinct from an individual's biological sex
- **Sexual Orientation**
  - Enduring attraction to others
  - Exists along a continuum

# Gender, Sexual Orientation, Culture, and Self (2 of 2)

- **Culture**
  - Beliefs, attitudes, values, practices
  - Shared by large group of people
- **Individualistic cultures**
  - Individual goals > group goals
- **Collectivistic cultures**
  - Group goals, loyalty > individual goals

# Presenting Your Self (1 of 3)

- **Private self**
  - Combination of self-awareness, self-concept, self-esteem
- **Public self**
  - Self you present to others

# Presenting Your Self (2 of 3)

- **Face**
  - Positive self you want others to believe
- **Mask**
  - Outward presentation to cover private aspects of self

# Presenting Your Self (3 of 3)

- Losing face
  - Doing something that contradicts one's face or mask
    - Being perceived as phony
    - Others feeling betrayed by your actions
  - Can cause **embarrassment**
    - Shame, humiliation, and sadness

# Perceiving Others (1 of 2)

- **Perception**
  - Three-step process:
    - **Selection** of information to focus attention on
    - **Organization** of information into understandable pattern
    - **Interpretation** of meaning of patterns



# Attributions and Perceptual Errors (1 of 2)

- **Attribution:** explanations for why things are happening
  - External factors
    - Things outside the person that caused behavior
  - Internal factors
    - Personality, character, emotions that caused behavior

# Attributions and Perceptual Errors (2 of 2)

- **Fundamental attribution error**
  - Attributing others' behaviors to internal factors
- **Actor-observer effect**
  - Attributing one's own behaviors to external causes
- **Self-serving bias**
  - Attributing one's own successes to internal factors

# Forming Impressions (1 of 2)

- **Impression**
  - Mental images of people
    - Who they are
    - How you feel about them
- **Gestalt**: general impression of a person
  - **Halo effect**: positive Gestalt
  - **Horn effect**: negative Gestalt

# Forming Impressions (2 of 2)

- **Algebraic impressions**
  - Analyzing positive and negative things about someone
  - Calculating and updating overall impression
- **Stereotyping**
  - Categorizing people into a social group
  - Forming impressions based on social group

# Improving Your Perception (1 of 2)

- **Perception-checking**
  - Review knowledge of person
  - Assess attributions you've made
  - Question your impression
  - Share impression with individual
  - Check impression with person

# Improving Your Perception (2 of 2)

- **Empathy**
  - “Feeling into” another person’s thoughts and emotions
- **Empathy mindset**
  - Belief whether empathy is developed or controlled