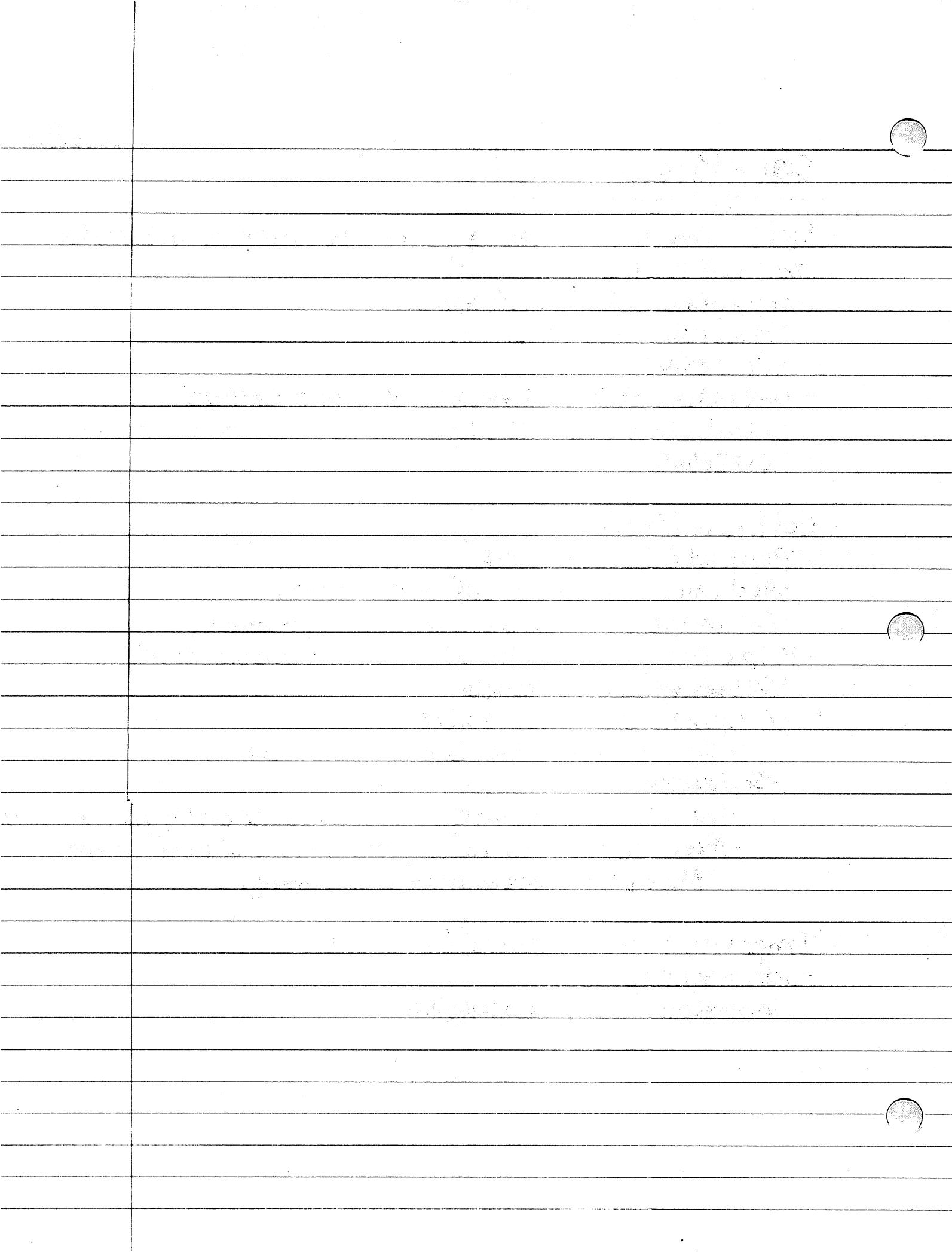


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## Self-Presentation

- Self's attempt to convey a particular image or information about self to others
  - Interpersonal function of the self
    - Executive I function
    - Proactive
  - Important source of motivations and concerns
    - Want other people to perceive us as well as we perceive ourselves
- Goffman (1959)
  - "Play roles for audiences"
    - Audience = Target of self-presentation
    - Act in way we want audience to perceive us
  - People change behavior when others are watching
    - Deliberate and noticeable
    - Automatic and imperceptible
      - Ex) look at self in mirror before leaving house
  - Schlenker
    - Do we present ourselves in accurate or overly positive ways?
    - More modest when assessing self in front of other people
      - More positive when alone (aggrandizing)
  - Important consequences for the self
    - Social settings, job
      - Dependent on self presentation



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## Motivations for Self-Presentation

### ◦ Strategic Motivations

- Instrumental

• Get what you want

- Guided by audience's beliefs and standards

### ◦ Expressive Motivations

- Claiming desired identities

• Self-construction (Baumeister)

• Self-completion (Wicklund & Gollwitzer)

- Guided by own values

## Strategic Self-Presentation

### ◦ Facilitates social interaction

- Expected behaviors with social roles

### ◦ Gain material/social rewards

- Manipulate other people

### ◦ Taxonomy (Jones & Pittman)

- Ingratiation

- Self-Promotion

- Intimidation

- Exemplification

- Supplication

→ Look at handout

\* All manipulative, but usually not to an extreme level

### • Aim to gain advantage

- usually successful



**Table 5.9** Taxonomy of Self-Presentational Strategies, Classified Primarily by Attribution Sought

Strategy and Attribution Sought	Negative Attributions Risked	Emotion to Be Aroused	Prototypical Actions
<i>Charatiation</i>			
Likeable <i>Get people to like us</i>	Sycophant, conformist, obsequious	Affection	Self-characterization, <u>opinion conformity</u> , other enhancement, favors
<i>Self-promotion</i>			
Competent (effective, "a winner")	Fraudulent; <sup>not competent</sup> conceited, defensive	Respect (awe, deference)	Performances, performance claims, performance accounts ( <i>excuses</i> )
<i>Intimidation</i>			
Dangerous (ruthless, volatile)	Blusterer, wishy-washy, ineffectual	Fear	Threats, anger (incipient), breakdown <i>other people</i> (incipient)
<i>Exemplification</i>			
Worthy (suffering, dedicated) <i>Strong moral character</i> <i>Good person</i>	Hypocrite, sanctimonious, exploitative	Guilt (shame, emulation) <i>about not suffering as much as us</i>	Self-denial, helping, militancy for a cause
<i>Supplication</i>			
Helpless (handicapped, unfortunate) <i>Needy</i> <i>Reserve help/aid</i>	Stigmatized, lazy, demeaning	Nurturance (obligation) <i>Come to my aid</i>	Self-deprecation, entreaties for help

Source: From Jones & Pittman, 1982. Copyright © Erlbaum. Adapted with permission.

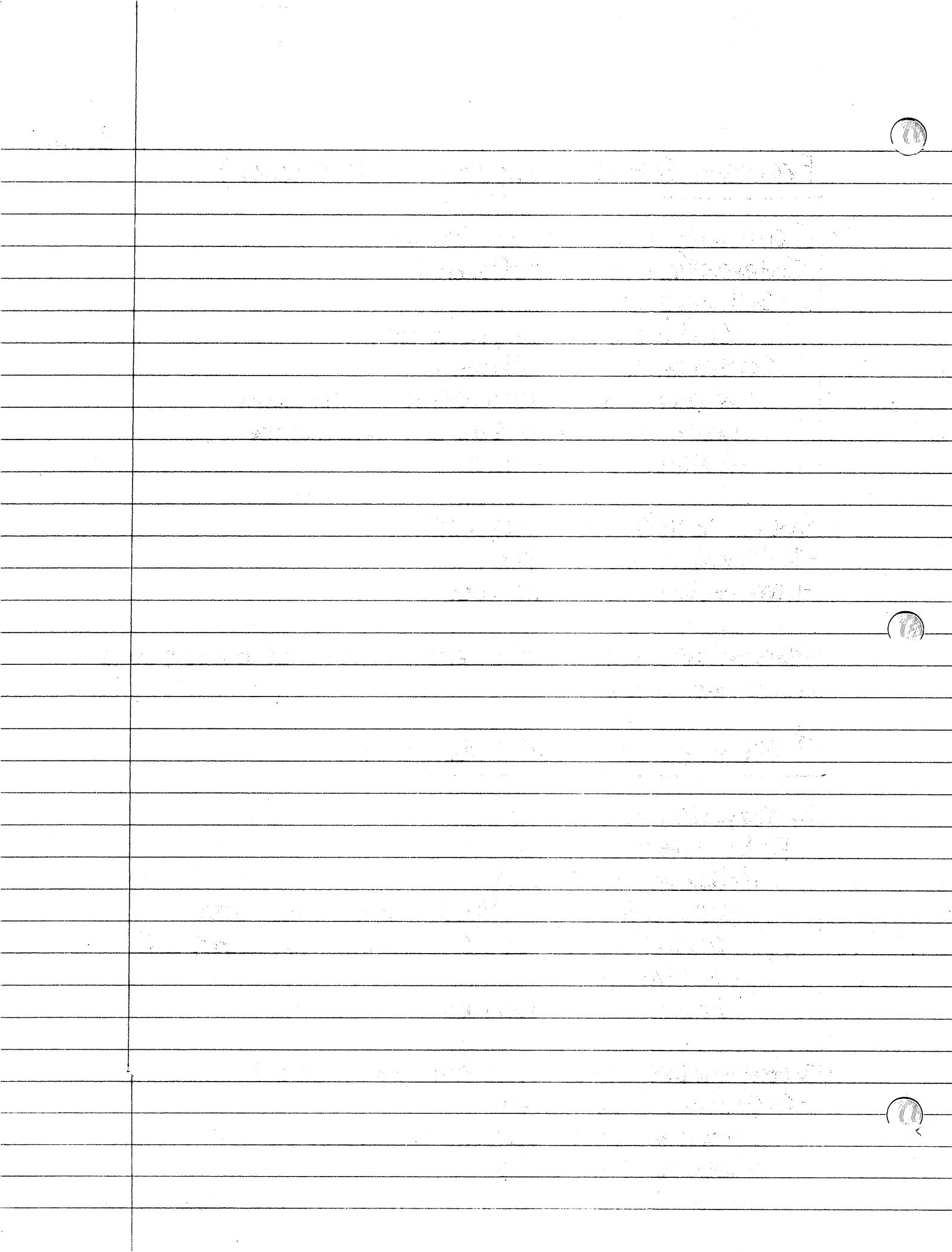
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## Expressive Self-Presentation (construction)

- Claiming identities for the self
  - Interaction Rules (Goffman)
    - Self Respect
      - Be the person you try to claim
    - Consideration of others
      - With the identities others try to claim
      - Don't undermine their self presentation
      - Politeness important
  - Social Validation of Identities
    - Influence other people
    - Have them recognize you
  - Tension between meeting expectations of others and what we want

## Internalization of Self-Presentations

- Interpersonal Processes
  - Role internalization
    - Reflected Appraisal
      - view self as you think others view you
      - others as source of information about self
    - Self-Perception
      - Explanations about own behaviors
  - Intrapsychic Processes (within individual)
    - Cognitive Dissonance
      - Behavior not consistent w/ views of self, creates discomfort (physiological)
      - Motivated to reduce dissonance, change ideas of self



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- Cognitive Accessibility: Biased Scanning
  - Recent information more cognitively available

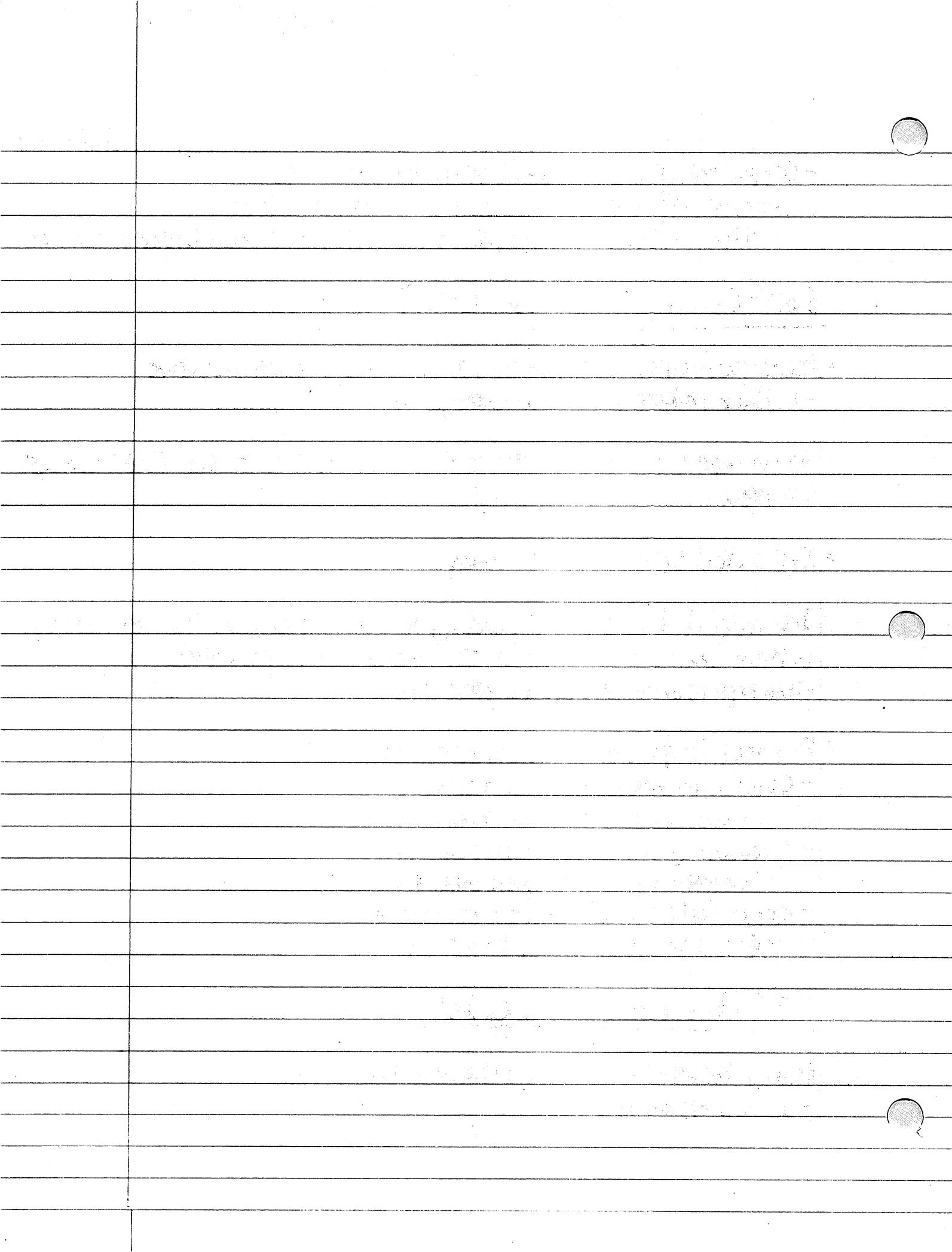
- Bias, influence perceptions of self more than older information

## Self-Concept Change (Tice)

- Asked participants to portray themselves in certain ways
  - Either publicly or privately (written)
- Then asked participants to evaluate themselves to see if self-concept changed
- Internalization of behavior
- Identical behaviors had greater impact on the self-concept when performed publicly rather than privately
  - Interpersonal processes dominant
- Factors impacting internalization
  - Choice in making a portrayal
    - Increase in internalization
  - Drawing from past behaviors
    - Greater self concept change
  - Expectations of future interaction
    - Greater self-concept change

## Self Presentation Research

- Early Research: Observational (Goffman)
  - Impressionistic



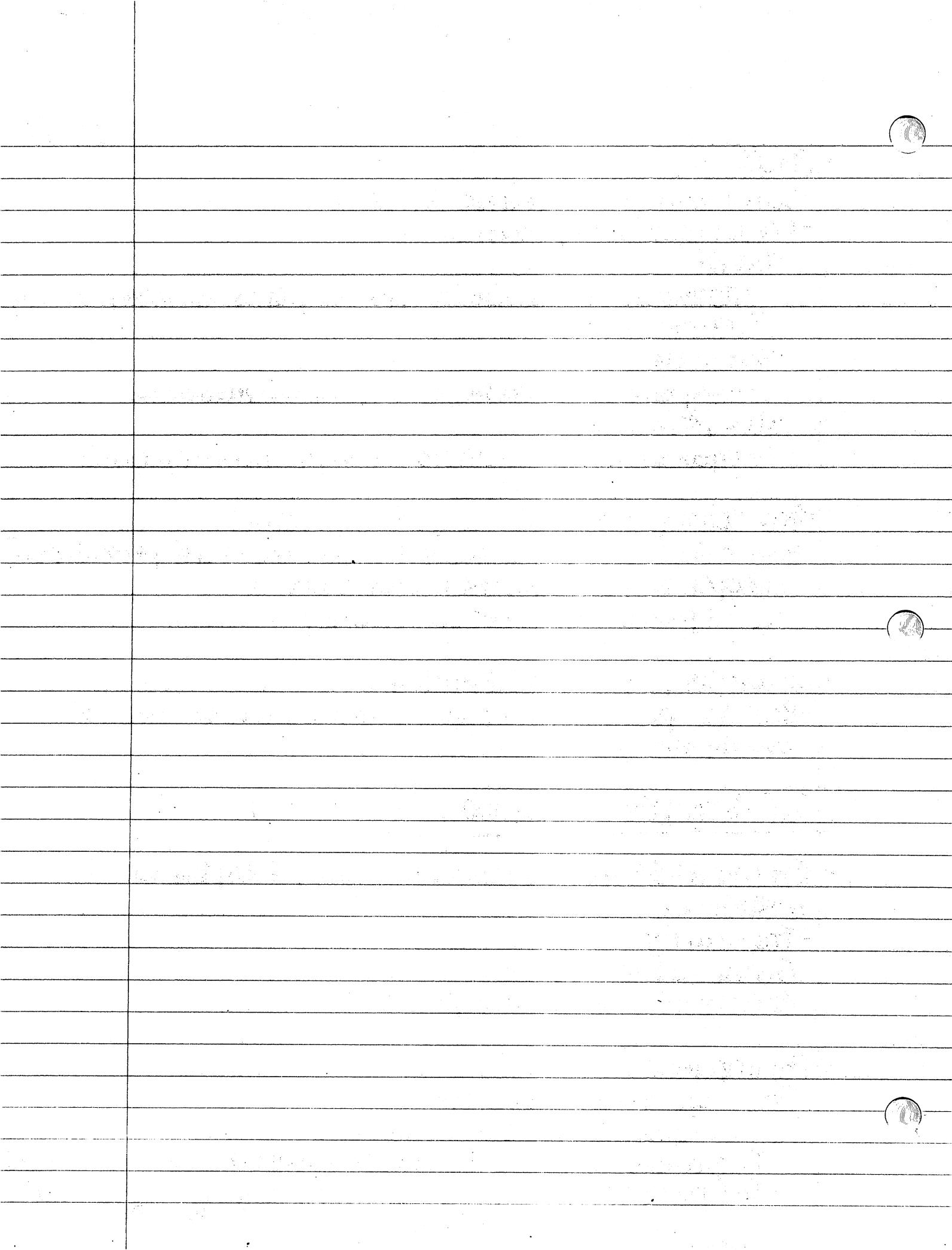
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- 1970's
  - Domination of intrapsychic processes
  - Challenge of interpersonal processes
    - Tedeski
      - cognitive dissonance can be explained just as well interpersonally
      - self-presentation
    - Baumeister
      - Many behaviors could be explained by self-presentation
    - Leary & Kowalski
      - Expanded to different contexts (business, sports, mental hospital)

- Reawakening of interest in cognitive processes
  - How do you know how successful you are in self presentation?
    - People overestimate their impressions
    - Can't predict impressions w/ accuracy
- Laboratory studies vs everyday life
  - Real self-presentation occurs w/ people we know and not usually strangers

## Self Presentation in Everyday Life (Leary)

- Examined SP motives in unstructured, everyday social interaction
  - Familiarity
  - Gender of participant
  - Gender of target of self-presentations
- Participants:
  - Described social interactions
  - Rated behavior on SIX dimensions
    - Ingratiation
    - Self-promotion
    - Exemplification
    - Admiration (want to be perceived as attractive)
    - Impression monitoring (how much you think about S.P.)
    - Nervousness



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## Leary's Findings

### ◦ Self Presentation (strategies)

#### - Same sex others

- less concerned about S.P. if they know them well
- lower motivation to be perceived as attractive regardless of familiarity

#### - Opposite sex - others

- strong motivation regardless of familiarity
- women had stronger motivations than men

#### - Both genders reported desires to make the same kinds of impressions except for competence

- men want to be perceived as more competent

### ◦ Impression monitoring

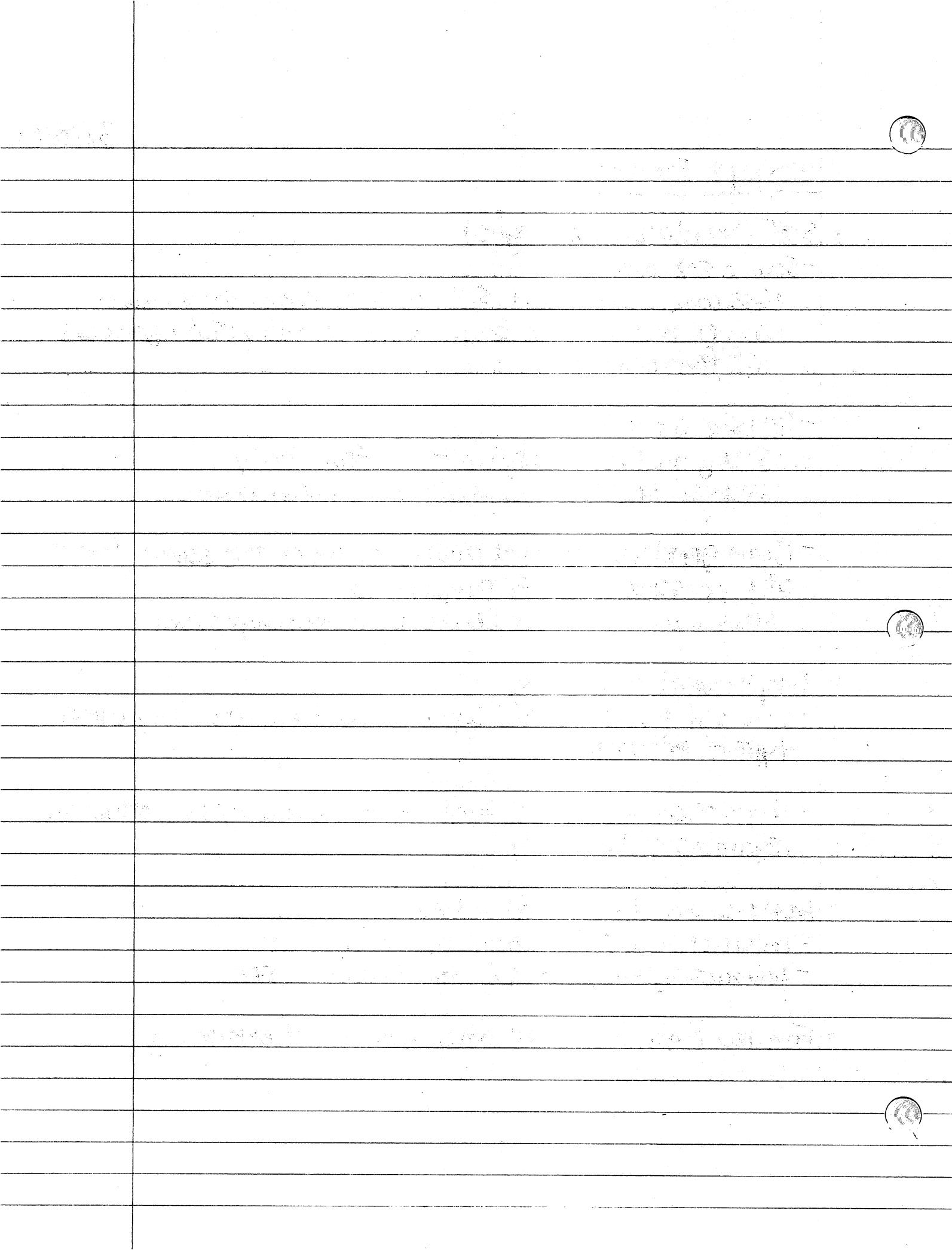
#### - lowest for familiar, same-sex others than any other type of interaction

#### - impression monitoring high in interactions w/ the other sex, regardless of familiarity

### ◦ Nervousness diminished when:

- interaction w/ familiar vs. unfamiliar
- interacting w/ own sex vs. the other sex

### ◦ Familiar others could tell when you're self enhancing



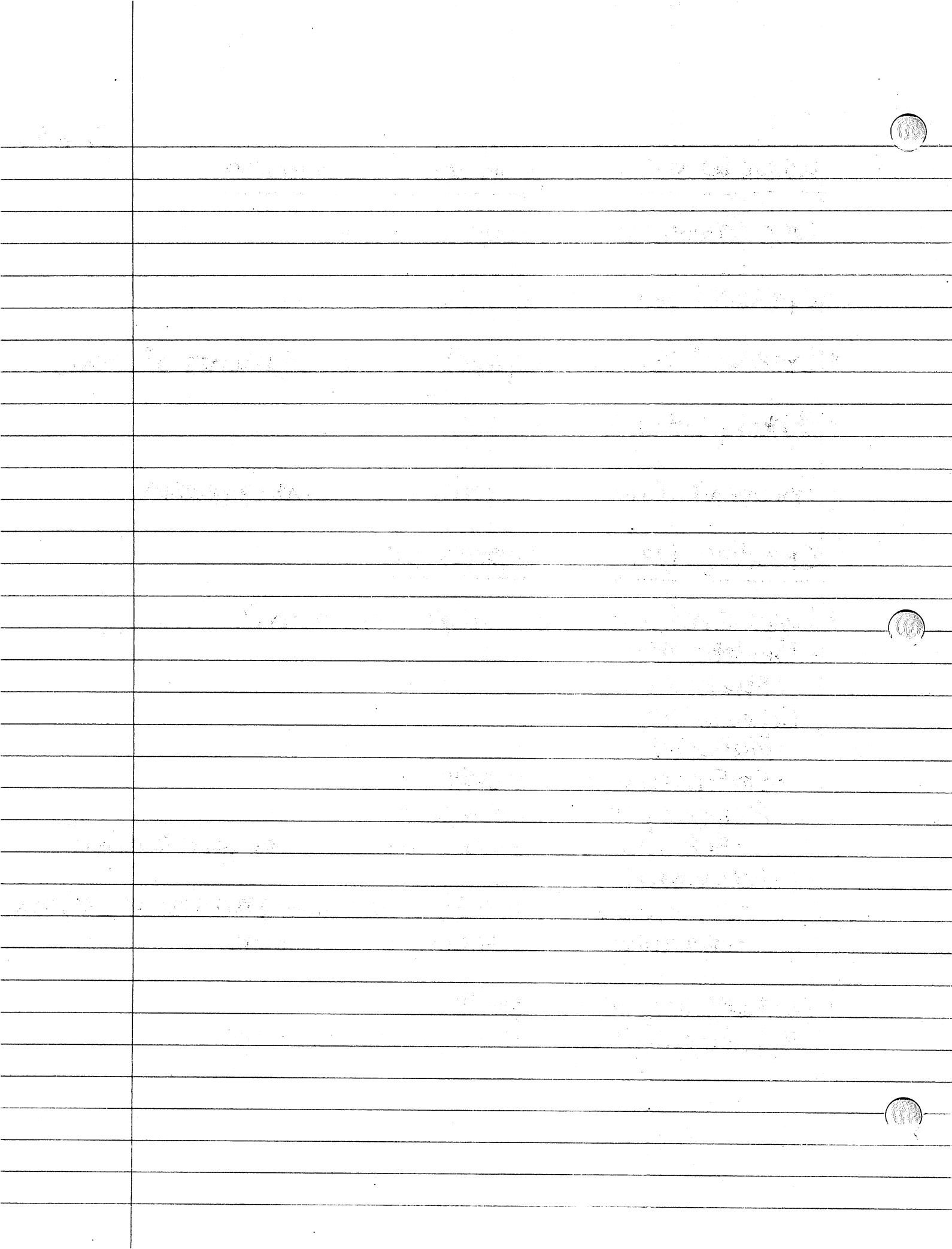
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## When Do we engage in self-Presentation

- Less familiar with the audience
- opposite sex others
- External Rewards depend on the judgments of others
- Publicly self-attentive
- Encounter obstacles to creating a desired impression

## Creating Desired Impressions

- What constitutes a desirable impression?
  - Beneficuity
  - Favorability
  - Believability
  - Plausibility
  - Self-presentational skill
  - Ambiguity of performance domain
    - More specific situation, easier to judge your behavior
  - Accountability
    - can they verify what's true? from past knowledge of behavior
    - expectation of interacting in the future
- Authenticity versus pretense
  - say you can do something you've never done



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## How We Manage Impressions

### ◦ Successful Self-Presentation:

- Motivation and ability

· Social Acuity

- Ability to diagnose the situation

- Take the perspective of the other, determine appropriate self-presentation

· Behavioral Skills

- Ability to execute self-presentation

- How we go about doing so

### ◦ Unsuccessful Self-Presentation

- Social anxiety

- Social phobia (agoraphobia)

- Self protective motives

→ More afraid to make a negative impression than drive to make positive impression

## "Dark Side" of Self-Presentation (Leary)

### ◦ Self-Presentation concerns that increase the risk of injury or illness

1. Risk Taking Behaviors

2. Failure to take precautions

3. Psychoactives

4. Enhancing physical appearance.

#### 1. Risk Taking Behaviors

- Drinking

- Wreckless driving

- Unsafe sex

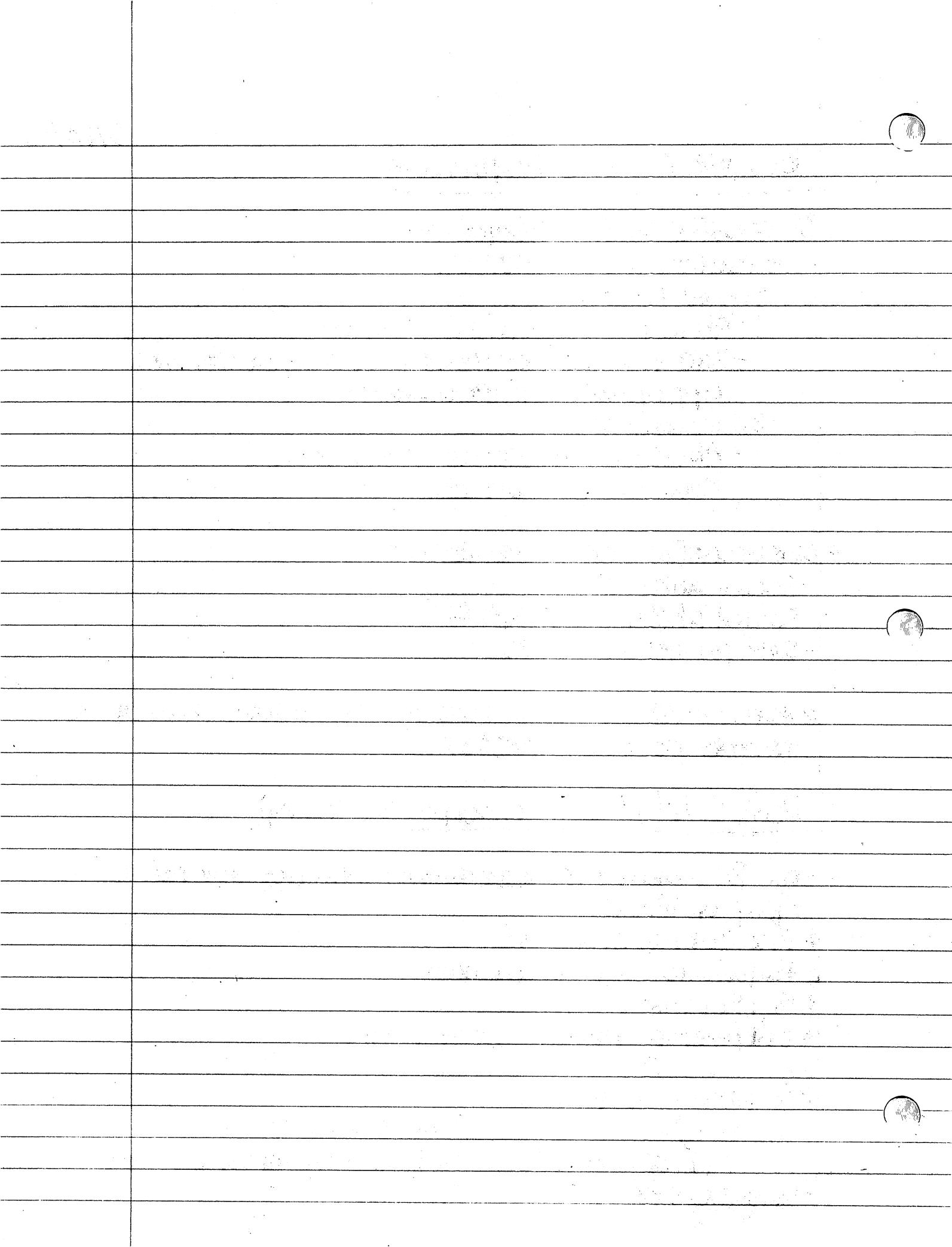
- Smoking

- Plastic Surgery

- Not wearing helmet, seat belt

- Tanning

- Eating disorders



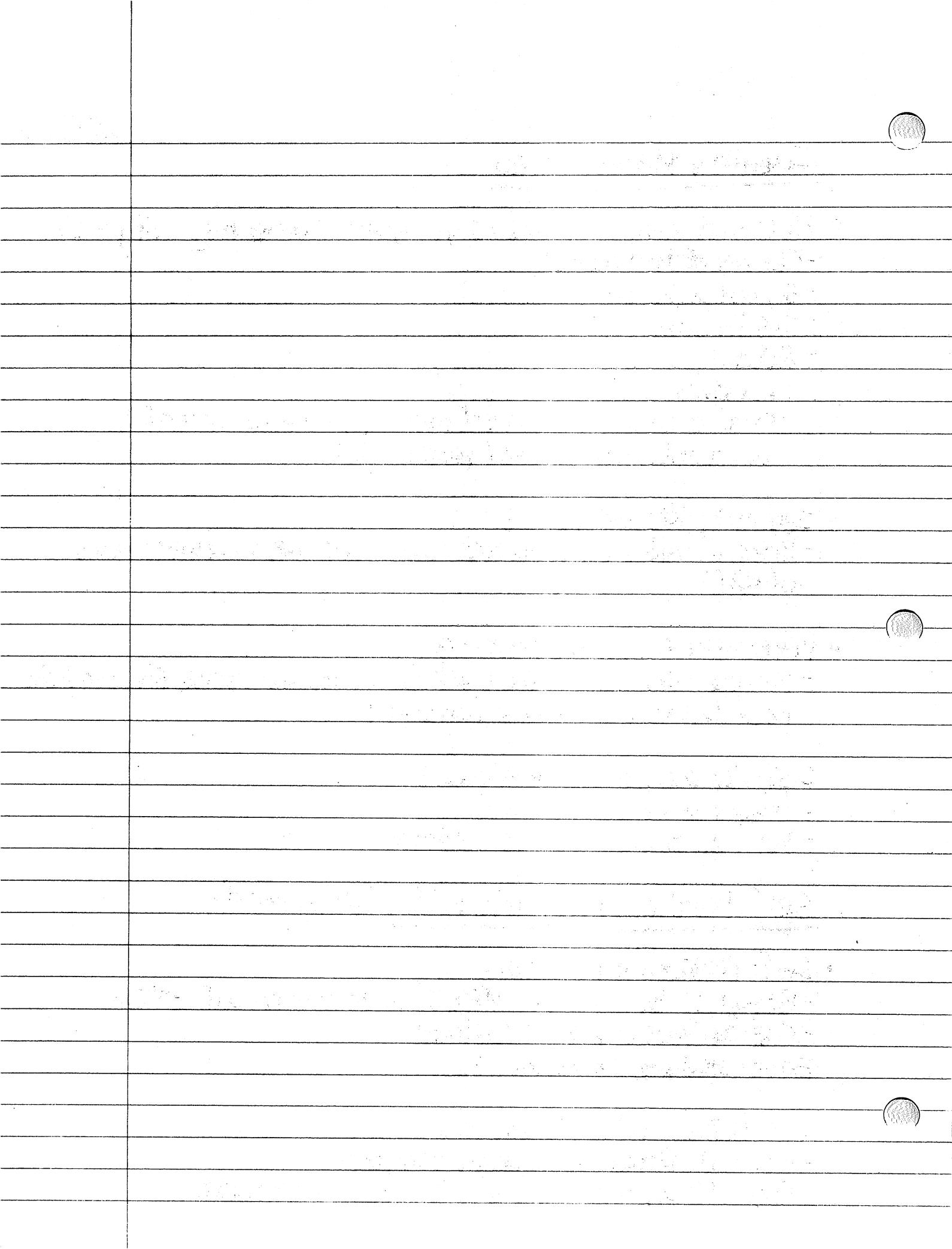
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## Identity Predicaments

- Account giving: (reasons you give following neg. self pres.)
  - Claim of innocence
  - Reinterpretation
  - Justification
  - Admit
  - Excuses
    - Chronic excuse makers self absorbed, seen as deceitful, unreliable, blame other people a lot
- Identity Repair Tactics
  - Bring in information to talk about positive, unrelated views of self
- Preemptive Excuse Making
  - Provide information that will serve as an excuse for possible poor behavior (chronic condition)
- Self-Handicapping (Rhodenwalt)
  - Obstacle created for self
  - Not necessarily chronic condition

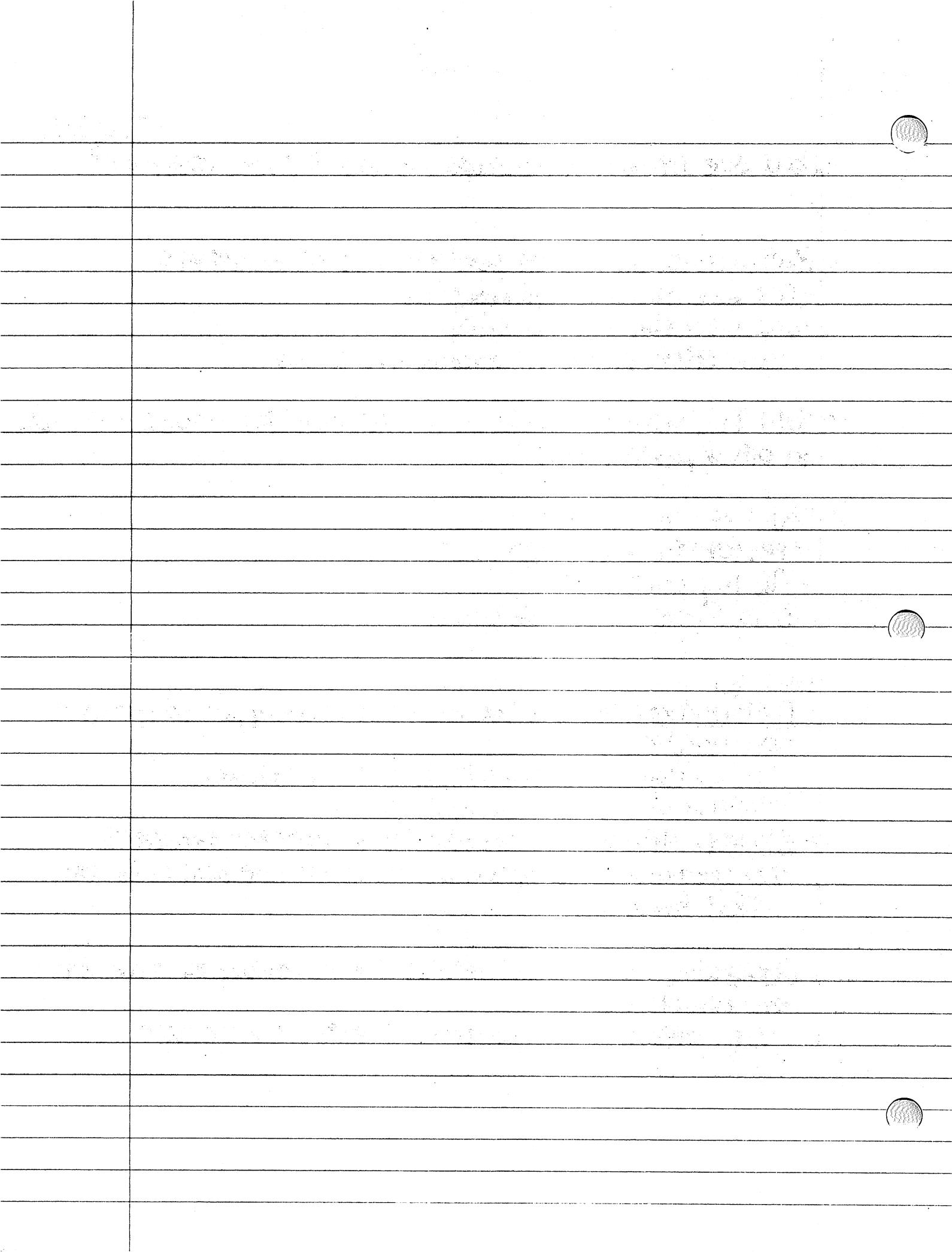
## Self Handicapping Tradeoffs (Rhodenwalt)

- Self-Protective Function
  - Benefit: Buffers the effects of failure on self-esteem
  - Cost: Increased risk of failure  
Ex) Not studying for exam
- Self Presentational Function
  - Benefit: Observers weigh handicap
  - Cost: Observers have less favorable impressions



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- How are excuses/handicaps viewed by an observer?
  - Participants evaluated performances of 2 others
    - one who did not self-handicap
    - one who did self handicap
      - low effort, anxiety, medication, no excuse
  - Told evaluations would or would not be made available to other participants
  - DV (dependent variable)
    - Performance ratings
    - Ability attributions
    - Global personality evaluation
- Findings
  - Performance: less positive ratings for handicappers compared to non-handicappers
    - low effort < anxiety < medication = no excuse
    - really no actual difference in performance
  - Ability: Attributed more ability to non-handicappers
    - No relationship between performance and ability for low effort handicappers
  - Personality: less positive ratings for handicappers than for non-handicappers
    - low effort < medication < anxiety < no excuse



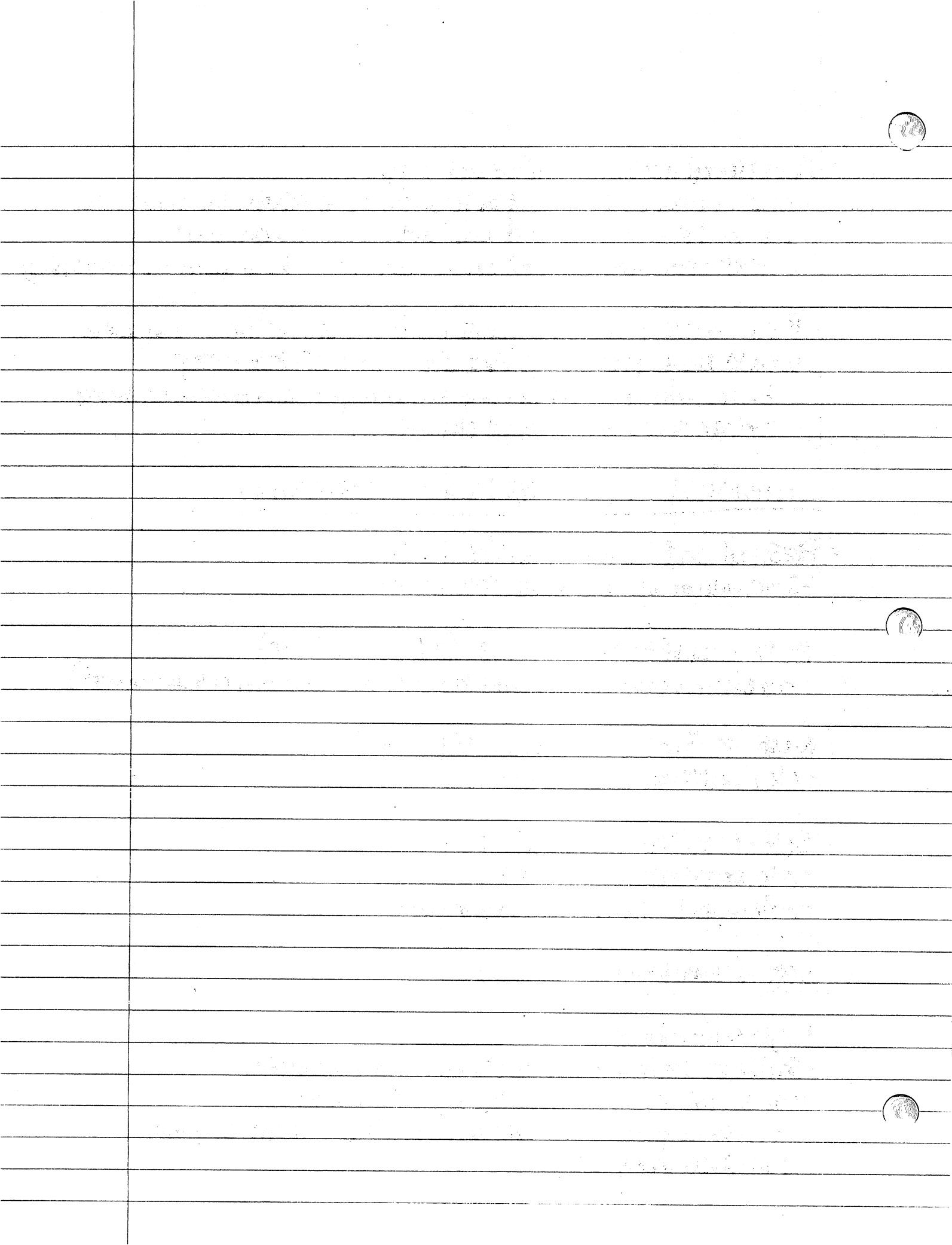
- Additional costs to self-handicapping
  - Risk a more negative performance evaluation than one would have received if one did not self-handicap
    - Risk encountering the negative feedback you try to avoid by handicapping
  - Risk more negative personality evaluation than one would have received if one did not self-handicap
    - Especially true when the handicap is perceived as being under one's self-control (low effort)

## Individual Differences in Self-Presentation

- Personal and Social Identity (Cheek)
  - Individual vs. collective orientation
- Public Self-Consciousness (Carver + Scheier)
  - Attention orientation (standards of public behavior, outward/inward)
- Need for Social Approval (Paulhus)
  - Motivational orientation
- Self-Monitoring (Snyder)
  - Motivational orientation
  - Attempts to control self-presentation

## Self Monitoring

- High self-monitors
  - Strive to be the right person for every situation
  - Use social knowledge / cues to guide behavior
  - Possess cognitive and behavioral skills needed to play many roles successfully



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- Low Self-monitors

- Value consistency between who they are and what they do
- Use attitudes, beliefs, and feelings to guide behavior
- Social acuity and social skills less well developed (?)
  - Just less motivated

- Impact a wide-range of behaviors

- High Self monitors

- Prefer situations w/ clear guidelines for behavior
- More attracted to public careers
- More adept at reading facial expressions
- Better at communicating a wider range of emotions
- Many and varied friends suited to activities
- Exhibit less congruence between attitudes and behavior

- Cross-cultural comparison (Gradykunst)

- Influence of individualism-collectivism

- Samples:

- 2 individualistic cultures (US & Australia)
- 3 collectivistic cultures (Japan, Hong Kong, Taiwan)
- Responses to the self-monitoring scale administered and compared between cultures

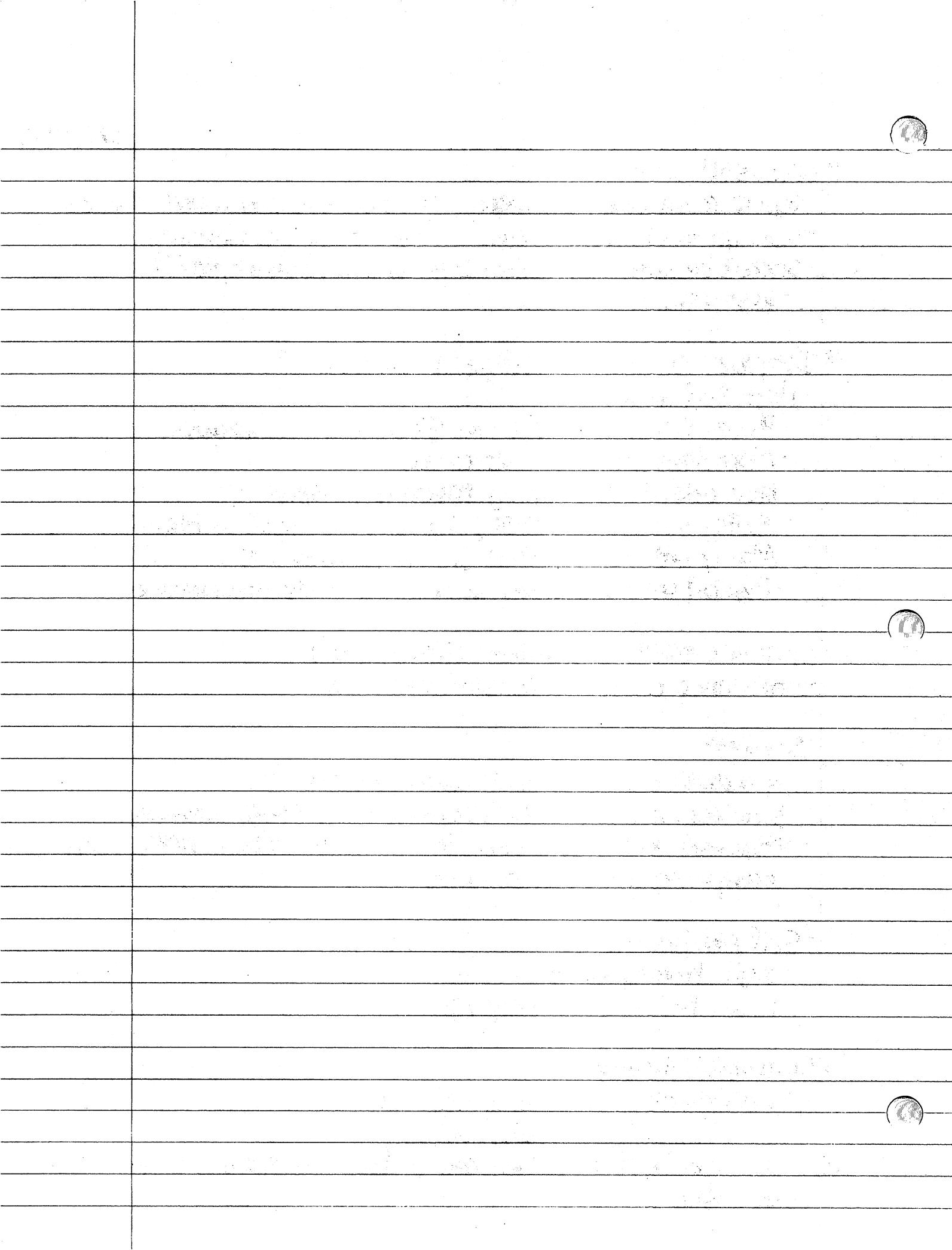
- Self Monitoring

- High: Prototypicality
- Low: Enduring self-image/actions

- Cultural Influences

- Individualistic cultures focus on self

⇒ Higher levels of self monitoring for individualistic cultures than collectivistic cultures



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- Problem: Imposed scale made in US on other cultures  
That's why they found more self-monitoring in individualistic cultures (presentation)
- Actually the same self monitoring  
• Collectivistic try hard to fit in, whereas we try hard to stand out

