**Chapter 4: The Self
Lecture Outline for March 19, 2012**

1. Who am I?: The self-concept
	1. The self: the “I” and the “me”
	2. Self-concept vs. self-esteem: how do I evaluate myself? (*competence* and *liking*)
	3. Self-awareness; *Private* and *public* aspects
		1. Self-consciousness: the chronic form
2. How does my self play into my everyday life?: Self-regulation
	1. Working self-concept
	2. Cybernetic theory of self-regulation
	3. Self-efficacy and personal control
	4. Self-discrepancies: actual versus ideal self; actual versus ought self
3. What does my self-knowledge look like?
	1. Self-schemas
	2. Self-complexity
4. How do I know who I am?: Sources of self-knowledge
	1. Socialization; feedback from others
	2. Reflected appraisals
	3. Self-perception (Bem, 1972); labeling arousal states (Schachter, 1964)
	4. Environmental distinctiveness
	5. Social Comparison Theory (Festinger, 1954)
		1. A drive to evaluate ourselves
		2. Compare to others when no standards
		3. Similar others as a reference point
			1. *Downward* and *upward* comparisons
	6. Social identity
	7. Culture and the self
		1. Independent and interdependent selves
5. What lies behind my daily self-regulation?: Motivation and the self
	1. Accuracy
	2. Consistency
		1. Self-verification
	3. Self-improvement
	4. Self-enhancement
		1. Positive illusions
		2. Self-affirmation (coping with stresses/blows to self-esteem)
		3. Self-evaluation maintenance model (Tesser, 1988)
6. How do I want to be seen?: Self-presentation
	1. Making a good impression
		1. Self-promotion, ingratiation, modesty
		2. Cultural differences in promotion and prevention
	2. Self-handicapping: dealing with failure