**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