K I N G S Social Psychology Concepts

Self-Concept Theory Applied

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Many factors and biases contribute to how we view not just others, but ourselves. Some of these factors are listed below. Applying these principles is as important as knowing them theoretically. Provide personal examples for each of the principles below.

1. Self-serving bias:

We tend to overrate ourselves on +ve traits. A *Self-enhancing tendency*

1. Actual, ideal and ought self:

We have conflicting views of our self. How we really are (actual self), how we want to be ideally (ideal self) and how people think we ought to be (ought self)

1. Fundamental Attribution Error:

When dealing with others we tend to overestimate the dispositional (*internal*) causes of behavior or fail to adequately take in to account the situational (*external*) constraints on behavior. We do the opposite with ourselves (overestimate situational and underestimate dispositional)

1. Social Comparison (upward and downward):

We create a self-concept relative to others. We compare ourselves to people you are better (upward comparisons) and worse (downwards comparisons) in order to evaluate ourselves

1. ‘Multiple selves’

Where we are a different version of ourselves in different situations

1. Self-sabotage

Where we create a situational effect, in which something is harder or doesn’t work for us in order to blame the *situational factors* for our failure, instead of risking the failure being attributable to dispositional factors.

1. Illusion of Control

We tend to overestimate the amount of control we have over uncontrollable events

1. Impression Management

Control of information we make available about ourselves to others

1. Ingratiation

Attempts to control another person by appearing more attractive or likeable

1. The Looking Glass

Where other people’s views of you have affected how you see yourself