

Chapter Two:

The Self and Perception

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Chapter Two Goals

- Define “self-concept”
- Define “self-awareness”
- Define “self-esteem”
- Discover the process of self-disclosure
- Learn the nature and workings of perception
- Explain the strategies of impression management

The Self in Human Communication

Who you are and how you see yourself influence not only the way you communicate but also how you respond to the communication of others.

- Self-concept
- Self-awareness
- Self-esteem
- Self-awareness

Self-Concept

The image you of who you are, it's how you perceive yourself.

Sources of Self Concept

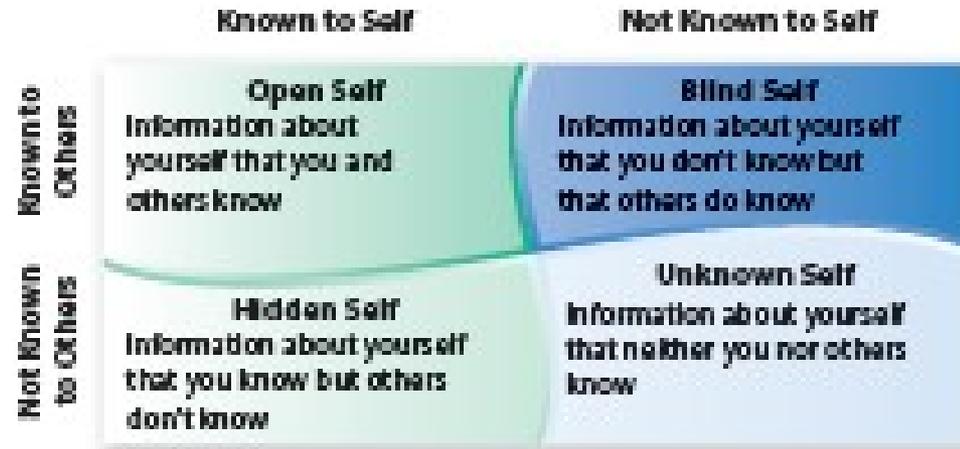
- Other people's images of you
- Social comparison
- Cultural teachings
- Self-interpretations and self-evaluations



Self-awareness

- Who am I?
- Basic to all communication and is achieved when you examine several aspects of yourself as they might appear to others as well as to you
- Johari window is a tool that measure what we know and don't know about ourselves

Your Four Selves



(a)



(b)

Growing in Self Awareness

- Listening to others
- Increasing your open self
- Seek information about self
- Dialogue with yourself



Self-Esteem

- Attack self-destructive beliefs
- Beware of the Imposter Phenomenon
- Seek out nourishing people
- Work on projects that will result in success
- Remind yourself of your successes
- Secure affirmation

Self-Disclosure

- A type of communication in which you reveal information about yourself



The Rewards of Self-Disclosure

- Gain self-knowledge
- Improved coping abilities
- Communication enhancement
- More meaningful relationships

Rewards of Self-Disclosure

- Better self-knowledge
- Stronger coping abilities
- Improved communication
- Meaningful relationships

Dangers of Self-Disclosure

- Personal risks
- Relationship risks
- Professional risks

Remember...like all communication, self-disclosure is irreversible. You can not self-disclose and then take it back.

Guidelines for Making Self-Disclosures

Things to consider:

- The motivation
- The appropriateness
- The disclosures of the other person
- The possible burdens self-disclosure might entail

Self-Disclosing at Work?

- Assume it may be repeated
- Realize it may be used against you
- May lead to a loss of power
- Disclosing a disability is your decision
- You are not obligated to disclose based on a colleague's decision too

Guidelines for Facilitating and Responding to Others' Disclosures

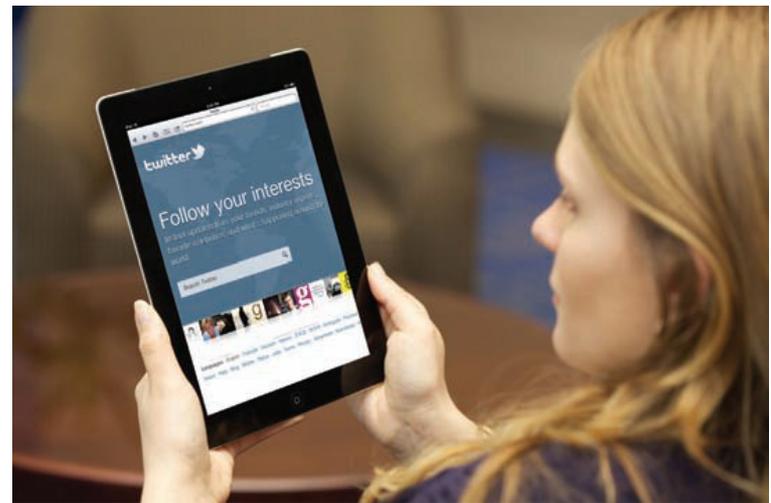
- Support and reinforce the discloser
- Be willing to reciprocate
- Keep the disclosures confidential
- Don't use the disclosures against the person

Your Rights in Self-Disclosure

- Resist pressure to self-disclose if you are uncomfortable
- Do not be pushed into disclosing
- Be indirect and move to other topics
- Be assertive in protecting yourself

Stages of Perception

- Perception is a continuous series of processes that blend into one another. For discussion purposes, we divide these into five stages.



Stimulation (Stage 1)

- First stage: our sense organs are *stimulated*
- Selective perception
- Selective attention
- Selective exposure

Organization (Stage 2)

- At the second stage, you organize the information your senses pick up. There are three rules that we tend to follow:
 - Proximity: Physical closeness
 - Similarity: Items that look alike
 - Contrast: Opposite of similarity

Interpretation-Evaluation (Stage 3)

- Subjective
- Influenced by experiences, needs, wants, values, expectations, physical and emotional state, gender, and beliefs, rules, schemata, and scripts

Memory (Stage 4) and Recall (Stage 5)

- Memory (Stage 4)
 - Storage of stimulation
 - “Cognitive tags”
- Recall (Stage 5)
 - Reconstruction
 - Inaccuracies

Impression Formation

An academic term for what we do everyday. We use a variety of processes to manage these impressions, called impression formation processes.

- Self-Fulfilling prophecy
- Primacy-Recency
- Stereotyping
- Attribution of Control

Self-fulfilling Prophecy

This occurs when a prediction becomes true because you act as if it were true.

1. Formulate a prediction or belief
2. Act towards situation as if belief were true
3. Because of your actions, belief becomes true
4. Your observed effect reinforces the belief

Primacy-Recency

- Primacy effect – What comes first exerts the most influence on your overall perception
- Recency effect – What comes last exerts the most influence on your overall perception
- Be careful of relying to heavily on first impressions

Stereotyping

- One of the most common shortcuts in perception
- Fixed (and often distorted) impression of a group of people
- Causes us to overlook individual characteristics and see people solely based on the stereotype

Attribution of Control

- Process of explaining why someone acted as he or she did.
- Three potential errors:
 - Self-serving bias
 - Overattribution
 - Fundamental attribution error

Increasing Accuracy in Impression Formation

- Analyze impressions
 - Recognize your own role in perception
 - Avoid early conclusions
 - Beware of the just world hypothesis
- Check your perceptions
 - Describe what you see/hear and seek confirmation
- Reduce your uncertainty
- Increase cultural sensitivity

Impression Management: Goals and Strategies

- Also called: self-presentation or identity management
- Refers to the processes you go through to communicate the impression you want other people to have of you

Strategies of Impression Management

- Affinity-seeking and politeness
- Credibility
- Self-handicapping
- Self-deprecating
- Self-monitoring
- Influencing
- Image-confirming

End Show