

The Public Self

“All the world’s a stage – the men and women, merely players”
-Shakespeare

FAME

- The private self is inextricably linked with the public self
- A recent NY Times poll showed that ____% of people under the age of 35 want to be famous

The “looking glass” self

- Our self-image comes from others
 - Charles H. Cooley (sociologist)
 - Self-esteem = “_____ appraisal”
 - We feel good about ourselves to the extent that others regard us highly

Approaches to Self-Presentation

- Impression Management (IM)
 - Managing the impression you make on others
 - Several IM tactics have been identified
- Self-monitoring
 - Self-calibration to “fit in” or please others
 - A personality variable (Mark Snyder)

The Self-Monitoring Scale

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

High Self-monitors

- Often called _____
 - Display different attitudes and personality traits
 - Good at getting what they want from others
 - Flexible, and sensitive to social cues
- Social implications
 - Tend to have _____ friends for different activities
 - Tend to have a lot of (but not very close) friends

Possible occupations

- Acting, entertainment
- Politics, Diplomacy
- Courtroom Law
- Sales, Public Relations
- Funeral director

Low Self-monitors

- Prefer to “be themselves” in every context
 - Tend to display _____ attitudes and personality traits
 - Often characterized as more honest or forthright, they can also be rigid and stubborn
- Social implications
 - Tend to have _____ friends for all activities
 - Tend to have fewer, but closer, friends

Possible occupations

- Drawn to jobs that allow them to express other, core personality traits
- If compassionate, happiest in “helping professions” (e.g., social work)
- If materialistic, happiest making money (e.g., business)

A Personality Variable

- Self-monitoring represents individual differences in the willingness to “change one’s demeanor” to get what we want
- Most of us score in the middle – sometimes we are flexible, sometimes we are not

William James – The Public Self

- “Man has as many social selves as there are individuals who recognize him and carry an image of him in their minds.”
- Was he a high or low self-monitor?
- You might think highs are more concerned with their public self-image, compared with lows
- But lows are equally concerned with this
- In their case, the image they strive to project is one of _____ being concerned with their public image
- So, the “ultimate goal” of highs and lows is similar – projecting a desired public image
- Thus, in general, people are concerned with “_____”

Impression Management Tactics

- There are 5 main IM strategies
- The goal of each is to maintain or increase social power
- Intimidation
 - Elicits _____ in others by projecting the capacity and the inclination to deliver negative outcomes
 Impression sought: _____
 - Used by people in _____-power roles
- Supplication
 - Elicits _____ in others through self-deprecation and appeals for help
 Impression sought: _____
 - Used by people in _____-power roles
- Exemplification
 - Elicits _____ in others by creating the impression of moral superiority
 Impression sought: _____
 - Often used by activists, charity workers, religious workers, vegans
- Ingratiation
 - Try to elicit the _____ of others through flattery, opinion conformity, doing favors
 Impression sought: _____

Who uses it? _____

- Should you worry about the “ingratiator’s dilemma”?
- Self-Promotion
 - Try to elicit the _____ of others by “talking up” one’s skills and achievements

Impression sought: _____

Although it is thought to be used effectively by everyone, we’ll soon see that this is not so

The next slide shows there are risks as well as benefits to each of these

The next slide is to see if we can “spot the examples” in our culture

Self-promotion

- Self-promotion does not mean “boasting”
 - Most people don’t like bragging
- Self-promotion means
 - Talking about your accomplishments in a straightforward, direct manner
 - Making internal attributions for your success
 - Being confident about your skills

Questions

- Do you think men and women use self-promotion equally?
- Do they self-promote in the same way?
- Are they equally effective when using self-promotion?

The Feminine “_____”

Research shows that _____ are more modest in face-to-face interactions

Why? I decided to try to find out

Self-Promotion Research

- In graduate school, my interest was peaked
 - Advice from mentors
 - Watching male and female job candidates
- My instincts were that both men and women needed to self-promote to be viewed as competent
- BUT that women who used it would not be _____

Why does this matter?

- In I/O studies, self-promotion has been shown to increase perceptions of competence (and starting salaries)
- People who are more “modest” are not viewed as qualified for high-status jobs
- Thus, self-promotion increases your _____ in the eyes of others

Women’s double bind

- Women are also often not viewed as qualified for _____ jobs
- To be viewed as “worthy,” women ought to self-promote more, right?
- Yet, being liked is as important as being viewed as competent for hiring decisions
- If female self-promoters aren’t liked as much as male self-promoters, that leaves women stuck
- They are “damned” if they don’t self-promote and “damned” if they do

Job Interview Study (Rudman & Glick, 1999)

- Subjects ($N = 200$) read about a Computer Lab Manager position
 - Required technical skills, working well under pressure, a competitive spirit
- They watched a videotape of the applicant (target)
 - Male or female
 - SP or Modest
- 4 target conditions: SP male, SP female, modest male, modest female

Target conditions

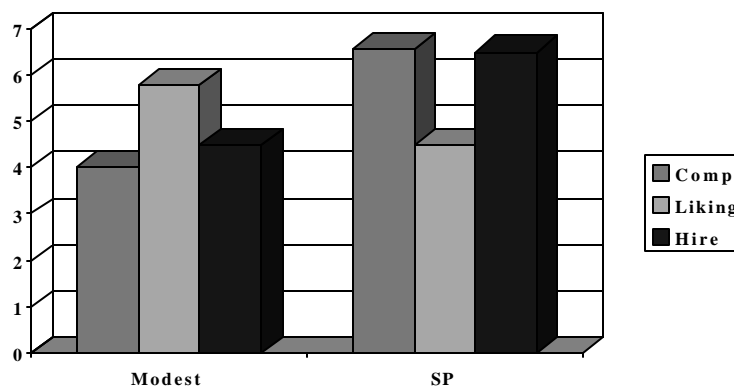
- Targets answered the same questions, written on the video screen
- Male and female targets used the same script
- SP targets were self-confident
 - They spoke directly about their skills
- Modest targets were less so
 - They spoke more hesitantly

Examples of Target Responses follow

Method, cont'd

- The target answered 7 questions (examples):
 - “Do you tend to crumble under pressure?”
 - “Are you by nature a competitive person?”
- Subjects then rated the target
 - Competence
 - Likability
 - Hireability
 - ⋮
 - ⋮

Results for IM strategy



Results are combined for male and female targets

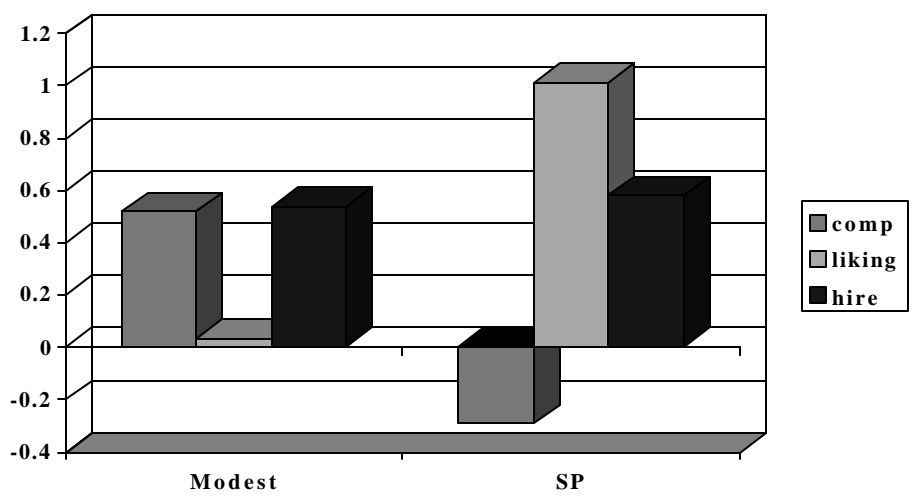
Overall Results

- It looks like self-promotion is the way to go!
- But did it lead to equally positive results for men and women?
- Let's look at the results when they reflect sex discrimination

For each bar in the slide below, high scores mean the MALE job applicant received higher ratings than the FEMALE applicant did. Thus, for modest applicants, male and female applicants were rated essentially the same on liking (the bar is about zero)

⋮

High Bar = Sex discrimination



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Summary Results

- Modest men and women rated as likable, but not very competent (or hireable)
- SP men rated as competent, likable, and hireable
- SP women rated as competent, but less likable and

Women's "double-bind"

- This shows the double-bind that women are in
- They can be viewed as competent, but run the risk of losing to men based on their likeability
- Or they can be viewed as likable, but then they run the risk of losing to men based on their competence

I call sanctions against strong women the _____ effect

Are there subject sex differences?

- In one experiment, male and female subjects interviewed (in person) BOTH a SP man and a SP woman
- The subjects all asked the same questions
- Of course, the confederates couldn't use the same script for this study – Male confederate said different things
- Nevertheless, they were both self-promoting, and they were both viewed as equally competent
- Subjects then decided which confederate they would choose for a game partner (computerized version of "Jeopardy")
- Subjects were told they could earn money if they performed the game well (i.e., selected a hot partner)

Hypothesis

Should self-promoting women be less discriminated against now? Yes/No
What happened?

Men: _____

Women: _____

Possible Explanation for Backlash

- Why is there a double standard for self-promotion?

- First, women are expected to “be nice” more than men are
- Self-promotion is probably viewed as “not nice”

⋮

Gender Stereotypes

- | | |
|-----------------------|-----------------------|
| • Descriptive | • Prescriptive |
| • Men are more | • Women are more |
| – ambitious | – supportive |
| – leadership-oriented | – loving |
| – rational | – kind |
| – competent | – sensitive to others |
| – powerful | – helpful |
| – able | – nicer |
| – AGENTIC | – COMMUNAL |

A prescriptive stereotype means that groups members **SHOULD** behave that way (or else!)

Consistent with this idea

- Research on female bosses
 - People don’t like female bosses who are “bossy” (directive style)
 - They are happy with male bosses who are either directive or participatory
 - No sex differences for this finding
- The Principal and her table
- Supreme Court case: Hopkins v. Price-Waterhouse