



CHAPTER THREE



**Social rules govern
our behavior in a
variety of settings,
and social roles
often dictate the
proper way for
people to behave.**



Social scientists use the term significant other to describe a person whose evaluations are especially influential in one's life and who help determine our self-concept. i.e. parents, friends.



The self-concept is a relatively stable set of perceptions individuals hold about themselves.

Self-esteem is the part of the self-concept that involves evaluations of self-worth.



High or low self-esteem has a powerful effect on communication behavior.

People who feel good about themselves have positive expectations about how they will communicate.



Everyone's self-concept is shaped by reflected appraisal: perceptions of the judgment of those around her or him.



**Characteristics of self-
concept: subjective,
flexible, can resist
change**

**The tendency to seek
information that
conforms to an existing
self-concept has been
labeled cognitive
conservatism.**

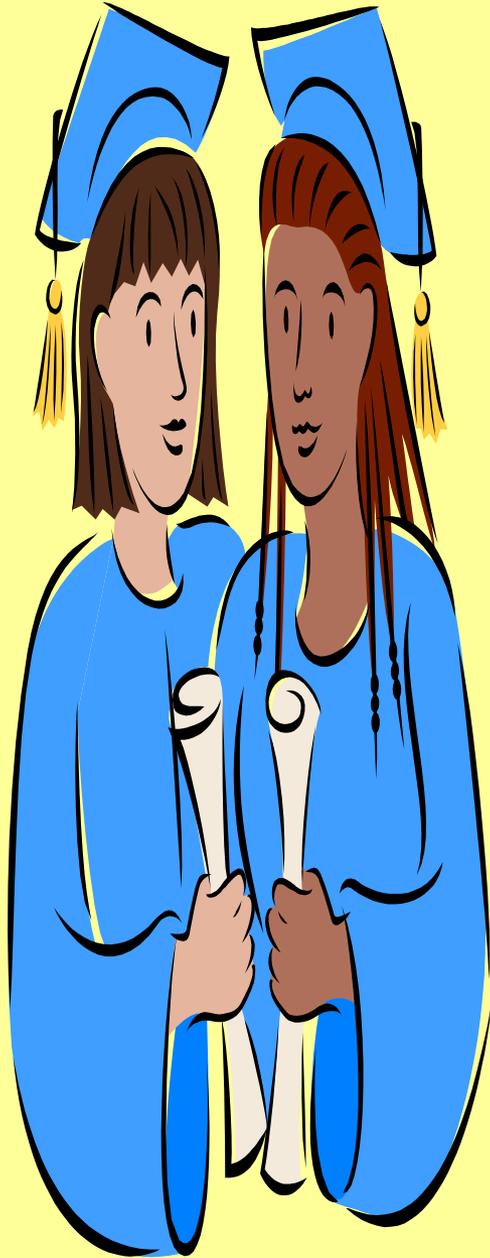


**The stages for
changing your self-
concept: 1. have
realistic expectations
2. have a realistic
perception of self 3.
have the will to
change 4. have the
skills to change**



The process of social comparison involves evaluating ourselves in terms of how we compare with others.

Reference groups are those people against which we use to evaluate our own characteristics.



A self-fulfilling prophecy occurs when a person's expectations of an event and his/her subsequent behavior based on those expectations make the outcome more likely to occur than would otherwise be true.



4 stages of self-fulfilling prophecy: 1) holding an expectation for self or other / 2) behaving in accordance with that expectation / 3) the expectation coming to pass / 4) reinforcing the original expectation



**The perceived self
is the person you
believe you are in
moments of honest
self-examination.**



In contrast to the
perceived self, the
public image
which is the way
we want to appear
to others.



Identity management involves the strategies people use to influence how others view them. Identity management occurs for two reasons: based on following social rules and conventions, and also with the aim to achieve a variety of content and relational goals. In both cases, communications engage in creating impressions by managing their manner and appearance, along with the settings in which they interact with others.