Social Psychology

Lecture I

Topic: objective self-awareness and self-monitoring
The theory of objective self-awareness (OSA)

1. The attention of a person (P) can be directed towards external events or towards the self.
   - Environmental stimuli like mirrors, cameras, or the audition of the own voice can produce a state of objective self-awareness in P.

2. While in the state of OSA, P pays special attention towards the own person, the own atmosphere, standards, and attitudes.

3. OSA emphasizes discrepancies between the own standards and the own behavior. If the behavior falls behind the standards, a motive of discrepancy reduction is generated by
   - changes of behavior or
   - defensive reactions (e.g. denial of responsibility).

4. Conditions that raise aversive OSA states are being avoided.

Pryor et al. (1977): Self-focused attention and self-report validity

• Sociability scale
  – I feel that I can usually communicate well with members of the opposite sex.
  – Sometimes I „freeze up“ when around very attractive women. (inverted item)
  – Sometimes I am so shy it bothers me. (inverted item)
  – I enjoy getting acquainted with most people.

• Applied in a standard and a mirror condition

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<thead>
<tr>
<th>Correlation of Sociability values with</th>
<th>in the standard- mirror condition</th>
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<tr>
<td>DV1: Sociability rating by the female confederate</td>
<td>r = .29</td>
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<tr>
<td>DV2: Number of spoken words</td>
<td>r = .08</td>
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Self-monitoring

- High self-monitoring implies
  1. concern with the social appropriateness of one’s self-presentation
     • _At parties and social gatherings, I do not attempt to do or say things that others will like._
  2. attention to social comparison information as cues to appropriate self-expression
     • _When I am uncertain how to act in social situations, I look to the behavior of others for cues._
  3. the ability to control and modify one’s self-presentation and expressive behavior
     • _I can look anyone in the eye and tell a lie with a straight face._
  4. the use of this ability in particular situations
     • _I may deceive people by being friendly when I really dislike them._
  5. the respondent’s expressive behavior and self-presentation is cross-situationally variable
     • _In different situations and with different people, I often act like very different persons._

- **Low** self-monitoring implies **high** consistency of attitudes and behavior.