William James
- Distinguished between the “Me” (known) and the “I” (knower); self is malleable, multifaceted, and conscious
- The “Me”
  - Material self: individual’s body and possessions
  - Social self: image of self portrayed to others
  - Spiritual self: collection of states of consciousness; “when we think of ourselves as thinkers”; elicits emotions (pride) and goals (self-preservation)
- The “I”
  - The Thinker
  - Permanent agent behind passing states of consciousness
  - “Soul”, “transcendent Ego”, “Spirit”

Charles H. Cooley
- Observed the development of his own children, which he used to construct his theories; study on early use of self words
- Focused on connection between society and individual
- “Looking-glass self”
  - We imagine how we must appear to others
  - We imagine the judgment of that appearance
  - We develop our self through the judgments of others

George Herbert Mead
- Mind, Self, and Society (1934)
- Symbolic interactionist
- Human beings base their understandings of the social world through “play” and “game”
- A note on behaviorism
  - Behaviorism movement (1915-1955)
  - Backlash against introspectionists who relied on introspection and self-report to understand the human mind; private, subjective experience

Behaviorism
- Positivism: only phenomenon that can be concretely measured are suitable for scientific analysis
- Mechanism: thoughts play no role in directing behavior; thoughts are epiphenomenal
- 1950s and beyond
  - 1950s: self was “dead” in psychological theory
  - 1970s and 1980s: resurgence of interest in the self
    - Cognitive revolution
      - Relied heavily on empirical methods
      - Quantitative data
- Current trends in the study of the self
  - Back to a more social view of the self
Lecture 6

- **Relational self**: the self in relation to significant others
  - **Significant others**: actual individuals whom one knows, with whom one feels some degree of closeness, and usually with whom one shares a relationship that can be normatively or idiosyncratically labeled

- **Activation of the relational self**
  - Relies on idea of working self-concept
  - Contextually activated
  - What is activated?
    - Attributes and role-based conceptions of the self
    - Positive and negative self-evaluations
    - Goals and motives
    - Self-regulatory strategies
    - Behavioral tendencies

- **Automatic activation of the relational self**
  - Shah
    - Subliminally primed subjects with words related to “Father”
    - Had subject complete an anagram task (unscramble words)
    - Also related
      - Closeness to father
      - Father’s desire for them to have good analytic skills
    - Found that Ss persisted longer at anagram task when:
      - Close to father
      - Father values analytic skills

- **Self with other representations**
  - “Who I am when I’m with Meghan.”
  - Clusters of attributes for particular significant others = self-with-other representations
  - Can be specific or general
    - Self with professor Pickett (specific) vs. self with professor (general)

- **Relational schemas**
  - **Relational schema**: schema for the self and significant other in the self-other relationship, linked by an interpersonal script
  - **Script**: typical patterns of relating between self and others derived from past interpersonal experiences; if-then contingencies
  - Activation of significant other schema activates if-then contingencies, which can impact self-evaluations

- Baldwin, Carrell, and Lopez
  - Participants were either practicing or non-practicing Catholic women
  - Read a story that contained sexual material
  - ½ were primed subliminally with image of scowling Pope; ½ primed with scowling stranger
  - Rated their own moral worth