- **Self-schemas**: cognitive generalizations about the self, derived from past experiences, that organize and guide the processing of self-related information
- Schema for best friend: likes chocolate, friendly, gives to charity, gets angry easily
- Schema for self

**Self-schemas and judgments of self**
- **Markus**
  - 3 groups: independence-schematics vs. dependence-schematics vs. aschematics
  - Presentation of independence or dependence trait adjectives
  - “Me” or “not me”
  - Dependent variable:
    - Trait endorsement
    - Reaction time
  - Results:
    - **Aschematics**: don’t think of the traits as being important or self-defiant
    - People who saw themselves as dependent appeared more dependent
    - Independent people were fastest with independent traits
    - Aschematics was same for both

- **Fong and Markus**
  - 3 groups: extravert-schematics vs. introvert-schematics vs. aschematics
  - Subjects were asked to find out about another person
  - Subjects selected more schema-related questions to ask and were more confident when rating person on schema-relevant traits
  - Schematics are “experts” in their domain

- **Self-complexity**
  - There are individual differences in the complexity of self-schemas
  - **Linville**:
    - Some people have many different self-aspects, which they keep distinct from each other. Each role these people play in life, each goal they have, each activity they engage in, has its own separate existence in their self-image. These people are high in self-complexity. Other people’s self-aspects are less distinct from each other (lower in self-complexity).
    - 106 college students asked to sort trait adjectives to reflect their self-concepts in different roles
      - **High self-complexity**: lots of roles, little overlap
      - **Low self-complexity**: fewer roles, more overlap

- **Self-complexity and well-being**
  - Study design:
    - Students completed self-complexity measure
    - Students reported current stressors (for example, relationship difficulties, financial concerns)
    - Same measures 2 weeks later and measures of depression and illness
People universally have a desire to be viewed as appropriate, good, and significant in their own culture.

However, this common underlying motivation may be expressed in Western contexts as a desire for SE and in Asia, cultural contexts as a desire for maintaining face.

Face: having significant others believe that they are meeting the consensual standards associated with their roles.

- To be adored or to be known
  - Would you rather have a roommate who has unrealistic, but highly positive views of you or a roommate who sees you more realistically?
  
  **Self-verification theory**
  - Stable self-views provide the individual with a sense of coherence
  - People think and behave in ways that promote the survival of their self-conceptions, even if their self-views are negative.

- Swann, Pelham, and Krull
  - Had participants report their best and worst attribute in a pretest questionnaire
  - Had participants interact with three other potential partners
  - Gave participants false feedback regarding the potential partners’ perceptions of them
  - Three potential partners
    - Enhancing and verifying (made a favorable appraisal of the participant’s best attribute)
    - Enhancing but not verifying (made a favorable appraisal of the participant’s worst attribute)
    - Nonehancing but verifying (made an unfavorable appraisal of the participant’s worst attribute)
  - Results
    - When they are both verifying, they choose the one that enhances
    - When they are both enhancing, they choose the one that verifies
    - Choose non-enhancing over non-verifying
      - Would rather have someone appraise you accurately

- Roommate study
  - People with positive self-views wanted to keep roommate when roommate matched their self-views
  - People with negative self-views did not want to keep their roommate if they had a positive appraisal of them.

- Strategies of self-verification
  - Developing an opportunity structure
    - Displaying signs and symbols
    - Selective interaction
    - Interpersonal scripts
  - Seeing more self-confirmatory evidence than exists
    - Attention