SKP3501 TOPIC 3
SELF PRESENTATION
(SELF DISCLOSURE)

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Man attempts to control and manage other people’s impression towards himself.
Self-disclosure matrix

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<table>
<thead>
<tr>
<th>Known to Self</th>
<th>Not-known to Self</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Known to Others</strong></td>
<td><strong>Not-known to Others</strong></td>
</tr>
<tr>
<td><strong>The Public Self/Arena</strong>  Shared awareness</td>
<td><strong>The Blind Self</strong>  Visible but unaware self</td>
</tr>
<tr>
<td><strong>The Private Self</strong>  Façade, Hidden Agenda</td>
<td><strong>The Unknown</strong>  Double signals, symptoms, field turbulence, dreams, etc.</td>
</tr>
</tbody>
</table>
My name is Ryan and I would like you to call me that. 2 of my strengths are that I am friendly and that I am relatively creative in certain things. I would like to improve my IT skills in using computers and applications this coming year or this year. I like to play badminton as a sports activity. I like to spend some time during the weekends spending time with my family.
INTRODUCTION

• Man wants to be look good in the eyes of other people.
• Man behaves in such a way that other people will accept him.
• Man act as a chameleon – change its colour according to environment.
• Why?
  – To be accepted
  – To make other people happy
  – To gain rewards
  – To gain good impression from other people.
• Self presentation: behavior of a person aims at influencing other people impression toward him/her.
• Example: during interview for job; almost in every time or every where we actually behave accordingly, why?
Think carefully and then tell yourself about me.
Facebook: Self presentation

What are People Using Top Facebook Applications For?

- Community
- Misc
- Social Good
- Fortunes
- Events
- Dating
- Naming
- Play with digital pet
- Play game
- Media sharing
- Tell me about me
- Send gift
- Profile enhancement
- Social selection
- Play social game
- Social comparison
- Enhanced communication
- Communication

Figure 6: Distribution of Daily Activity in Top Applications, Measured in Share of Total Daily Active Usage (28.4 million total, averaged for week ending 11/18/07).
WE ARE AN ACTOR

• An actor attempt to show his best acting as possible in front of audients - to get rewards (awards).
• Man is an actor – to manage / control his interaction with other people.
• Man attempts to control/manage other people’s impressions towards himself.
• Man attempts to present himself with multiple / various identity to other people, based on the “scripts”.
• The best actor will receive a award/reward.
Self Presentation and Impression

Presenting self identities to others

INDIVIDUAL

Others make an impression towards us

OTHERS
We live on a stage of theater

• Erving Goffman: The presentation of self in everyday life.
• Dramaturgical analogy; man is an actor who attempts to make other people/audients happy.
• Thus, man wants to be seen good in the eyes of other people through presenting various identity (roles).
• For this purpose, man are willing to deceit, pretending, manipulative etc. in order to be seen good.
• All these is for the purpose to have good / positive impressions from others.
The acceptance of presented self

• Man wants his presented self should be accepted.
• Self which is presented should be agreed by others (there should be a consensus).
• But, it is always true, which is rejected by others (no consensus).
• Sometimes it is challenged.
• If he couldn’t defend the self, he will feel shy.
• Then make him to involve in “face work”.
Negotiation for identity

- Identity presented is not necessarily accepted (rejected), other might give other identity.
- There is a “negotiation” for identity presented.
- Only after it is accepted/agreed, then the interaction become smooth.
- If the negotiation failed, then a problem in interaction.
CLASSIFICATIONS OF SELF-PRESENTATION

• Many techniques people use to present themselves.
• What we do/say, our dress and belongings communicate what we are. (verbal and nonverbal).
• Method/techniques depend on people needs.
• Categories:
  A. Assertive: active self-presentation.
  B. Defensive: not to let other know the negative self.
  C. Tactic: for the short term
  D. Strategic: for the long term
Ingratiation
Supplication
Exemplification
Self Promotion
Competence & expertise
Attractiveness
Self-disclosure
Status & practice
Self-enhancing communication
Opinion conformity
Favor doing
Entitlement
Enhancement
Self-identification
Blasting
DEFENSIVE SELF PRESENTATION

Tactics
- Excuses
- Justification
- Disclaimers
- Self-handicapping
- Apologies

Strategies
- Pathological use of excuses
- Strategic self-handicapping

Accepting the responsibility on negative behavior
A promise to behave positively in the future
A promise to improve the behavior
Alcohol, drug addiction
Test anxiety
Hypochondriac
A. ASSERTIVE TACTICS OF SELF-PRESENTATION

• Self presentation in assertive way, for short-term purpose.
• Aim to gain instant rewards.
• To arouse other emotion – to be liked, respected, or sympathized by others
• Types:
  1. Ingratiation(*bermuka-muka*)
  2. Intimidation
  3. Supplication
  4. Self promotion
  5. Exemplification
1. Ingratiation

- Attempt to present self by showing the positive own self / other self.
- Goal: to gain rewards (promotion, being employed etc.)
- Danger: if other people realize the self presented is false, other might irritated.
- 4 ways using ingratiation tactic:
  - self-enhancing communication
  - other enhancing communication
  - opinion conformity
  - favor doing
a. self-enhancing communication

• Presenting positive traits (smart etc) which can attract other people.
• Ingratiate in front of future in-law, boss, teacher etc.
• Different from boasting behavior (egoistic, arrogant).
b. Other enhancing communication

• By praising other people – mention people name.
• Support the self of others.
• BUT if the praise is not true, it will have negative effect.
c. Opinion conformity

- Agree with others’ attitude, value and opinions.
- Become a “Yes Man”.
- Pretending to conform.
- Used by a person who is dependable on other people e.g. boss (for promotion or not to be punished)
d. Favor doing

• Helping others
• Based on “social exchange” principle.
• Used to influence others’ action.
• Example: Used by politician to get the votes.
2. **Intimidation of others**

- To portray / present him self as a dangerous person.
- Normally with physical and verbal intimidation
3. Supplication

- Presenting him self as a weak person; aim to get sympathy from others.
- A weak person can gain something.
- The successful supplication: the problem is not because of own mistake (internal), but from external reasons.
4. Self promotion

- Portraying self as having capable / efficient identity.
- Can be differentiated from ingratiation.
- Self-promotion – want other people to recognize, appreciate our ability.
- Ingratiation – want other people to like our self.
- Self-promotion – to achieve immediate objective.
- Specific types of self-promotion:
  - Entitlement
  - Enhancement
  - Self-identification
  - Blasting
a. Entitlement

• Claim good names from what we have done.
• Example: from new invention
• More effective if other people claim for us.
b. Enhancement

• To show (verbal statement) that the self is effective and skilled when it able to overcome challenges.
• When we get a good result in a test, we say that the test is hard/difficult, proper etc – the purpose to enhance our self.
• If we failed – the we say that the lecturer is unfair etc.
c. Self identification

- Attempt to relate our self with other good names (group, status etc).
- Using the principle of “association”
- To promote positive impression to others.
- Aim: to be appreciated, liked and rewards.
d. Blasting

- Promote our positive self through downgrading other people self.
- Promote our positive identity by making negative statement of rival groups or persons.
- Negative evaluation towards out-groups (the group that we hate).
- Example: Politician downgrade the opposition party because to be seen good.
5. Exemplification

• To have appreciation from others by giving good / positive example for others.
• Social roles bring with it exemplification; role as a parent, give good example (model) to the children.
B. DEFENSIVE TACTICS OF SELF PRESENTATION

- Defend our self if it is denied or questioned by others.
- Aim to restore the ruined identity.
- The spoiled identity will cause a person to feel ashamed/embarrassed - that threaten his self.
- Thus, a person attempts to save his spoiled self – facework.
- Types of Defensive Tactics:
  - Excuses
  - Justification
  - Disclaimers
  - Self-handicapping
  - Apologies
1. Excuses

• Sigmund Freud – defense mechanism.
• Excuse: explanation used to convince others that we are not responsible for what had happened or what we did.
• Fail exam we say that the paper is too difficult; what was not taught is what was asked.
• Attempting to reduce responsibility.
• Two type of excuses:
  – Denial of having intention to get involve with the problem.
  – Assert that having less control on certain behavior
• Type of accuse: not having control on physical and behavioral.
• A person gives excuses to run away from social responsibility.
2. Justification

• Giving rationale to what we have wrongly done.
• Accepting responsibility but provides overriding reason for behavior.
• Reasons / accuses given to protect the self from ruin / to recover the ruined self.
• Aim to lessen the negative reaction form other people.
• Example: Government increase the tax – the justification is for the purpose of providing good infrastructure.
3. Disclaimers

- Excuses and justifications given in advance before something negative happen.
- Offering explanations before predicaments (difficulties) occur.
- Tell some one about a negative thing will happen before doing something; then if something bad thing happen he is not to be blamed.
- Before studying in a medical program, a student told his mother the program is too difficult; thus if he fail, he is not going to be blamed.
- Attempt to prevent negative impression before it happen.
4. Self-handicapping

- There is a person who is intentionally making the goal to become difficult to achieve.
- Setting up obstacles to success
- A person intentionally create obstacles in achieving goal / achievement.
- Why? Fear of not able to achieve the goal / achievement.
- By creating obstacles, if he fails, he and the other will blame the obstacles as the factor of failure.
- If successful in achieving the goal (although with obstacles), his self will be enhanced.
5. Apologies

• When a person does not able to keep away from behaving negatively he will apologize (as for forgiveness).
• Admitting guilt and responsibility; expressing remorse and guilt.
• Aim to lessen the negative reaction from others.
• Kinds:
  – Accepting the responsibility on negative behavior.
  – A promise to behave positively in the future
  – A promise to improve the behavior.
C. ASSERTIVE SELF-PRESENTATION STRATEGIES

• Tactical self-presentation is for the short-term.
• For long-term self-presentation, strategic self-presentation should be used.
• It involves “self-construction” self development.
• Focusing on developing good name / long-last identity
• To build a positive traits which is to be known by others.
Types of ASSERTIVE SELF-PRESENTATION STRATEGIES

1. Competence and expertise
2. Attractiveness: Personal attraction: seen attractive – physical, social and psychological by others.
3. Self-disclosure: tell others about our self.
4. Status and prestige: present our status and prestige to others to gain some respects.
D. DEFENSIVE SELF-PRESENTATION STRATEGIES

• Attempts to prevent the negative self from being hated by other people.
• Not letting others to perceive negative at our self.
1. Pathological use of excuses

- Pathology – study of diseases.
- Pathological excuses – the using of strategy to avoid from being perceived as responsible for the negative behavior.
- Symptoms of using pathological excuses.
  - The frequent of using excuses.
  - Excuses give are too extreme.
  - The excuses will result in the development of self-schemata, in-line with the excuses given.
2. **Strategic self-handicapping**

- A person intentionally create barriers for his self to take on a certain responsibility.
- Why, because he can defend his self is he is unable to take on / shoulder the responsibility.
- Among the self-handicapping strategies:
  1. Alcoholic, drug addiction.
  2. Test anxiety
  3. Hypochondriac
Differences between people in ways and techniques of self-presentation.

Needs and ways are influenced by several factors:

1. Affiliation needs.
2. Self-awareness
3. Machiavellianism
• Man is as a chameleon.
• Human life is based on ‘script”, act based on situation and environment.
• Man attempts to control other people impressions towards himself.
• Man want to be seen good in the eyes of other people.
• Thus, man use various methods in order to bee seen good in the eyes of other people due to various reasons.