Self-concept overall idea of who we think we are. It is developed through our interactions with others and through social comparison that allows us to compare our beliefs and behaviors to others.

Looking glass self explains that we see ourselves reflected in other people’s reactions to us and then form our self-concept based on how we believe other people see us.

Social Comparison Theory states that we describe and evaluate ourselves in terms of how we compare to other people based on two dimensions: superiority/inferiority (attractiveness, intelligence, athletic ability, and so on) similarity/difference.

Self-esteem refers to the judgments and evaluations we make about our self-concept; more specifically an evaluation of the self; general and specific elements.

Self-Efficacy refers to the judgments people make about their ability to perform a task within a specific context.
Self-discrepancy theory states that people have beliefs about and expectations for their actual and potential selves that do not always match up with what they actually experience.

The actual self consists of the attributes that you or someone else believes you actually possess.

The ideal self consists of the attributes that you or someone else would like you to possess.

The ought self consists of the attributes you or someone else believes you should possess.

Self-presentation is the process of strategically concealing or revealing personal information in order to influence others’ perceptions.

Self-serving self-presentation entails behaviors that present a person as highly skilled, willing to challenge others, and someone not to be messed with.

Prosocial self-presentation entails behaviors that present a person as a role model and make a person more likable and attractive.
Intrapersonal communication is communication with oneself using internal vocalization or reflective thinking; triggered by some internal or external stimulus; takes place only inside our heads.

Internal vocalization, or talking to ourselves, can help us achieve or maintain social adjustment.

We also use “self-talk” to let off steam, process emotions, think through something, or rehearse what we plan to say or do in the future.

Here is a fun example of Intrapersonal Communication from a Seinfeld episode:

https://www.youtube.com/watch?v=2aMISACsgXQ
<table>
<thead>
<tr>
<th></th>
<th>Definition</th>
<th>Changeable?</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudes</td>
<td>Learned predispositions to a concept or object</td>
<td>Subject to change</td>
<td>I enjoyed the writing exercise in class today.</td>
</tr>
<tr>
<td>Beliefs</td>
<td>Convictions or expressions of confidence</td>
<td>Can change over time</td>
<td>This course is important because I may use the communication skills I am learning in my career.</td>
</tr>
<tr>
<td>Values</td>
<td>Ideals that guide our behavior</td>
<td>Generally long lasting</td>
<td>Effective communication is important.</td>
</tr>
</tbody>
</table>
Key Terms
Self-concept
Looking glass self
Social Comparison Theory
Self-esteem
Self-Efficacy
Self-discrepancy theory
actual self
ideal self
ought self
Self-presentation
Self-serving self-presentation
Prosocial self-presentation
Intrapersonal communication
Attitude
Value
Belief