

Self-knowledge

TALL - Describes you?
CREATIVE - Capital letters?
rich - Describes you?
MUSICAL - Describes you?
shy - Capital letters?
punctual - Describes you?
FUNNY - Capital letters?
dishonest - Capital letters?
healthy - Capital letters?
POLITICAL - Describes you?
HUNGRY - Capital letters?
MECHANICAL - Describes you?
likable - Capital letters?
talkative - Describes you?

'Describes you' words	'Capital letters' words
TALL	CREATIVE
rich	shy
MUSICAL	FUNNY
punctual	dishonest
POLITICAL	healthy
MECHANICAL	HUNGRY
talkative	likable

The self-reference effect

Self-regulatory resource model

Introspection

- Why did you pick your major?
- Why are you liberal/conservative?
- Why do you like the music you like?
- Why did you choose your “significant other?”

Causal theories

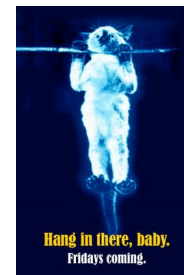
Think of a number

A Gray Elephant in Denmark



1. We often cannot accurately introspect.
2. Instead, we invent plausible-sounding theories.
3. This can be harmful to our decisions.

Reasons-generated attitude change



Self-perception theory

The overjustification effect

- Intrinsic vs. extrinsic motivation
- Don't undermine intrinsic motivation!

Praise

- Praise for effort vs. praise for ability
- Mindset (Dweck)
 - fixed
 - growth

Self-handicapping

- Reported vs. behavioral
- Berglas & Jones (1977)

The “logic” of self-handicapping

	Succeed	Fail
Self-handicap	“I must be <i>really</i> good”	“I have an excuse”
Don't Self-handicap	“It's only because I tried so hard”	“I must be <i>really</i> bad”