Chapter 2
The Self, Perception, and Communication

Chapter Goal
- To increase accuracy in your perception and get closer to reality on both sides in order to have improved communication.
- Perception = Reality

Communication & the Self
- Self-concept defined
- Self-esteem
- Reflected appraisal
Culture & Self-concept

- Individualism
- Collectivism

Self-fulfilling Prophecy

- Defined:
  - “When a person's expectation of an event makes the outcome more likely than would otherwise be true.”
- Influence on your behavior
- Influence on another's actions

Perception: Defined

- Your perception refers to the messages you take in and what meaning you give them. Or, i.e., what narratives you make of the messages taken in.
Common Perceptual Tendencies

• Attribution
  - Stereotyping
  - Self-serving bias
  - Favor negative impressions over positive
  - Influenced by what is most obvious
  - Cling to first impression

Perception & Culture

• Sympathy

• Empathy
  - Perspective taking (facts)
  - Emotional dimension (feelings)

Taking on Someone Else’s Perception
Perception Checking

1. A description of the behavior you noticed or are wondering about. 
   *(Use neutral/observable language)*

2. At least two possible interpretations of the behavior. 
   *(Use tentative “I” statements)*

3. Request for clarification/confirmation.

Comm. and Identity Mgt: Impression Management

- Why manage our impression?
  - Perceived Self
  - Presenting Self

Characteristics of Identity Mgt.

- Can be conscious or unconscious
- People differ in their degree of identity mgmt