

Running Head: THE EFFECTS OF EXTRAVERSION, OPENNESS

The Effects of Extraversion, Openness to Experience and Status on
Self-Presentation: Literature Review

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Abstract

Self-presentation has been described as attempts by people to make favorable or desired impressions of themselves on other people in order to avoid social disapproval and gain social approval. There could be two factors in determining who is more likely to use self-presentation strategies. Personality differences may be relevant in identifying who is more likely to use self-presentation. Highly extraverted individuals and highly open individuals may use self-presentation less, whereas people lower in extraversion and lower to openness to experience may use self-presentation more. Status is the second factor that will be discussed. If an individual feels threatened by a relatively higher status individual, they may be more likely to use self-presentation strategies. There is no known research in the relationship between an individuals' personality type and their use of self-presentation. There is also no known research to determine whether an individual is placed in a situation with someone of a higher status and if they will use self-presentation strategies more.

The Effects of Extraversion, Openness to Experience and Status on Self-Presentation

The central assumption of self-presentation theory presented by Iedema and Poppe (2001) is that people attempt to create desired impressions on others. The particular impression that is desired depends on the situation. Situations such as a job interview or a first date would typically require one to make a good impression; therefore, many people use self-presentation in these situations. Perhaps some individuals are more likely to use self-presentation strategies. There may be a few factors that impact who will use self presentation strategies and in what situations they are more likely to be used. The purpose of this review to try to determine what type of person is more or less likely to use self-presentation strategies and in what situations these strategies will be used.

Self Presentation

Self-presentation strategies can be assertive, self-promoting, ingratiating or defensive (Ellis, West, Ryan & DeShon, 2002). Assertive tactics are used to create the impression that one is the type of person with particular beliefs, opinions, knowledge, characteristics or experiences. Self-promoting tactics include; specific self-promoting utterances, entitlements, enhancements and overcoming obstacles; in all of these tactics, individuals try to create the impression that they possess the desirable qualities and play up their accomplishments to seem competent. Ingratiation tactics are used evoke interpersonal liking and attraction between the individual and their audience. Opinion conformity and other enhancement are examples of ingratiation tactics. Defensive tactics include excuses, justifications and apologies, all of which are used to protect or repair one's impression to others (Ellis, West, Ryan & DeShon, 2002).

There are three underlying motives behind the use of self-presentation strategies. The first motive is to maximize one's cost benefit ratio in social situations (Iedema & Poppe, 2001). Many people believe that by conveying the right impression on others, they will receive desired outcomes and avoid undesired outcomes. Some desired outcomes may be interpersonal, such as approval and friendship and others are material, such as a raise in salary (Iedema & Poppe, 2001). The second motive underlying self-presentation strategies is regulation of self-esteem. The reactions individuals get from other people can cause their self-esteem to either increase or decrease; therefore, many people want to make impressions that will have self-esteem enhancing effects (Iedema & Poppe, 2001). The third motive is the development of desired identities. If someone wants others to see him or her as a nice and caring person, he or she will most likely develop the identity of a nice and caring person (Iedema & Poppe, 2001).

Attempting to create a desired impression on others can be a fundamental aspect of romantic attraction, occupational and organizational success, claiming desired identities and making friends (Vohs, Baumeister & Ciarocco, 2005).

It has been suggested that by adulthood, most people have some common way of presenting themselves in familiar situations, but they have a more difficult time presenting themselves in new and different situations (Vohs, et al., 2005). People may find it increasingly necessary to portray the best impression of themselves in new situations to receive success in that situation, but when people are talking with their friends or coworkers, presenting themselves in the best light seems easier because these situations are familiar and easily get their desired impression across (Vohs, et al, 2005).

Pontari and Schlenker, 2000 suggested that people have multiple agendas. They describe an agenda as a goal and an accompanying plan or script for goal achievement, which provides the instructions that guide people in presenting themselves publicly. These agendas can be at the foreground or the background of self-presentation. When presenting your self in the best possible way, self-presentation is in the foreground of attention. When self-presentation is in the foreground, people are very aware of the impressions they want to make and are much more likely to plan their performance, and to closely observe their performance and the reactions from their audience (Pontari & Schlenker, 2000). When the goal one wants to attain is relatively unimportant self-presentation is in the background. When talking to a group of friends or on the telephone, self-presentation strategies are a routine for the individual. Friends or co-workers already know how the individual presents themselves, and are obviously accepting of that presentation, or one would not attain the desired outcomes from using self-presentation, and change how they would present themselves (Pontari & Schlenker, 2000).

Automatic or Controlled Self-Presentation

Pontari and Schlenker suggest that self-presentation strategies can be automatic or controlled. Self-presentation strategies that occur effortlessly and in a routine are automatic. The impressions that people have portrayed regularly in the past seem to be guided by goal-dependent, automatic processes (Pontari & Schlenker, 2000). Controlled strategies are those that require concentration and planning. Situations such as a job interview or first date have an important agenda; therefore, people may have a plan of what they want to say and how they want to say it, making the self-presentation strategies a controlled process. Some research indicates that automatic self-presentation is

beneficial because it conserves cognitive resources that can be used on other tasks (Schlenker & Wowra, 2003). Compared to controlled processes, automatic self-presentation (a) can be more self-flattering, perhaps because people do not adjust their presentation to be more modest, (b) are less likely to interfere with recall of other interactions with people and (c) are less likely to be distracted by other things that occupy cognitive resources (Schlenker & Wowra, 2003).

An Audience's Impact

The audience also has an impact on the self-presentation strategies used in a situation. Audiences, real or imagined, can prime or activate the self-presentation strategies that individuals will use (Schlenker & Wowra, 2003). The audience can also have negative self-esteem effects on the individual. Some self-presentation strategies can lead to embarrassing or negative results. Turnley and Bolino (2001) suggest that for every desired impression there is the risk of attaining an undesired impression. For example using ingratiation can lead the individual to be perceived as likeable, but on the other hand, this same individual could also be seen as a “suck-up”, and an undesired impression is formed. Similarly, a person engaging in self-promotion hopes to come across as confident and competent; however, he or she is at risk of looking conceited instead (Turnley & Bolino, 2001). Because self-presentation strategies may lead to embarrassment, and this can be distressing, many people seek to avoid self-presentation failures. However, some individuals try to avoid self-presentational failures, and these can be associated with dangerous health risks.

Self-Presentation Dangers

Extreme use of self-presentation strategies are associated with serious health risks.

Leary and colleagues (1994) state that great concern of the impressions portrayed to others can increase health risks as diverse as cancer, HIV infection, substance abuse and eating disorders. Although the increasing need to use condoms has been advocated for many years, some individuals are still not using them to protect against pregnancy and infections. Self-presentational concerns have been reported as one of the reasons. People report that they feel embarrassed to buy condoms. Further, some individuals believe that by purchasing condoms they will be seen as promiscuous; as a result many individuals do not use condoms when they should be used.

Because people tend to draw more favourable impressions of attractive people, people are understandably concerned with maintaining a somewhat attractive appearance. In North America, thin is ideal and the drive to be thin has resulted in many unhealthy behaviours. Self-presentation concerns about appearance can be healthy, such as eating healthy and exercising, but some concerns are unhealthy. Excessive concerns about one's social image can lead certain people, particularly women, to starve or purge themselves in an attempt to be thin (Leary, et al., 1994).

Self-presentation strategies are strongly involved in the decision to use alcohol, tobacco and illicit drugs (Leary, et al., 1994). People rarely drink, smoke or use drugs for the first time on their own. This being said, perhaps individuals believe that the use of alcohol and drugs can help their social image and grant them acceptance by their peers. Smoking, drinking and drug use can also be seen as rebellious, therefore, many individuals who want to be seen as rebellious will smoke, drink and use drugs to portray a rebellious, "I don't care" appearance (Leary, et al., 1994). High use of tobacco and alcohol has been implicated time after time to cause cancer and other life threatening

diseases. Obviously some individuals need to make a lifestyle change, but these changes are unlikely if individuals continue to believe that engaging in these activities will create a better impression of them to others.

Self-presentation is used in a social context, and when in a social context personality differences may be relevant. Certain people may be more prone to use self-presentation than others. Perhaps someone's personality influences how and when people will use self-presentation.

Personality Differences

The past decade has witnessed a renaissance of factor models of personality traits, such as the Big Five (Digman, 1997). The Big Five has been the most widely accepted model of personality traits. There have been differences in defining these traits, but the five traits have generally been accepted as: 1) extraversion 2) agreeableness 3) conscientiousness 4) neuroticism and 5) openness to experience. Extraversion and openness to experience were chosen to be the focus of study.

Extraversion

Extraversion is described as the characteristics of one's interpersonal behaviours; warmth and assertiveness are examples of extraversion traits (Clancy Dollinger, 1995). Extraverts have been described as; sociable, fun-loving, affectionate, friendly and talkative (McCrae, 1997). Several studies have indicated that extraversion is moderately correlated with positive affect (Lucas & Fujita, 2000). Individuals who are sociable, outgoing and active tend to experience more pleasure in social activities than do people who are quiet, less outgoing and less active (Lucas & Fujita, 2000). It was hypothesized by Lucas and Fujita (2000) that extraverts may be happier than introverts because they

receive greater enjoyment from being in social activities. It was also suggested that because of extraverts' temperament they experience greater pleasant affect, and they suggest that this is perhaps due to the fact that have a greater sensitivity to rewards. If extraverts have a greater sensitivity to rewards, perhaps this could make them more likely to experience pleasant affect and to engage in active, approach-oriented behaviour (Lucas & Fujita, 2000). Similarly, Larsen and Ketelaar (1991), suggested the relationship between extraverts and average levels of positive affect and the relationship between neuroticism and average levels of negative affect. It was concluded that extraversion predisposes people toward positive affect, whereas neuroticism predisposes people toward negative affect (Larsen & Ketelarr, 1991). In this same study, it was suggested that extraversion predicted levels of positive affect ten years later.

Openness to Experience

Open individuals are those with more open-minded values, aesthetically-orientated tastes and high levels of curiosity (Clancy Dollinger, 1997). Openness has also been described as the tendency to be original, to be imaginative, to have broad interests and to be daring (McCrae, 1997). Open individuals are highly motivated to seek out new and varied experiences. They do not wait for excitement, they go out and find it (Baer & Oldham, 2006). Open individuals are also more willing to change their existing attitudes or behaviours once a new idea or situation has been presented (Flynn, 2005). Openness to experience has also been associated with divergent thinking and creativity, however, those low in openness to experience are said to have lower levels of divergent thinking and creativity because they find comfort in routine events (Flynn, 2005). Individuals who score low on openness prefer a familiar way of doing things and familiar

settings in which these events take place (Flynn, 2005). In contrast, individuals high in openness to experience grow tired of the same routines and situations, therefore, open individuals receive pleasure from searching for new excitement.

These two factors could influence how an individual will be in a situation. Because of the qualities that highly extraverted and open individuals possess, perhaps they will use self-presentation strategies less. Extraverts and open individuals have a tendency to feel comfortable and enjoy being in new and varied situations, these individuals could feel less need to make a good impression or to make themselves look better to the other people in the situation.

Status

Other variables could affect how and when individuals use self-presentation strategies. One of these variables could be status. For example, if a person feels that they are of a relatively lower status than the person they are talking to, they may use self-presentation strategies more. The perceived threat from a relatively higher status individual may lead people to want to change their status level (Ellemers, Wilke & Knippenberg, 1993).

Many people believe that they are entitled to certain outcomes, and one's social status can determine whether they believe they are entitled to those particular outcomes (Prooijen, van den Bos & Wilke, 2002). People can perceive differences in outcomes (such as an individual's salary) depending in part on differences in status positions. (Prooijen, van den Bos & Wilke, 2002). If an individual feels that they are of an equal status to someone who has a greater salary than they do, this could lead to perceiving the other's salary as unfair.

Individuals who feel they are from a relatively lower status will be particularly motivated to improve their status level, to achieve a more favourable social identity (Ellemers, et al., 1993). Some strategies to improve an individual's status include, trying to leave a low status group in order to gain admission into a higher status group, or trying to upgrade the status of one's group (Ellemers et al., 1993). Perhaps when talking to people or groups of a higher status, individuals will use self-presentation strategies to present themselves as being from the same status as the person or persons to whom they are talking. An assumption among social identity theories is that membership in a high-status group is desirable because it may contribute to a positive social identity, whereas, membership in a group that has low status may negatively affect group members' social identity (Ellemers et al., 1993).

Many individuals' material, social and personal outcomes in life depend in part on how others perceive them, so self-presentation is important. However, some cases of self-presentation can lead to embarrassment and even serious health risks. There may be different factors that increase the prevalence of self-presentation use, personality traits and status could be two factors. However, there is no known evidence to suggest exactly who is most likely to use self-presentation strategies or in what type of situation they will be used. Perhaps with further research one would be able to identify exactly who and in what situations these individuals will use self-presentation strategies. This evidence could possibly be associated with a decrease in the number of HIV infections, eating disorders and alcohol and drug use.

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Abstract

Self-presentation has been described as attempts by people to make favorable or desired impressions of themselves on other people in order to avoid social disapproval and gain social approval. In a 2x4 factorial design, status was manipulated to see whether there was a relationship between the use of self-presentation strategies and the level of status (higher, equal to or lower) of another person. The situation was also manipulated to see whether people use self-presentation strategies differently in a formal situation (school) than in an informal situation (mall). It was hypothesized that people with lower levels of extraversion and openness to experience would use self-presentation strategies more than those with high levels because they would be more anxious about social situations. Eighty students from Algoma University College were given a personality test to measure their rate of extraversion and openness to experience. The students were asked to rate how they would feel in one of eight different social situations. No significant effect of either manipulation was detected.

The Effects of Extraversion, Openness to Experience and Status on Self-Presentation

The central assumption of self-presentation theory presented by Iedema and Poppe (2001) is that people attempt to create desired impressions on others. The particular impression that is desired depends on the situation. Situations such as a job interview or a first date would typically require one to make a good impression; therefore, many people use self-presentation in these situations.

Self-presentation strategies can be assertive, self-promoting, ingratiating or defensive (Ellis, West, Ryan & DeShon, 2002). Assertive tactics are used to create the impression that one is the type of person with particular beliefs, opinions, knowledge, characteristics or experiences. Self-promoting tactics include; specific self-promoting utterances, entitlements, enhancements and overcoming obstacles; in all of these tactics, individuals try to create the impression that they possess the desirable qualities and play up their accomplishments to seem competent. Ingratiation tactics are used to evoke interpersonal liking and attraction between the individual and their audience. Opinion conformity and other enhancement are examples of ingratiation tactics. Defensive tactics include excuses, justifications and apologies, all of which are used to protect or repair one's impression to others (Ellis et al., 2002).

There are three underlying motives behind the use of self-presentation strategies. The first motive is to maximize one's cost benefit ratio in social situations (Iedema & Poppe, 2001). Many people believe that by conveying the right impression on others, they will receive desired outcomes and avoid undesired outcomes. Some desired outcomes may be interpersonal, such as approval and friendship and others are material,

such as a raise in salary (Iedema & Poppe, 2001). The second motive underlying self-presentation strategies is regulation of self-esteem. The reactions individuals get from other people can cause their self-esteem to either increase or decrease; therefore, many people want to make impressions that will have self-esteem enhancing effects (Iedema & Poppe, 2001). The third motive is the development of desired identities. If someone wants others to see him or her as a nice and caring person, he or she will most likely develop the identity of a nice and caring person (Iedema & Poppe, 2001).

Pontari and Schlenker (2000), suggested that people have multiple agendas. They describe an agenda as a goal and an accompanying plan or script for goal achievement, which provides the instructions that guide people in presenting themselves publicly. These agendas can be at the foreground or the background of self-presentation. When presenting your self in the best possible way, self-presentation is in the foreground of attention. When self-presentation is in the foreground, people are very aware of the impressions they want to make and are much more likely to plan their performance, and to closely observe their performance and the reactions from their audience (Pontari & Schlenker, 2000). When the goal one wants to attain is relatively unimportant self-presentation is in the background. When talking to a group of friends or on the telephone, self-presentation strategies are a routine for the individual. Friends or co-workers already know how the individual presents themselves, and are obviously accepting of they way they present themselves, or one would not attain the desired outcomes from using self-presentation, and change how they present themselves (Pontari & Schlenker, 2000).

The audience also has an impact on the self-presentation strategies used in a situation. Audiences, real or imagined, can prime or activate the self-presentation.

strategies that individuals will use (Schlenker & Wowra, 2003). The audience can also have negative self-esteem effects on the individual. Some self-presentation strategies can lead to embarrassing or negative results. Turnley and Bolino (2001) suggest that for every desired impression there is the risk of attaining an undesired impression. For example using ingratiation can lead the individual to be perceived as likeable, but on the other hand, this same individual could also be seen as a “suck-up”, and an undesired impression is formed. Similarly, a person engaging in self-promotion hopes to come across as confident and competent; however, he or she is at risk of looking conceited instead (Turnley & Bolino, 2001). Because self-presentation strategies may lead to embarrassment, and this can be distressing, many people seek to avoid self-presentation failures. However, some individuals try to avoid self-presentational failures, and these are associated with dangerous health risks.

Extreme use of self-presentation strategies are associated with serious health risks. Leary and colleagues (1994) state that great concern of the impressions portrayed to others can increase health risks as diverse as cancer, HIV infection, substance abuse and eating disorders.

Although the increasing need to use condoms has been advocated for many years, some individuals are still not using them to protect against pregnancy and infections, such as HIV. Self-presentational concerns have been reported as one of the reasons. People report that they feel embarrassed to buy condoms. Further, some individuals believe that by purchasing condoms they will be seen as promiscuous; as a result many individuals do not use condoms when they should be used.

Because people tend to draw more favourable impressions of attractive people, people are understandably concerned with maintaining a somewhat attractive appearance. In North America, thin is ideal and the drive to be thin has resulted in many unhealthy behaviours. Self-presentation concerns about appearance can be healthy, such as eating healthy and exercising, but some concerns are unhealthy. Excessive concerns about one's social image can lead certain people, particularly women, to starve or purge themselves in an attempt to be thin (Leary, et al., 1994).

Self-presentation strategies are strongly involved in the decision to use alcohol, tobacco and illicit drugs (Leary, et al., 1994). People rarely drink, smoke or use drugs for the first time on their own. This being said, perhaps individuals believe that the use of alcohol and drugs can help their social image and grant them acceptance by their peers. Smoking, drinking and drug use can also be seen as rebellious, therefore, many individuals who want to be seen as rebellious will smoke, drink and use drugs to portray a rebellious, "I don't care" appearance (Leary, et al., 1994). High use of tobacco and alcohol has been associated time after time with cancer and other life threatening diseases. Obviously some individuals need to make a lifestyle change, but these changes are unlikely if individuals continue to believe that engaging in these activities will create a better impression of them to others.

Self-presentation is used in a social context, and when in a social context personality differences may be relevant. Certain people may be more prone to use self-presentation than others. Perhaps someone's personality influences how and when they will use self-presentation. This study was designed to examine this hypothesis.

The past decade has witnessed a renaissance of factor models of personality traits, such as the Big Five (Digman, 1997). The Big Five has been the most widely accepted model of personality traits. There have been differences in defining these traits, but the five traits have generally been accepted as: 1) extraversion 2) agreeableness 3) conscientiousness 4) neuroticism and 5) openness to experience. Extraversion and openness to experience were chosen to be the focus of this study.

Extraversion is described as the characteristics of one's interpersonal behaviours; warmth and assertiveness are examples of extraversion traits (Clancy Dollinger, 1995). Extraverts have been described as; sociable, fun-loving, affectionate, friendly and talkative (McCrae, 1997).

Open individuals are those with more open-minded values, aesthetically-orientated tastes and high levels of curiosity (Clancy Dollinger, 1997). Openness has also been described as the tendency to be original, to be imaginative, to have broad interests and to be daring (McCrae, 1997). Open individuals are highly motivated to seek out new and varied experiences. They do not wait for excitement, they go out and find it (Baer & Oldham, 2006).

These two factors could influence how an individual will behave in a situation. Because of the qualities that extraverted and open individuals possess, it is hypothesized that they will use self-presentation strategies less. Extraverts and open individuals have a tendency to feel comfortable and enjoy being in new and varied situations; it is hypothesized that these individuals will feel less need to make a good impression or to make themselves look better to the other people in the situation.

Other variables could affect how and when individuals use self-presentation strategies. One of these variables could be status. For example, if a person feels that they are of a relatively lower status than the person they are talking to, they may use self-presentation strategies more. The perceived threat from a relatively higher status individual may lead people to want to change their status level (Ellemers, et al., 1993). Individuals who feel they are from a relatively lower status will be particularly motivated to improve their status level, to achieve a more favorable social identity (Ellemers, et al., 1993). Some strategies to improve an individual's status include trying to leave a low status group in order to gain admission into a higher status group, or trying to upgrade the status of one's group (Ellemers et al., 1993). Perhaps when talking to people or groups of a higher status, individuals will use self-presentation strategies to present themselves as being from the same status as the person or persons to whom they are talking.

The variable of status was used in this study to determine whether people use self-presentation strategies more or less when faced with people of a different status than their own. It was hypothesized that the threat of a higher status individual will lead people to use self-presentation strategies to improve their impression to these individuals.

It was hypothesized that self-presentation strategies were more likely to be used:

- 1) by some people, especially those with low extraversion and low openness to experience, and,
- 2) in some situations, especially in situations where the individual feels they are of a lower status than another individual.

The purpose of this paper was to measure an individual's level of extraversion and openness to experience and to manipulate the status of an individual they would talk

to. This was done to discover whether there was a relationship between the level of extraversion or openness to experience an individual had and the status of another person they were talking to increased or decreased the amount of self-presentation strategies used. The situation in which the individual would talk another person was also manipulated to see whether there was a difference in the situation an individual was in and the amount of self-presentation used. A 2 x 4 factorial design was used.

Method

Participants

Eighty students from Algoma University College participated in this study, many of whom were from the introductory psychology classes. All participants were randomly selected, and received bonus marks from their instructor for participating in the study. The majority of the participants ranged from 18 to 23 years old. All participants gave written consent and were aware that if at any point during the study they felt uncomfortable they were free to withdraw with no penalty.

Materials and Apparatus

Participants were asked to complete two pencil-based check lists. The first check list was taken from Saucier's Mini Markers Test. This is a personality test and it was used to find the level of the participants' extraversion and openness to experience. The second check list that participants were asked to complete was developed to give examples of eight different situations and the participant's role in that situation. This check list was also created to manipulate the status of the individual they would be

talking to into lower, equal to or higher. A senior professor, a psychology TA, a fellow classmate and a grade eleven taking a tour of Algoma University were the roles used as people to whom they would have to talk to. The situation was changed to the mall where they would interact with the same people, but the status of these people should have no impact on the participants.

Procedures

For Saucier's Mini Markers test, respondents were asked to place a number from 1 (extremely inaccurate) to 9 (extremely accurate) to indicate how well they feel each trait describes them. Participants were asked to describe themselves as they are now, not how they see themselves in the future. Participants were also asked to describe themselves as they are generally or typically, as compared to others they know of the same sex and roughly the same age.

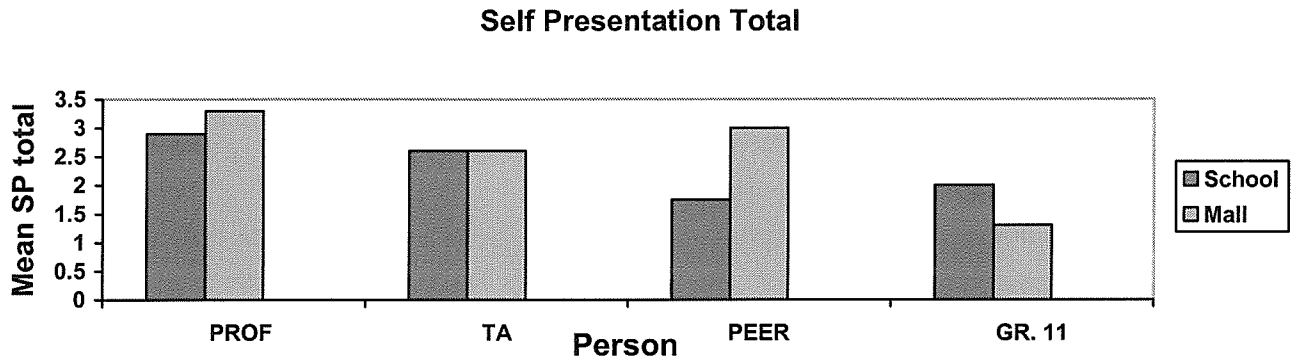
For the second check list respondents were asked to place an X on a continuum from Very to Very NOT. Participants were asked how friendly, eager to please, nervous, honest, concerned about their judgment and polite they would be to the person. An example from this check list was, "as you walk down the hallway of your school you see a senior professor who is very respected and admired. They stop to talk to you. Please place an X on the line that best describes how you would typically be in this type of situation".

Results

In conducting a 2x4 ANOVA, there was no effect of the status level of the person they were talking to in the scenarios and the amount of self-presentation used. There was

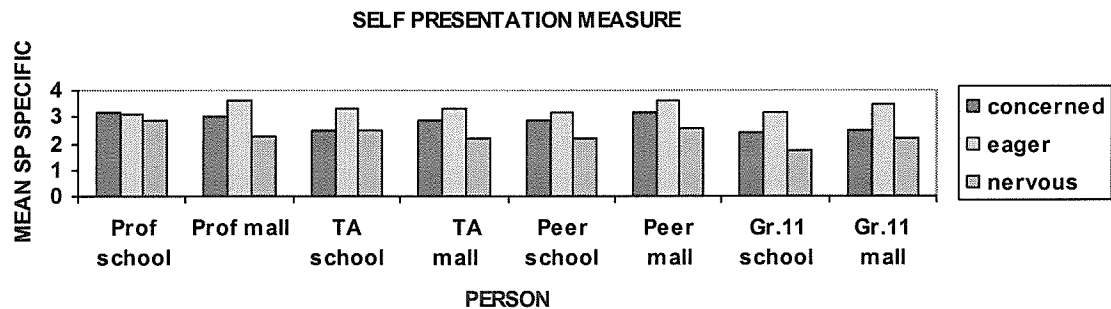
also no effect of the situation that the participant was in and the amount of self-presentation used. Therefore, the situation and the status of the person seemed to have no impact on how the participant used self-presentation. This is presented in Figure 1.

Figure 1



Six self-presentation measures were used, but only three were focused on. Eager to please, nervous and concerned about their judgments were chosen because it was hypothesized that these would be variables most likely to be used when engaging in self-presentation. There were no significant differences between the conditions on the scores for eager to please, $F(3,72) = .191, p = .903$, nervous, $F(3,72) = 1.545, p = .210$, and concerned about their judgment, $F(3,72) = .313, p = .816$. This is presented in Figure 2.

Figure 2



The second part of the hypothesis was that individuals low in extraversion and low in openness to experience would use self-presentation strategies more than individuals who are high in both of these categories. There were no statistically significant differences in the amount of extraversion, $F(3,72)=1.508$, $p=.220$, or openness to experience, $F(3,72)=.754$, $p=.532$, an individual had and their use of self-presentation strategies.

Discussion

. The results were not significant and the hypotheses were not supported. This study investigated whether an individual would use self-presentation strategies differently when placed in a formal situation such as their school, compared to an informal situation such as the mall. The status of the other individual was manipulated to see whether there would be an effect of a relatively higher status individual on the participant's use of self-presentation strategies. There was no main effect of the situation the participant was placed in. There was no main effect of the status of the person the participant was talking to. Therefore, there was no interaction between the status of the person they were talking to, the situation the participant was in, and the amount of self-presentation used.

There may be a few reasons for the non-significant results in this study. The first reason could be that perhaps just reading about a high or low status individual did not create the effect that was needed for individuals to use self-presentation strategies, because they did not feel threatened or uncomfortable by just reading about a person or a situation. Perhaps if the participants were instructed to interact with the target people this study would have generated significant results. If the participants interacted with the

target people and were aware that they could possibly be graded on their performance, this too could have perhaps lead to significant results in this study.

Another speculation for the non-significant results is that perhaps the status manipulation was not relevant to these participants. Perhaps if the researcher had actually asked people who they would want to impress and in what situations they would feel that they needed to make a good impression, and then used that information to create the scenarios, the hypothesis could have been supported. Perhaps a future boyfriend or girlfriend, their future in-laws or their boss would have caused people to use more self-presentation strategies.

Different situations could have also been used. Perhaps a job interview or a first date would have had a greater influence on people than simply being at their school.

Finally, perhaps how extraverted or how open an individual is has no impact on when or how they will use self-presentation strategies.

Conclusions

As previously stated, many individuals' material, social and personal outcomes in life depend in part on how others perceive them, so self-presentation is important. However, some cases of self-presentation can lead to embarrassment and even serious health risks, which could be a reason to develop a measure to discover exactly who is more susceptible to use self-presentation strategies and in exactly what situations these strategies will be used. Unfortunately, this study was unable to identify exactly who uses self-presentation strategies and in what situations they are used.. Perhaps a more appropriate title for this study is *The Failure to See an Effect of Extraversion, Openness to Experience and Status on Self-Presentation.*

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