



Impression Management Theory

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Objectives

- To describe the basic concept of impression management theory.
- To explore the different techniques of impression management.
- To explore the ethical and unethical aspect of impression management theory.
- To explore the application of impression management in our daily life.



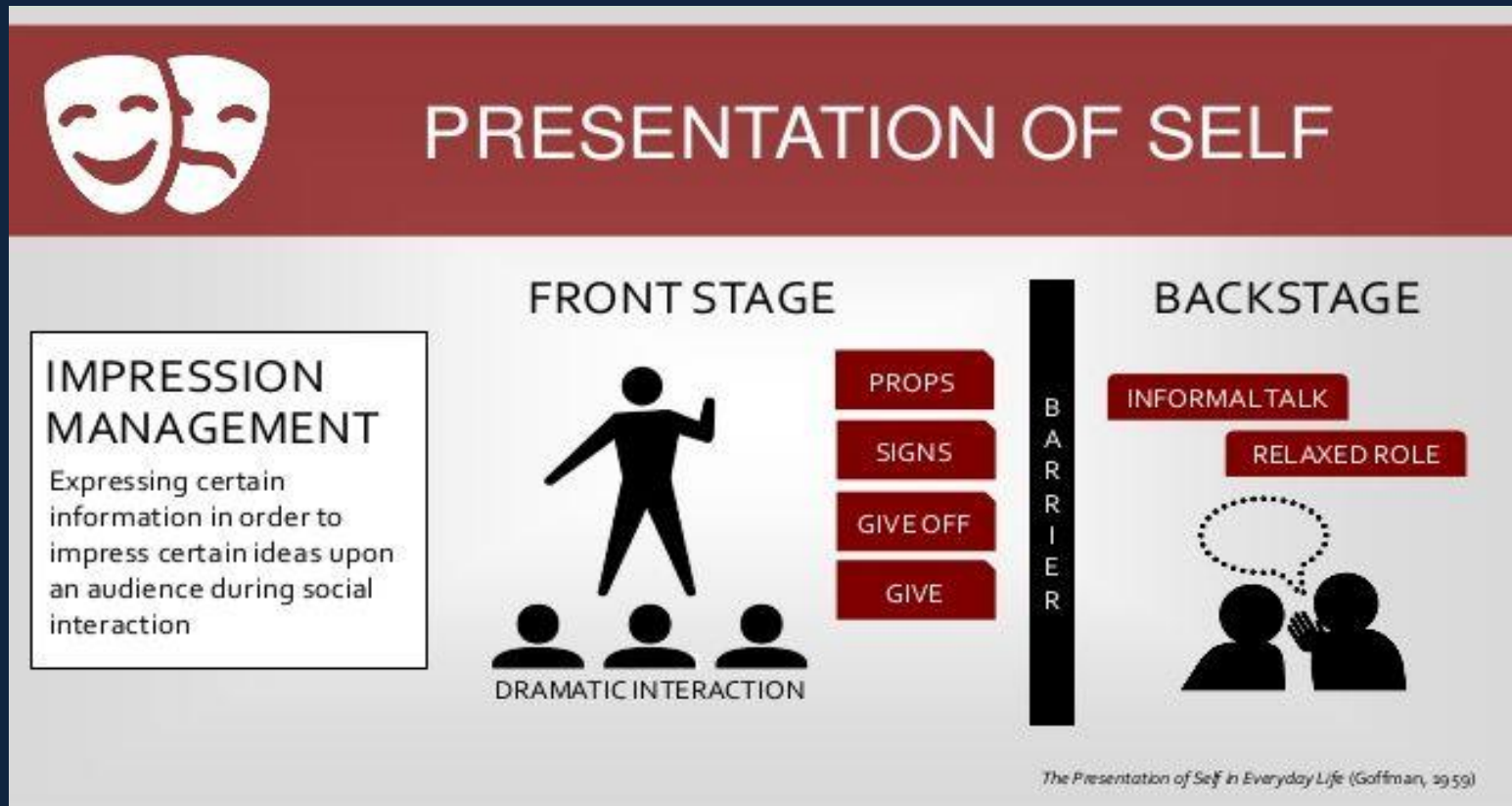
Impression Management Theory

Dramaturgy

- Sociologist **Erving Goffman** developed the concept of Dramaturgy.
- It is the idea that life is like a never-ending play in which people are actors.
- Stage is the every day life.

Stages

Goffman distinguished between:





Impression Management

- Just as on the stage, people in their everyday lives manage settings, clothing, words, and nonverbal actions to give a particular impression to others.
- **Book**-Presentation of self in everyday life, 1956
- Goffman described each individual's "performance" as the presentation of self; a person's efforts to create specific impressions in the minds of others.
- This process is called impression management.



Sign Vehicles

According to Goffman, we use various mechanisms, called Sign Vehicles, to present ourselves to others.

The most commonly employed sign vehicles are the following:

- Social setting
- Appearance
- Manner of interacting



Social Setting

- The social setting is the physical place where interaction occurs.
- We use Props, that give clues to how we want people think to us.

For Example:

- Doctor's Examination room
- Professor's Office



Appearance

- People's first impressions are based almost exclusively on appearance.
 - **Clothing**
 - rich or poor, whether we take care of ourselves
 - **Physical structure**
 - thinness or heaviness
 - attractiveness sometime linked to halo effect



Manner of Interacting

- Our Manner of Interacting consists of the attitudes we convey in an attempt to get others to form certain impressions about us.
- One of the most common ways to convey attitudes is through nonverbal communication.
 - **Gestures**
 - **Facial Expressions**
 - **Body Language**

Techniques

- Different techniques are used in daily life or work place and other occasion.





Ingratiation

Trying to be viewed as friendly and nice

Favor

- Favors means to do something nice to someone to get the other acceptance and gain other people approval.
- A method of seeming helpful.
- Used by helping others with an intention to be considered as a friendly person.



Ingratiation (Cont'd)

Trying to be viewed as friendly and nice

Conformity

- Practiced by changing belief or behavior according to particular group.
- Acceptance and consider the action that appropriate in front of other people.



Defensive

Protecting a tarnished image

Excuses

- Excuses refer to the person explanation about the behavior which is unacceptable.
- Applied when individual's negative behaviors or characteristics lead him or her to build negative impressions.
- Used this technique to protect individual's image.



Defensive (Cont'd)

Protecting a tarnished image

Apologies

- Admit the undesirable event with responsibility and say sorry.
- Acceptance and consider the action that appropriate in front of other people.



Self Focused

Showing own skills and capabilities

Self Promotion

- Draws practical attention to one's best qualities and achievements.
- Strategy to perceive good impression by emphasizing on achievements.
- Trying to be viewed as competent.



Self Focused (Cont'd)

Showing own skills and capabilities

Enhancement

- It includes efforts to boost ones physical appearance.
- It is an active self-presentation of a person aiming to enhance his image in the eyes of others.



Assertive

Constructing a favorable image

Flattery

- Is an assertive impression management technique to increase social attractiveness.
- Making statements that flatter, praise or compliment the target.



Assertive (Cont'd)

Constructing a favorable image

Exemplification

- Person tries to prove his sincerity, dedication and responsibility towards his work while creating a feeling of guilt among others.
- Will attempt to create an identity of dedication, sacrifice, commitment.
- Trying to be viewed as morally exemplary and becoming the example.

Impression management Styles Scale

The IMS Scale was constructed to measure impression management behavior based on the five self-presentational styles identified by Jones and Pittman (1982):

- **self-promotion** (trying to be viewed as competent),
- **ingratiation** (trying to be viewed as friendly and nice),
- **exemplification** (trying to be viewed as morally exemplary),
- **intimidation** (trying to be viewed as threatening), and
- **supplication** (trying to be viewed as helpless and weak).



Is impression management Ethical?

Impression management itself is not ethical or unethical.

- honest impression management
- deceptive impression management

Benefits of Impression Management

In familial relationships, the benefits are likely to include increased:

- family satisfaction
- increased familial trust
- increased feelings of safety and security among family members.

In a workplace:

- effective impression management benefits might include a greater likelihood to receive a promotion
- enhance a trusting, comfortable, and respectful relationship between employees and management teams

Conclusion

- We all engage in positive self presentation.
- We need to try to make favorable impressions.
- It is important to make a good impression on others when we care about their evaluation on us.





Thank You!