SELECTION OF SELF-PRESENTATION STRATEGIES IN NEGOTIATIONS AND BUSINESS MEETINGS: FACTORS INFLUENCING THE CHOICE

Aistė Mažeikienė¹, Kęstutis Peleckis²

¹Mykolas Romeris University, Ateities str. 20, LT-08303 Vilnius, Lithuania
E-mail: aiste@hrmanagement.lt
²Vilnius Gediminas Technical University, Sauletekio ave. 11, LT-10223 Vilnius, Lithuania
E-mail: kestutis.peleckis@vgtu.lt

Abstract. Factors determining the choice of self-presentation strategies are broken up into three basic groups: individual personal factors, inter-individual factors, situational (of social environments) factors, which may be conditionally attributed to the outside factors. All these factors are closely interconnected and interacting not only during the presentation, but also selecting goals and ways to achieve them. Thus, first of all it should be necessary to define stimuli affecting the person’s motivation for creating his own image in publicity and including not only the choice of a desirable image, but also a decision, what forms of a behaviour are the most suitable for developing such an image, i.e. to select self-presentation strategies. It is also important to take into account some outside situational factors and the existing in the society social norms, which could influence the presentation planning and performance.

Keywords: self-presentation, strategy of self-presentation, impression management, public self-awareness, self-monitoring.

1. Introduction

Self presentation in negotiation and business meetings is the process by which one part of negotiation represents his organization or enterprise to other part of negotiations (Adekola et al. 2008; Bivainis, Morkvėnas 2008; Ginevičius, Krivka 2008a, 2008b). This process occurs at both conscious and nonconscious levels and is usually motivated by a desire to please others and/or meet the needs of the self (Ginevičius 2009; Stankevičienė et al. 2008; Stankevičienė et al. 2009; Valentavicius 2009). Self-presentation in negotiation and business meetings can be used as a means to manage the impressions in different form of oneself (Ginevičius 2007a, 2007b; Ginevičius, Krivka 2008b; Grybaitė, Tvronavičienė 2008; Lobanova 2009). Strategic or tactical self-presentation (impression management) in negotiation and business meetings occurs when individuals seek to create a desired image or invoke a desired response from others.

Under some business situations may develop difficulties connected with performing the selected or attributed role, when keeping to the selected presentation strategy. There exist clear differences of self-presentation, when adapting to situation requirements (Baumeister et al. 1989).

After a generalisation of different self-presentation investigation data (Baumeister et al. 1989; Leary, Kowalski 1990), the factors determining the choice of self-presentation strategies are broken up into three basic groups: individual personal factors, inter-individual factors, situational (of social environments) factors, which may be conditionally attributed to the outside factors. All these factors are closely interconnected and interacting not only during the presentation, but also selecting goals and ways to achieve them. Thus, first of all it should be necessary to define stimuli affecting the person’s motivation for creating his own image in publicity and including not only the choice of a desirable image, but also a decision, what forms of a behaviour are the most suitable for developing such an image, i.e. to select self-presentation strategies. It is also important to take into account some outside situational factors and the existing in the society social norms, which could influence the presentation planning and performance.

The goal of the research was the analysis of theoretical aspects of the factors determining the choice of self-presentation strategies, to group them, to define stimuli affecting the person’s motivation for creating his own image in publicity, to select self-presentation strategies.

Research method: theoretically methodological analysis of literature.

2. Personal factors

The persons motivated once to create their own image may change their behaviour trying to influence other people’s opinion about themselves.
are inclined to influence others by a strategic presentation (Leary, Kowalski 1990). Personal, individual factors are one of basic sources of presentations dynamics (Smith 1987).

We are to review the basic for developing image the characteristics of the presenting individuals.

1. **Self-confidence.** By Baumeister (1989), a self-confident person should be not inclined to apply defensive strategies of presentation. On the contrary, a non-self confident person may use the successfully disturbing public circumstances in order to avoid responsibilities for possible failures. Such a person observes always other people and is directed by their actions as social allusions, changing correspondingly his behaviour (Buss 1986). Buss (1986) also approves that often the presentation goal is not a manipulation wish with other people, when seeking economic or social profit, but forming about himself an impression, when the person does not sufficiently rely on his own spontaneous behaviour or social skills. Also, the presentation quality depends on the reliance on himself: lack of confidence in his own strength is reflected in a non-verbal behaviour (restriction of movements, irresolution, the tension of the whole body etc.), also in the information presented for the surrounding people in a verbal form (self-criticism, reserve, self-humiliation) (Baumeister et al. 1989).

2. **Self-consciousness.** A high self-consciousness is tightly connected with the human inclination to concentrate himself in his own publicly observed peculiarities (Baumeister et al. 1989). To know to be an object of other people’s object of attention enforces refusal and vulnerability possibility fear and personalism tendencies, i.e. the inclination to react personally to signals of social environment or to understand events as purposely directed to a definite man. Thus, taking into account how he is seen by the surrounding people (i.e. with a high self-consciousness) the person is to apply the self-presentation strategies. A high self-consciousness enforces the sense that you are observed. On the other hand, the observation itself of surrounding people enforces the presenting himself consciousness and motivation to create a certain image.

Also, it is necessary to mention the other persons’ reaction realisation connected with the public self-consciousness degree. According to the investigations data the persons whose realisation on them as a social object is not strongly expressed, and rarely take interest in the impressions by the surrounding people. To their inner disposition corresponding behaviour is characteristic of spontaneity, frankness, cordiality and stability, i.e. these persons are less inclined to change their behaviour because of social context, otherwise than the people with a strong realisation of reactions (Leary, Kowalski 1990).

3. **Extraversion, other-directness** is closely connected with the above-mentioned factors; it predetermines adapting themselves to circumstances, the conformism, social wishes, desires, and reflects the behaviour directed to social hints searching, when observing the reactions of surrounding people, when people in a public situation are not certain of their role performance and understanding (Buss 1986). This personal factor presents a possibility for an introducing person to choose a more suitable introduction strategy oriented to people expectations and social norms.

4. **Self-esteem.** It is found by different investigations the influence of self-esteem level and self-esteem stability on the introduction process. Schneider and Turkat (1975) note that defensive, high-esteem possessing persons more appreciate their capabilities and strive for recognition of surrounding people, whereas the self-estimation of persons with a firm self-esteem is high, but the need for acknowledge is expressed weaker (Baumeister et al. 1989). A low self-esteem conditions the self-presentation strategy, based on striving to avoid failure. A high self-esteem level stimulates to apply a tactics, connected with striving to a higher status, prestige and competence (Baumeister et al. 1989). People with a high self-esteem strive to create and enforce a positive Ego image, but people with a low esteem, though striving to a desirable image, are inclined to act indirectly and cautiously. When the return connection is negative, the defensive persons with an unstable self-esteem try to represent themselves more positively than those of a stable self-esteem people.

5. **Perceived self-efficiency.** Such efficiency stimulates a more active work; the accepted solutions to present themselves in a definite manner are of a higher risk (Bandura, 1989; Hybels, Weaver 1989). When analyzing the social conditions, the situations advantages are more pronounced, stressed and benevolent for the presented persons, but not for their threats and shortages which most of the attention is paid by a low perceived Ego efficiency degree (Fukushima 1994). The perceived Ego efficiency influences the choice of people to behave officially in a manner and his capabilities and efforts to reach a goal.
6. The style of reasons explanation. It also may be an important inner factor based on which the causes of success and failure is ascribed to inner or outer factors (Smith 1987). As a constant construe of the personality, the style of reasons explanation has a direct connection with the person’s self-esteem and evolution of himself. By Seligman’s words, for persons with the characteristic style of pessimism when explaining reasons, the failure may strongly affect their self-esteem level (Smith 1987). Thus, the style of reasons explanation may be an important variable influencing the choice of presentation strategy and objective results.

7. Social anxiety. This sense appears when the assimilation of people reaction is so strong that it arises the insecurity sense among surrounding people and unnatural social behaviour conditioned by a psychological discomfort and resulting in restraint, suppression and avoiding cooperation (Buss 1986). According to the investigation data, socially worried people are inclined to treat the social situation as a threat for them; therefore during a self-presentation they experience a strong physiological and psychological stress.

Another group of personal factors is connected with individual capabilities and skills of self-presenting persons; by applying them the person may create many images (Baumeister et al. 1989). Snyder (1974) indicates that individuals differ by their abilities to represent themselves by the public requirements (Hybels, Weaver 1989). When representing themselves, the basic capabilities and skills of the person are included:

1. Presentation performing capabilities, i.e. capabilities to play and improvise, when creating required images for surrounding people (Briggs, Cheek, Buss 1980) as well as abilities to rule his own body: gestures, expression of the face, pose and other non-verbal expressions as well as his own voice (Buss 1986);

2. Self-regulation skills: they give a possibility for the self-representative to direct his activities towards a minimisation of the disagreement between the real and the desirable. When this disagreement is minimised up to a certain level, the self-regulation ends. In self-presentation situations this characteristic is important for overcoming the social anxiety, for minimizing the fear of failure and to react constructively to criticism, rejection and humiliation (Adler, Towne 1987). Self-regulation is closely relative to the self-control. When the latter appears, the self-presentation starts with the suppression of a spontaneous, natural behaviour. During a self-presentation the self-control suppresses a spontaneous behaviour and presents a possibility for a self-representative to concentrate the attention only to those aspects of behaviour in public life which are compatible with his image (Buss 1986);

3. Abilities of social perception: the flexibility of public behaviour of the ability to change the self-presentation strategy is connected with the person’s sensitivity to other people behaviour, i.e. to an ability to perceive and understand their emotions, needs and motives based on verbal and non-verbal expressions (Buss 1986). Abilities of social perception present a possibility for a self-representative to adapt his behaviour to the requirements of a social situation, different needs and expectations of people, when developing a desirable image or changing it by a better one.

The third group of factors, reflecting the inner and outer interaction and influencing the self-presentation process, is connected with the individual socialisation of a person and (because of earlier experience and expectations) based on personal behaviour as well as on information signals from the evaluating environment.

2.1. Personal experience

The persons, who get more often into situations requiring the self-presentation, have more often better abilities and skills and can select more adequate strategies for these situations by experiencing less social trouble. They are able to manipulate with their behaviour and reactions of other people (Leary, Kowalski 1990). Therefore it is possible to state that one of the factors, conditioning the self-presentation quality and its course, is a history of socialisation of an individual, embracing adequate and non-adequate supports (when incentives are presented without regarding the quality of performed actions), punishment and evaluation, successes and failures (Baumeister et al. 1989).

Jones and Berglass (1978) explains that, when experiencing a success independently of performance quality, it is developing a positive, but unstable comprehension of person’s possibilities, and the person by the later behaviour seeks to defend this positive apprehension (citation according to Leary, Kowalski 1990). The history of feedback – the positive and negative evaluations of public activities in the past, - is shaping own Ego efficiency (Bandura 1989; Hybels, Weaver 1989). Therefore the latter self-presentation tactics may depend on the feedbacks adequacy, their risk and apprehension of public situation – stressing its shortages and merits.

By the opinion of Baumeister et al. (1989), depending on the social conditions presented en-
forcements and punishments, defensive or reinforcing strategies may be perceived in the childhood. For instance, in some cultures, societies and families there exist social norms, suppressing or even prohibiting a boastful self-praising, but in other cultures these consolidating tactics are supported and stimulating.

Goffmann (1959) in his self-presentation concept was inclined to reject the importance of inner, psychological factors in symbolic interactions and stressing the importance of outer factors (Buss 1986). When analysing the acting history of the person’s socialisation, it is necessary to pay attention to main outer factors.

3. Outers factors
1. Social and cultural norms. Investigation of different cultures discloses that there exist different social norms conditioning the limits of public behaviour and its evaluation possibilities. By the data of Powers and Zuroff (1989), some cultural norms prohibit an open his own positive properties evaluation and their demonstration (Baumeister et al., 1989). For instance, the investigations in the Western society demonstrate enforcing or defensive self-presentation strategies diffusion and comparative investigations in Japan – the prevailing in this country the humiliating himself tactics (Fukushima, 1994). It is explained by Markus and Kitayama’s (1990) theory of cultural aspect of Ego (citation according to Fukushima, 1994). In Japanese culture there is stimulated the dependency upon their culture and the point of view of himself as a member of the society; therefore it is avoided in any case to stress his own exclusiveness and preference to others. As in Western culture, the presence of other people stimulates their own benevolent being, in the same manner in the Orient culture the public social environment stimulates to behave in a self-humiliating manner (Fukushima 1994). Thus, because of the influence of cultural norms, the strategy of self-humiliating may be considered as the tactics of self-regulating inner standards.

To the outside factors conditionally may also be attributed the interpersonal factors, which influence the self-presentation motivation, the choice of strategies, the performance of self-presentation, depending on a definite public situation and its participants.

2. The interaction of audience and the expectations of self-presenting people. In the context of social norms, earlier experience and individual properties, individual expectations are formed – a cognitive prevision, how to reach a social approval and to become attractive for neighbours. The expectations of an individual in a self-presentation situation are connected with a success or failure probability and with his ability to correspond to his own requirements and with the presentation limits (Baumeister et al. 1989). The choice of self-presentation depends on the fact what evaluation of the surrounding people is expected and on pre-sentiment what is expected by them. If a self-presenting individual knows that the observers believe in his success, it may cause a tension, and the tension, in its turn, may result in the choice of defense strategy. The expectations of the person and audience condition is the probability how successfully this person will perform the selected role.

It is possible to distinguish four moments of expectation influence on self-presentation:

a) the contents of self-presentation are influenced by expectations of self-presenting individual, connected with the evaluation in future. They are expectations of results – discussions about events after the self-presentation and when people will have some information. For instance, the probability of future failure stimulates preliminary attempts to speak about a potential possibility of failure (Quattrone, Jones, 1978; Leary et al. 1986; Leary, Kowalski 1990);

b) for the self-presentation is important the prevision of public success, because of developing a pressing to behave in correspondence with expectations, also increases the probability that, in case of a failure, the audience hostility and dissapointment will risk in the self-presenting person (Baumeister et al. 1985, 1989). Especially in case of failure, early boasting and official praising themselves increase the refusal and humiliation probability, because a failure increases the attention and unrealised awaitings of listeners increase a more intensive negative attributions process than the events approving the expectations (Baumeister et al. 1989);

c) that in the mentioned case, after a success forecast a failure follows, shows the overestimation of the self-presenting man and conditions some attributions development, for instance, that the man is egoistic, arrogant etc. A failure after praising himself becomes an argument that earlier statements about him were mistakes, based on non-adequate Ego picture (Baumeister et al., 1989). Because of these reasons the preliminary forecast of the success is a risky self-presentation strategy;

d) on the other hand, the expectations of the audience concerning the success or failure may disturb further development of creating impression development process and restrict the self-
representative (Hybels, Weaver 1989). Other people are a potential source of positive or negative estimation, therefore they influence by their behaviour the tactics of self-presentation when looking for social agreement and avoiding the disapproval of surrounding people.

The discussion of estimators in the self-representation situations allows speaking in general about the influence of other people on the self-presentation strategies selection and their performance. One of the means, by which the surrounding people influence the motivating person, his behaviour, Weinstein and Tanur (1976) call alter-casing, i.e. the behavior, by which the person changes according to wishes of other people by performing roles expected by them (Smith 1987). This kind of impact may be described as a certain way of education, when other people present symbolic hints in order to arise a desired behaviour of the self-presenting person. McCallas (1978) has noted that a desired change differs from a self-presentation. He also indicates that a self-presentation expresses something that we are, and the desired change shows, how we react when interpreting reactions of other people (Smith 1987).

3. The properties of estimators. When a person depends on other people with whom he is connected by the results to be obtained, then he selects the ingratiating himself strategies, striving benevolence of other people (Hendricks, Brickman 1974, Pohra, Pandey 1984; Leary, Kowalski 1990). Therefore, it is seen a stronger inclination of a self-presentation person to ingratiate himself to authoritative of a high status, attractive and competent persons, because they have more power when distributing valuable results (Leary, Kowalski, 1990).

First, the estimators of a high status and power most often occupy a position, which can present valuable results (Leary, Kowalski 1990). Also, it is confirmed, that the persons of a higher rank are less motivated to develop impressions for person of a lower rank.

Second, the properties of other people may also effect the choice of self-presentation strategies and their change: a positive evaluation of more desirable, attractive and of a higher-force people the evaluation is more important but ignorance, repulsion, taking no interest in the self-presenting person, is more offensive than persons of a lower status (Baumeister et al. 1989).

Third, some properties of estimators (it may be personal properties and social positions, profession) are important for enforcing the identity of the self-presenting person. For instance, for a student of psychology may be more important to create a good impression on a psychologist than on his/her parents or other specialist, because creation of such an impression could influence the student, as a future psychologist, identity development (Baumeister et al. 1989).

4. Other values of people. By some data of investigations, public images are often developed and reformed according to perceived “the important other” values (Gergen 1965; Forsyth et al. 1977; Gaes, Tedeschi 1978; Carnevale et al. 1979; Leary, Kowalski 1990). Therefore, when believing that the surrounding people value negative properties, may be assisted by accenting also his own negative features (Jellison, Gentry 1978; Leary, Kowalski 1990).

On the other hand, the person may consciously present himself by the way, which does not represent the person’s values and positions, evading this person or does not wish to repulse or trying to develop the sense of independency (Leary, Kowalski 1990).

5. The behaviour of other people. Social norms require that the self-presentation must be coordinated with the behaviour of the surrounding persons, for instance, with disclosing other people (Leary, Kowalski 1990). For instance, by restraint behaviour the person answers a restraint disclosure of another person. A person, who does not take into account other persons, may be considered as violating the public order of communication.

6. Norms of estimators’ group. In Hollander’s opinion (1958), when adapting him to social group norms, people accumulate some credits, which in future may give an opportunity to deviate from those norms (Smith 1987).

7. Information of estimators of self-representing. For developing an influence on the image creation, an estimator considers to be appreciated during the people representation and how he believes to be considered by them in future. Sometimes the information concerning a self-representant may limit his later efforts to make an impression, conditioning the limits of definite strategies choice. It is the problem of the developed image. First of all people are not inclined to represent themselves as those who contradict the information because of its small probability (Schlenker 1980; Leary, Kowalski 1990).

The present image of a person may influence the choice of corresponding self-representation strategies. For instance, when the achievements and abilities of a person are known publicly, there arises a social pression to minimise their values by showing modesty and reserve (Ackerman, Schlenker 1957; Buss 1986). By the data of Schlenker and Leary (1982), people are estimated
more favourably, when they devalue their achievement, abilities and talents or do not stress public conditions (Leary, Kowalski 1990).

In different contexts of social presentation people are inclined to behave basing on constant, long-term personal dispositions or to act by momentary impulses, when expressing their emotional reactions to the social environment (Buss 1986). Therefore it is necessary to identify the personal traits and other human peculiarities, influencing the self-presentation process, but also the conditions, under which the self-presentation can arise and develop. The importance of a situation sometimes is great, because the self-presentation, which does not correspond to the situation, diminish the role of a self-presenter (Suslavičius 1995). We shall review basic factors, predetermining the choice of strategies.

4. Situational factors

1. Public conditions. Publicity of personal behaviour is a function of probabilities that the person’s behaviour will be observed by other people (Kolditz, Arkin 1982): the more public is the person’s behaviour, the more probable is that he will take care of the impression on surrounding people and will be more motivated to produce an impression during a self-presentation (Leary, Kowalski 1990). The publicity of situation influences the self-presentation motivation, because for achieving some goals an open behaviour is more important than a private one.

On the other hand, also a close behaviour may be influenced by the motives of self-presentation. For instance, a person may individually prepare himself to a self-presentation to other people. In addition, a public behaviour, developing because of a social pressure, may become so usual that the man will a large part of its elements transfer to his own private environment (Leary, Kowalski 1990).

Thus, public conditions are one of basic appreciating context factors, increasing the probability of the self-presentation when trying to retain a positive opinion concerning him (Schlenker 1980; Tedeschi 1981; Baumeister 1982; Baumeister et al. 1989). Because of publicity in an open social environment there develop the behaviour differences, connected with different self-esteem levels. By Schrauger’s (1972) opinion, the strategy of low self-esteem possessing individuals appears only in public self-presentation situations (Baumeister et al. 1989). According to data of Buss and Briggs (1984), also it is stimulating most often, when people are engaged in public activities (for instance, they become politicians, teachers, traders, confessors etc.; (Leary, Kowalski 1990).

2. Limitations of a social role. Social roles predetermine expectations, connected with the behaviour of performers of these roles (Sarbin, Allen 1968; Leary, Kowalski, 1990). Many roles require special qualities for performing them, for instance, the efficiency of a high status person in his ability to openly create a competent leader’s image (Calder 1977; Leary, Kowalski 1990). The failure of transferring the corresponding social role image not only diminishes the efficiency of effectiveness of self-representative’s role efficiency, but may even predetermine the loss of the right to perform this role (Goffman 1959; Buss 1986). Because of these reasons people endeavour, that public image corresponds to the requirements of the performed role under certain situations.

3. The value of goals seeking by the presentation. When preparing to the presentation and during it, more attention may be paid to the result, but not to the fact, by what ways this success should be reached. In many theories of motivation it is noted that the motivation increases with the goals value (Leary, Kowalski 1990). Thus, the motivation of self-representation may cause the value of goals to be reached. For instance, the investigations by Pandey, Rastagio (1979) showed, that toadyism of the person, whishing to get a job, increases, if the competition for the duties increases (Leary, Kowalski 1990). Therefore, Pandey (1981) states, that the development of impression by self-presentation should be natural and usual phenomenon in societies with characteristic limited economic and political possibilities (Leary, Kowalski 1990).

Along with the goals to be achieved, it should be mentioned also the subjective value of the activities performed (Leary, Kowalski 1990). It follows from the investigations conclusions that the motivation of a self-presentation rises when experiencing a failure in activities, personally important. Then it is striving to shape a benevolent impression about himself by underlying his own positive moments and stressing for him failure causes (Baumgardner 1985) or by devaluing other people.

4. Failure acceptance. This event mostly impresses the change of self-presentation. The people having experienced the failure strive to reconstruct their lowered image by different means, for instance, accenting his/her positive traits (Baumeister, Jones 1978; Schneider 1969), expressing their benevolence and approving other people (Apsler 1975), associating themselves with other persons, experiencing failure (Cialdini, Richardson 1980) or making self-serving attributions and thus ex-
plaining their own failure by accusing outside factors (Weary, Arkin 1981; Baumgardner et al. 1985, 1989). When failing, the person becomes motivated to present himself to express a resistance to a non-benevolent image. An understanding that by an image creation a desirable effect has not been achieved stimulates different strategies of earlier image presentations. It is stated that when the failure is apprehended, it does not influence the self-presentation behaviour, i.e. only a subjectively apprehended public failure may determine the choice of new self-presenting strategies (Baumeister et al. 1989).

5. The feedback. In every situation of personal contacts the person is inclined to have a feedback from a partner to know what impression has been produced (Adler, Towne 1987). When a feedback or even hints about a positive social behaviour the person does not obtain, the situation becomes indefinite; it results in a non-adapted attribution to the surrounding people, unsafety feelings and lack of confidence in his own abilities, to produce a favourable impression to other people. Meanwhile, to know the estimation results and a potential estimating person gives the possibility to prepare him appropriately and to control the situation of self-presentation.

However, when explaining the importance of a feedback, it is necessary to take into account that different people react differently to the same stimuli of positive and negative feedback.

6. The stage of personal relations. Buss (1986) states that some strategies of self-presentation have characteristic short-term effects, because it is possible to suppress emotions and spontaneous behaviour only for a limited time. Therefore it is possible to ascertain that such ways of behaviour are characteristic as “holy” lying, worming himself in somebody’s favour are limited not only by time, but also by the development. According to investigations, the creation of impressions is used during the first meeting, when the relations are to be continued only superficially (Buss 1986). In that case the image to be developed may not correspond to an actual Ego. In close relations, in a diad, when a social behaviour develops in close surroundings (with no direct observers), the need for active controlling the mutual impressions weakens in time. The strategies of impressions development and worming himself in such relations are less connected with manipulations. Thus, in a formal context the need for a demonstrative behaviour is expressed in a stronger form (Buss 1986).

The results of self-presentation are perceived to be more important depending on the fact that the more the person expects to meet another man or a group of people. The investigations disclose, that the people who expect further communication with other man, are inclined to further controlling the impression of this man’s created impression about himself (Leary, Kowalski 1990).

The self-presentation motivation and behaviour in public social surroundings is influenced by many connected and interdependent factors. Some of them are connected with individual properties of man’s behaviour, predetermined by personal variables and specific abilities and skills (they were called conventionally by internal factors), others with such social situations characteristics as norms, existing in the society, regulations, expectations as well as interpersonal (outer) factors. Each of these factors predetermines, how intensively and by what ways the person seeks to control the surrounding people impressions, because every factor mentioned may take part in the development when striving for results, maintaining the self-esteem and developing the desirable identity.

5. Conclusions

The public evaluation situation determines the concentration on its own publicly seen sides and concerns the impression produced on surrounding people. In this way the environment motivates an individual during a self-presentation to control apprehension and evaluation of people. Their goals depend on the structures of the self-presenting personal inner structures, individual skills and capabilities to present him and on outer, situational factors.

The following after a self-presentation the public behaviour evaluation influences the later behaviour of self-presentation; the choice of a new self-presentation and by a feedback-back influences the impression creating motivation, the contents determining inner factors. Personal (individual, inner) factors, interpersonal and situational (outside) factors, determining the strategies selection, are closely interrelated not only during a self-presentation, but also when selecting goals and means to reach these goals.

All the earlier discussed theoretical self-presentation models are based on investigations performed in Western countries. The investigations in Lithuania could present a possibility to analyse an additional aspect of self-presentation: how in the society living and experiencing a transitional period from one social, economic and political system to another one, with a characteristic tension between old and newly developing values,
the discussed theories corroborate, i.e. which reactions and changes they can develop in this context.

Thus, when introducing himself, the person manipulates with his social environment or, on the contrary, this environment (cultural and social norms, other people’s regulations, expectations etc.) present the direction of the efforts of the self-presenting person, when enforcing himself in the society. The question should be answered by further self-presentation investigations.

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