



兰州大学管理学院
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积极心理学

成功
就是学习管理

院訓

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专题五

积极自我认同

——如何构建积极的自我？



How do you define yourself?

你如何定义自己?

你认为自己是什么样的人?

你拥有什么样的优势和劣势?





课程导览

1. 自我的定义
2. 自尊与自我价值
3. 认同与自我
4. 理想自我



Defining Self 自我的定义

- **Self: Psychological construct people create in order to help understand themselves and their world better**

自我是人类心理世界中建立的一种抽象概念，用来帮助了解自身与周围环境



Defining Self

- **Self-concept: The individual's belief about himself or herself, including the person's attributes and who and what the self is (Baumeister, 1999)**

自我概念：个人对自己，包括自我特征，的一种判断和了解



Defining Self

➤ **Lewis (1990): two aspects of the self-concept development**

自我概念往往包含着两个维度

- **The existential self: the sense of being separate and distinct from others; the awareness of the constancy of the self**

存在的自我（主观自我）：自我意识；极度抽象

- **The categorical self: an object in the world that can be experienced and has properties (e.g., “I am a girl”).**

归类的自我（客体自我）：将自我以客观形式划定；拥有客观的性质（如：性别）





Self-concept

Three different components of self-concept:

自我概念的三种具体形式

▶ **Self-esteem: how much value you place on yourself**

自我价值（自尊）：感知到的自我价值程度

▶ **Self-image: the view you have of yourself**

自我形象：自我的具体表现和内容

▶ **Ideal-self: what you wish you were really like**

理想自我：完美自我的定义





Self-Esteem 自我价值感

How much do I value myself?





Self-Esteem (自尊)

- **The extent to which you value yourself ; a sense of self-worth or personal value**

自我价值感或自我存在的意义感

- **High SE: Positive evaluation about oneself**

高自尊：对自己产生积极评价

- **Low SE: negative evaluation**

低自尊：对自己产生负面评价





Self-Esteem

- **High self-esteem can lead to** （高自尊会带来）
 - **Self-acceptance** （自我接受）
 - **Optimism** （乐观）
 - **Not worrying about what others think** （不在意他人对我的评价）
 - **Confidence in our own abilities** （对自我的能力充满信心）

- **Low self-esteem can lead to** （低自尊会带来）
 - **Want to be/look like someone else** （模仿他人、与他人一致）
 - **Always worrying what others might think** （非常在意他人对自我的评价）
 - **Pessimism** （消极悲观）





Self-Esteem

自尊的自我测评

➤ **Rosenberg self-esteem scale (1965)**

罗森伯格自尊量表

- “On the whole, I am satisfied with myself.”
- “I feel that I have a number of good qualities.”
- “I am able to do things as well as most other people.”
- “I feel that I'm a person of worth, at least on an equal plane with others.”



Trait versus State Self-esteem 特质自尊与状态自尊

- Trait: enduring sense of self-worth
特质： 对自我价值感的形成的一贯评价
 - A disposition/personality
长期稳定， 可被看作是一种人格倾向
- State: transitory sense of self-worth in a certain situation (e.g., organizational-based self-esteem)
 - Vary across different situations or times
- A high level of trait self-esteem can empower a high level of state self-esteem on average.



Trait versus State Self-esteem

特质自尊与状态自尊

- State: transitory sense of self-worth in a certain situation (e.g., organizational-based self-esteem)
状态自尊：在特定环境内（例如工作组织）对自我价值感的一种动态评价
 - Vary across different situations or times
与特质自尊不同，状态自尊会随着场景和时间而产生差异
- A high level of trait self-esteem can empower a high level of state self-esteem on average. 然而，高水平的特质自尊往往会激发高水平的状态自尊



Major Antecedents of Self-esteem

影响自尊的主要因素

- The reaction of others 他人对自己的反应
 - Positive reaction → high self-esteem
他人对自己的积极反应（如：喜爱）→ 高自尊
 - Negative reaction → low self-esteem
他人对自己的消极反应（如：排斥）→ 低自尊
- Comparison with others 与他人的对比
 - “I am better than others” → high self-esteem
“我比别人优秀” → 高自尊



Major Antecedents of Self-esteem

影响自尊的主要因素

➤ Social roles 社会角色

➤ Roles with prestige → High self-esteem

体面的角色（如：高薪水的工作）→ 高自尊

➤ Roles with stigma → Low self-esteem

受偏见的角色（如：污名化的职业）→ 低自尊

➤ Identification 自我认同感

➤ Identify oneself with something positive → High self-esteem

认同：给自我贴“标签”

积极的认同（给自我贴上好的标签）→ 高自尊



Organizational-based self-esteem

基于工作组织的自尊

A sense of self-worth within an organization

在一个组织中的自我价值感





OBSE

➤ **Pierce et al. (1989)**

➤ **A sense of personal adequacy as organizational members.**

基于组织成员这个身份而感知到的自我价值程度

➤ **Employees with a high level of OBSE:**

拥有较高组织自尊的员工往往有着以下特征

➤ **Perceive oneself as important, meaningful, effectual, and worthwhile within their organization.**

认为自己在这个组织中是重要的、有价值的、有能力的、被肯定的

➤ **Have a strong sense of self-efficacy**

有着强烈的工作效能感



OBSE

- **OBSE is shaped by experience within an organization.**

组织自尊往往受以下因素影响

- **Managerial respect**

来自于管理层的尊重

- **Recognition**

受到认可与肯定

- **Appreciation**

自己的工作和努力得到了他人的感激

- **Challenging work tasks**

负责具有挑战性的工作任务

- **Organizational status**

在一个组织中的地位



实证结果

- **Outcomes of OBSE (Bowling et al., 2010)**
 - **Job satisfaction: .47**
 - **Organizational commitment: .48**
 - **Task performance: .34**
 - **OCB: .38**
 - **Turnover intention: -.37**
 - **Depression: -.46**



组织自尊的测量

Pierce et al. (1989)

1. I count around here
2. I am taken seriously around here
3. I am important around here [part of this place.]
4. I am trusted around here
5. There is faith in me around here
6. I can make a difference around here
7. I am valuable around here [part of this place.]
8. I am helpful around here
9. I am efficient around here
10. I am cooperative around here



Self-Image 自我形象

I am...
我是...



Identity 认同

- ▶ The base through which we generate self-definition
认同是自我定义的基础
- ▶ Identify oneself with social roles or social groups
人们往往会基于社会角色或社会群体而形成认同
 - ▶ **Role identity:** a person's sense of who they are based on the role(s) they occupy in a social setting (e.g., I am a manager)
角色认同：基于所拥有的社会角色而形成的认同感；以该社会角色来定义自我（例如：我是一名管理者）
 - ▶ **Social identity:** a person's sense of who they are based on their group membership(s) (e.g., I am a LZUer)
社会认同：基于所属的社会群体而形成的认同感；以该社会群体类别来定义自我（例如：我是兰州大学的学生）



Social Identity Theory

社会认同理论

Henri Tajfel (1979)

- Social groups give people a sense of identity (i.e., they belong to the social world)
 - 所属的社会群体给与人们一种认同感，该认同感是自我感念的重要构成部分
 - 人们往往以自己所属的社会群体来定义自己
 - 而该社会群体的特征也就自然地成为了自己的特征
- Social groups formulate the idea of “us” and “them” (i.e., we define ourselves and others by social groups)
 - 所属的社会群体也帮助划分了“我们”与“他们”
 - 基于所属群体定义自我的时候，也区分了属于该群体的人与不属于该群体的人



Social Identity Theory 社会认同理论

- ▶ 社会认同形成的三个心理阶段：
 - ▶ **Social categorization**: we categorize people (including ourselves) into groups
社会分类：将自我与他人划入不同的群体
 - ▶ **Social identification**: we adopt the identity of the group we belong to
社会认同：认同自我所属的群体，形成身份认识
 - ▶ E.g., the identity of LZUer.
 - ▶ “我认同自己是兰州大学的学生这一身份”
 - ▶ **Social comparison**: we compare the group that we belong to with other groups
社会对比：将自己所属的群体与其他群体对比
E.g., compare LZU with other universities to maintain self-esteem



Social Identity Theory 社会认同理论

➤ 社会认同形成的三个心理阶段：

- **Social comparison**: we compare the group that we belong to with other groups

社会对比：将自己所属的群体与其他群体对比

- Social comparison aims to strengthen self-concept and boost self-esteem
- 社会对比旨在强化自我概念并且提升自我价值感

E.g., compare LZU with other universities to maintain self-esteem

例如将自己与非985学校的学生进行对比，即强化了“我为985学校学生”的这一自我概念，并且又获得了自我价值感（例如基于群体的优越感）



讨论

讨论1：基于社会认同理论，我们如何建立积极的自我概念？

讨论2：基于社会认同理论，社会对比这种增强自我概念与自我价值感的心理过程有什么利与弊？



练习：积极的自我认同

1. 请列举自己最重要的社会角色或所属的社会群体
2. 请列举该社会角色或社会团体的重要性、意义、价值与优势等
3. 请花时间回想与体验自己便是该社会角色的承担者或该社会群体中的一份子
4. 基于这种体验，请列举自我存在的意义、价值与自我优势



Social Identity Theory 社会认同理论

➤ Social comparison and stereotyping:

社会对比会引发刻板印象

▶ **Stereotyping: putting people into groups/categories**

刻板印象：用某个人所属的社会群体的特征来判断这个人所具备的特征

➤ 这个人是四川人，四川人喜食辣椒，这个人肯定喜欢吃辣

▶ **Stereotyping is a mental shortcut, which is based on incomplete and gross understanding about an individual**

刻板印象是一种思维捷径，它是对另外一个人的不完全的、极度粗浅的了解





Social Identity Theory 社会认同理论

- **Social comparison and stereotyping:**
 - ▶ **Stereotyping motivates us to exaggerate**
而刻板印象却夸张了
 - **The difference between groups**
不同群体之间的差异
 - **The similarities of things in the same group**
相同群体中不同成员之间的相似性



Social Identity Theory 社会认同理论

- **According to social identity theory, group members of an in-group will seek to find negative aspects of an out-group, thus enhancing their self-image**

根据社会认同理论，一个群体内的成员会将注意力放在另外一个群体的劣势和短处上，以他人的短处来对比自己的长处，以此提高自我的积极评价和自尊感

- **Social prejudice**

由此，社会认同带来的刻板印象往往激发了不同群体间的偏见，甚至仇视，继而引发一系列的社会问题



讨论

讨论1： 请用社会认同理论来解释一种你观察到的社会群体偏见问题（例如：种族歧视）

讨论2： 根据社会认同理论，请谈一谈如何消除这种偏见？



Organizational Identification

- A particular social identity applied to work setting
- The degree to which employees define themselves as a member of the organization and to what extent they experience a sense of oneness with it
- **According to social identity theory, what are bright-side and dark-side of a strong OID?**





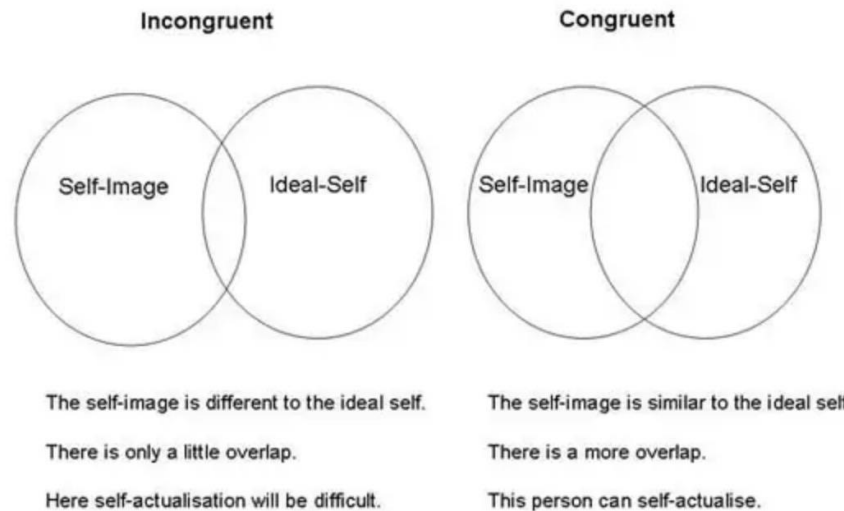
Ideal-self 理想自我

I'd like to be...
我想要成为...



Ideal self 理想自我

Ideal self: what you'd like to be
理想自我: 对自我的积极期待



Congruence: high self-esteem
Incongruence: low self-esteem





练习：理想自我的实现策略

请按照以下步骤完成该练习：

1. 请详细描述理想中的自我

例如我的理想职业、理想状态、理想特质

2. 请详细描述现实中的自我

例如我现在的职业、现在的状态等

3. 请以第三者的视角分析从现实自我到理想自我所需要的途径

4. 请以第三者的视角分析完成这些途径需要的内、外部条件

5. 请以第三者的视角分析如何获得这些条件

6. 该练习可反复进行，待所有信息明确之后，请总结出理想自我的实现策略