

Social Cognition I

20522.01 Social Evaluation Theory

Gifford, Robert (University of Victoria, Victoria, BC, CANADA)

Social evaluation theory proposes that individuals assess key others in terms of the others' functional relationship to the self. Assessments occur for a reason: in part, individuals seek others who might fulfill their needs. These needs include those for friendship, mentorship, to teach others, to lead others, to be challenged by others, etc. It was proposed that the need-sources would form a circumplex (cf., Leary, 1957; Wiggins, 1979), but several studies suggest they form instead a hemiplex arrangement. Some assumptions and proposals of social evaluation theory will be outlined, and data that elaborate on these propositions will be presented.