

Podcast Concept



Flaura & Julie

Concept brief



Title: “All Roads Lead to Self”

Episode 1: Self-consciousness and its ecosystem

Concept: A conversation centered around the key questions. Flaura and Julie are two personas that represent two possible views on this topic. Think a sports radio that discusses a game. We are two hosts discuss ideology surrounded this topic relating to some of our anecdotes. In this episode we are going to discuss related concepts surrounding self-consciousness. How it affects people around us and how that might manifest itself in other forms of behavior such as self-deception.

Key questions



- What really is self-consciousness?
- Is self-consciousness good/bad?
- What are some physical manifestations of self-consciousness?

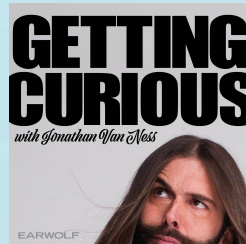
Format & Timeline



- Back + Forth conversation. Really bringing two personas “Flaura” and “Julie” from our voices.
- We are leading with these key questions which we will define.
- 10 minutes long - we would spend 3 minutes on each key question and answer it using anecdotes and stories from our own personal public and private lives. The information provided will also be backed up using research.

Inspiration

- Getting Curious with Jonathan Van Ness - **host oriented** show where a two-way back and forth conversation about a variety of topics ensue.
- Hidden Brain: NPR - focuses on how we make **daily decisions** and how our own biases and fears influence them.



Backing up with Research

Self-Consciousness, Private Vs. Public

BIBLIOGRAPHY

Many organisms exhibit at least a rudimentary form of self-awareness by which they experience themselves as distinct from their environment. However, humans are capable of more profound and consequential forms of self-awareness that make possible uniquely human capacities such as introspection and self-reflection. Although all normal-functioning people are sometimes self-aware, some people are consistently aware of themselves. The tendency to consistently direct attention toward the self is referred to as self-consciousness.

According to Arnold Buss, to whom the seminal research on self-consciousness is attributed, the tendency to consistently direct attention toward the self is evidenced in the highly self-conscious person in the following ways:

- An intense focus on behavior — past, present, and future
- A heightened sensitivity to privately experienced feelings
- Recognition of positive and negative characteristics in oneself
- A tendency to introspect
- Imagining oneself
- An awareness of how one appears to others
- Concerns about others' appraisals

2. Reality denial.

Denial is a psychological defense we all use against external realities to create a false sense of security. Denial can be a protective defense in the face of unbearable news (e.g., cancer diagnosis). In denial, people say to themselves, "This is not happening." For instance, alcoholics insist they have no drinking problem.

5. How I like myself to be seen.

People like to be perceived favorably, by themselves and by others, but some personality traits that carry a high social value (altruism and fair-mindedness) are not directly observable to outsiders. Our actions, however, offer a window into our personality and tastes (Benabou and Tirole, 2004). For example, giving money to a panhandler, or changing Facebook profile photos to honor the victims of some new tragedy.

Target Audience



- General Public who is interested in **Psychology** and **Behavioral Economics**.
 - It could be interesting for people to hear about why we act the way we act publicly vs. privately.