

Part 4:


The Importance of Self-control:

The Individual and the Environment

Kids who were able to resist the marshmallow did better in college.

Ability to resist temptation is also correlated with:

- better physical health
- less criminal activity
- more financial stability



Is self-control a skill or an innate ability?

When we distract ourselves from temptation, we are more likely to resist.



A photograph of Roy Baumeister, an older man with a grey beard and hair, wearing a dark suit jacket over a purple checkered shirt and a colorful tie. He is smiling and has his hands behind his head, resting on a wooden surface.

Roy Baumeister
Florida State University

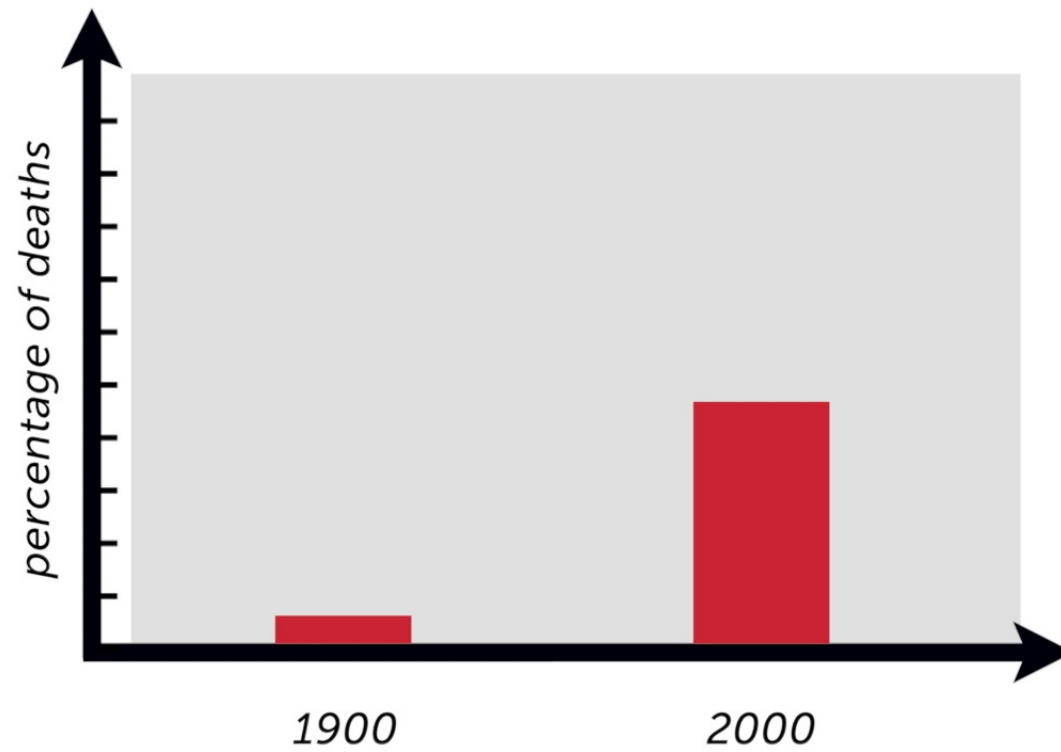
Ego depletion:
when we are continually exerting
self-control, our ability to resist
temptation weakens.


How much does self-control depend on innate ability, and how much relies on "tricks" we develop to enhance our abilities?

How much does self-control suffer as we are tempted throughout the day?

What role do rules play in regulating our behavior?

Human Mortality attributed to bad decisions



A spiral-bound notebook is shown from a top-down perspective, resting on a light-colored wooden surface. The notebook's cover is a light tan or cream color, and its spiral binding is visible on the left side. The pages are white with faint horizontal lines. The text is printed in a black, serif font on the upper portion of the page.

Technological advances
create more and more
opportunities for us to
succumb to temptation.




The Denver Drug Program:

- attempted to help heroin addicts recover
- required addicts to write a self-incriminating letter to the person they did not want to find out about their habit
- sent the letters if the agreement was violated
- imposed a three-week waiting period, and after that, most subjects complied with the contract



Ulysses contracts
must be binding to
be effective.

It is difficult to study
Ulysses contracts because
researchers are required
to let participants leave a
study at any time.



We must find a balance
between the amount
of freedom we crave,
and the controls
we need to shield us
from temptation.