

Evaluation of another; evaluation of self [*Analysing Identity: Chapter 2* © Peter Weinreich]

One's evaluation of another is defined as one's overall assessment of the other in terms of the positive and negative evaluative connotations of the attributes one construes in that other, in accordance with one's value system.

In general, the evaluation of any entity E_i is given by the extent to which positive and negative characteristics are attributed to it, that is,

$$\text{Evaluation of entity } E_i: \quad R(E_i) = \frac{\sum_j \alpha_j s_{i,j}}{\sum_j v_j} \quad (3)$$

where, if the entity obtains a score $s_{i,j} = 0$, then $v_j = 0$, otherwise $v_j = \alpha_j$. This means that the person's evaluation of another is based only on those constructs used to appraise that other. Irrelevant ratings (zero scores) do not contribute to the computation. Compensation for characteristic differences in response style across individuals is achieved through *internally standardising* evaluations $R(E_i)$ against the maximum value ($\max R$), irrespective of sign, obtained for the set of entities construed by the respondent, that is

$$\text{Standardised evaluation of entity } E_i: \quad \hat{R}(E_i) = \frac{R(E_i)}{|\max R|} \quad (4)$$

The index of *standardised* evaluation can range from -1.00 to +1.00, from a wholly unfavourable to a wholly favourable evaluation. Since the scores ($s_{i,j}$) are anchored in the individual's value aspirational self - *me as I would like to be* - the standardised evaluation parameter is thereby referenced to one's aspirational self.

For **evaluation of self**, the same algorithm applies when E_i is replaced by S_i where S_i refers to i^{th} component of the Self, such as 'self in a specific context' or 'self in a particular mood state', etc.