

Self-concept in these areas also extends to the choices individuals make and perceptions they have about their health. Individuals with negative self-concepts may be less proactive about health promotion and illness prevention activities. There is also the ideal self, which is how we should be or would prefer to be. The ideal self is the individual's perception of how one should behave based on certain personal standards, aspirations, goals, and values. A discrepancy between the ideal self and perceived self can be an incentive to self-improvement. Maintaining and evaluating one's self-concept is an ongoing process. When the perceived self is close to the ideal self, individuals do not wish to be much different from what they believe they already are.