**Introduction**

Desire is part of our human nature and being vulnerable to desire makes us human-like. Although individuals may wish to develop more self-control, it is understood that this is a difficult task, requiring the suppression of desires inherent to our human nature.

The present research examines how those perceived as having high self-control (versus those perceived as having average self-control) are viewed by their peers.

**H1:** Because self-control requires the suppression of human desires, it is expected that those perceived as having high self-control are perceived as a) more robotic-like and b) less warm.

**H2:** Being perceived as more robotic-like and less warm, high self-controls will face negative social consequences (i.e., peers are less interested in hanging out with them).

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**Perception Manipulation**

**Sample Demographics:**
- 58.9% female
- Age\(_{\text{median}}\) = 19
- 74.3% white

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**Dehumanization**

High self-control acquaintances were perceived as more **robot-like** compared to average self-control acquaintances ($t(201) = 3.05$, $p = .003$).

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**Social Connection Motivation**

Those identified as having high self-control were perceived as more robot-like and less warm. As a result, their peers were less interested in hanging out with them. Counter-intuitively, by exerting high self-control, one may receive prejudiced perceptions and discrimination from others.

Society, in general, has idealized high self-control. People in the workplace usually wish to work with those who have high self-control, and companies look for specific traits relating to it. However, there are consequences that can affect those people in their performance in the workplace. These people can be disadvantaged or looked down on because of their level of self-control.

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**General Discussion and Conclusion**

Those identified as having high self-control were perceived as more robot-like and less warm. As a result, their peers were less interested in hanging out with them. Counter-intuitively, by exerting high self-control, one may receive prejudiced perceptions and discrimination from others.

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**Selected References**


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