

Reflexive models have been deployed in psychology for a long time. Representation of each individual as a composition of mathematical functions is essential to this approach. Certain elements of this composition are interpreted as mental images of the self and other. Within the explicit framework of such models, the concepts of intention, will, and automaticity acquire unambiguous operational definitions. The basic principles of this approach and some of the results of its application are presented in this paper. This model of an individual's confronting bipolar choice is given special consideration.