Many studies show that we ascribe positive traits to those who exhibit self-control, and we prefer individuals who use self-control to make a choice to those making that same choice without requiring self-control. In this talk, I'll present studies showing that, in many cases, apparent interpersonal benefits of exhibiting self-control are illusory. Although we sometimes like those who exhibit self-control more, we sometimes like them less, and this difference is actually due to a confounding factor in how self-control is typically studied.