

Personality



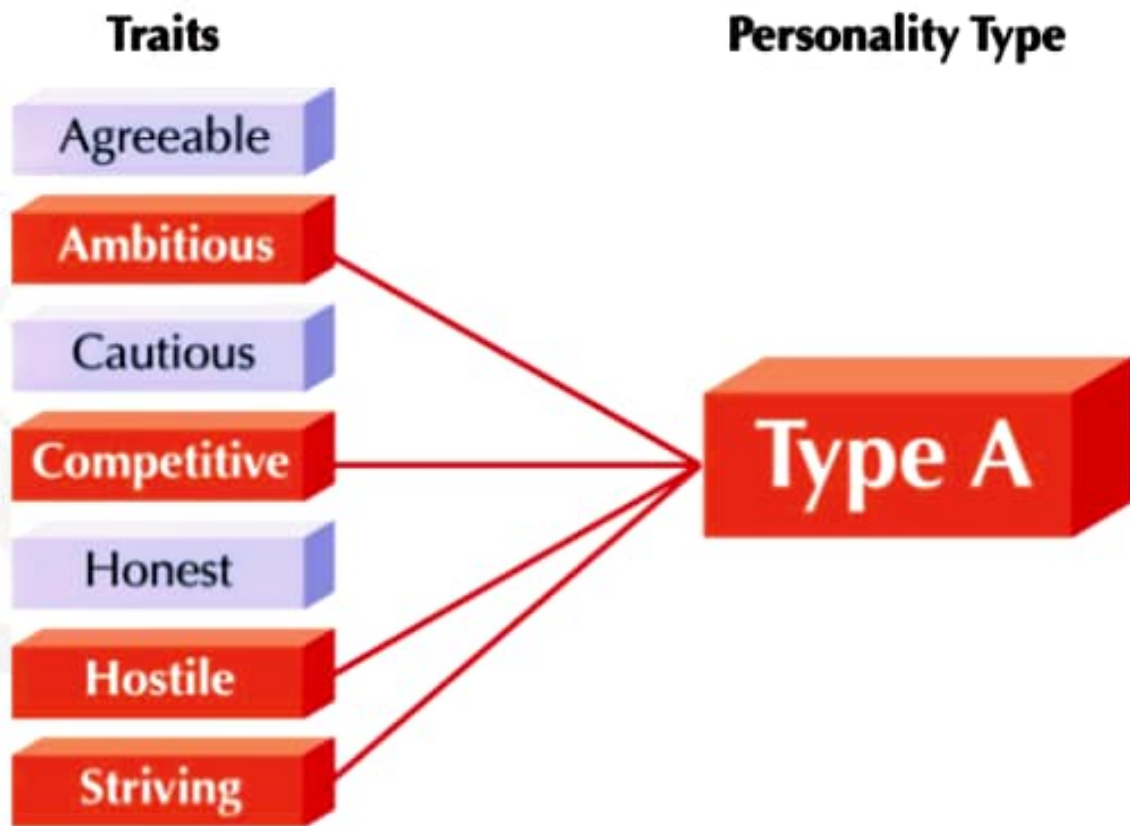
Defining Some Terms

- **Personality:** A person's unique and relatively stable behavior patterns; the consistency of who you are, have been, and will become
- **Character:** Personal characteristics that have been judged or evaluated
- **Temperament:** Hereditary aspects of personality, including sensitivity, moods, irritability, and adaptability
- **Personality Trait:** Stable qualities that a person shows in most situations
- **Personality Type:** People who have several traits in common

Personality Types and Other Concepts

- **Carl Jung, Swiss psychiatrist who was a Freudian disciple, believed that we are one of two personality types:**
 - **Introvert: Shy, self-centered person whose attention is focused inward**
 - **Extrovert: Bold, outgoing person whose attention is directed outward**
- **Self-Concept: Your ideas, perceptions, and feelings about who you are**
- **Self-Esteem: How we evaluate ourselves; a positive self-evaluation of ourselves**
 - **Low Self-esteem: A negative self-evaluation**

Figure 10.1



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FIGURE 10.1 Personality types are defined by the presence of several specific traits. For

Figure 10.2



FIGURE 10.2 English psychologist **Hans Eysenck (1916–1997)** believed that many personality traits are related to whether you are mainly introverted or extroverted and whether you tend to be emotionally stable or unstable (highly emotional). These characteristics, in turn, are related to

Personality Theories: An Overview

- **Personality Theory: System of concepts, assumptions, ideas, and principles proposed to explain personality; includes five perspectives:**
 - **Trait Theories: Attempt to learn what traits make up personality and how they relate to actual behavior**
 - **Psychodynamic Theories: Focus on the inner workings of personality, especially internal conflicts and struggles**
 - **Behavioristic Theories: Focus on external environment and on effects of conditioning and learning**
 - **Social Learning Theories: Attribute differences in perspectives to socialization, expectations, and mental processes**
 - **Humanistic Theories: Focus on private, subjective experience and personal growth**

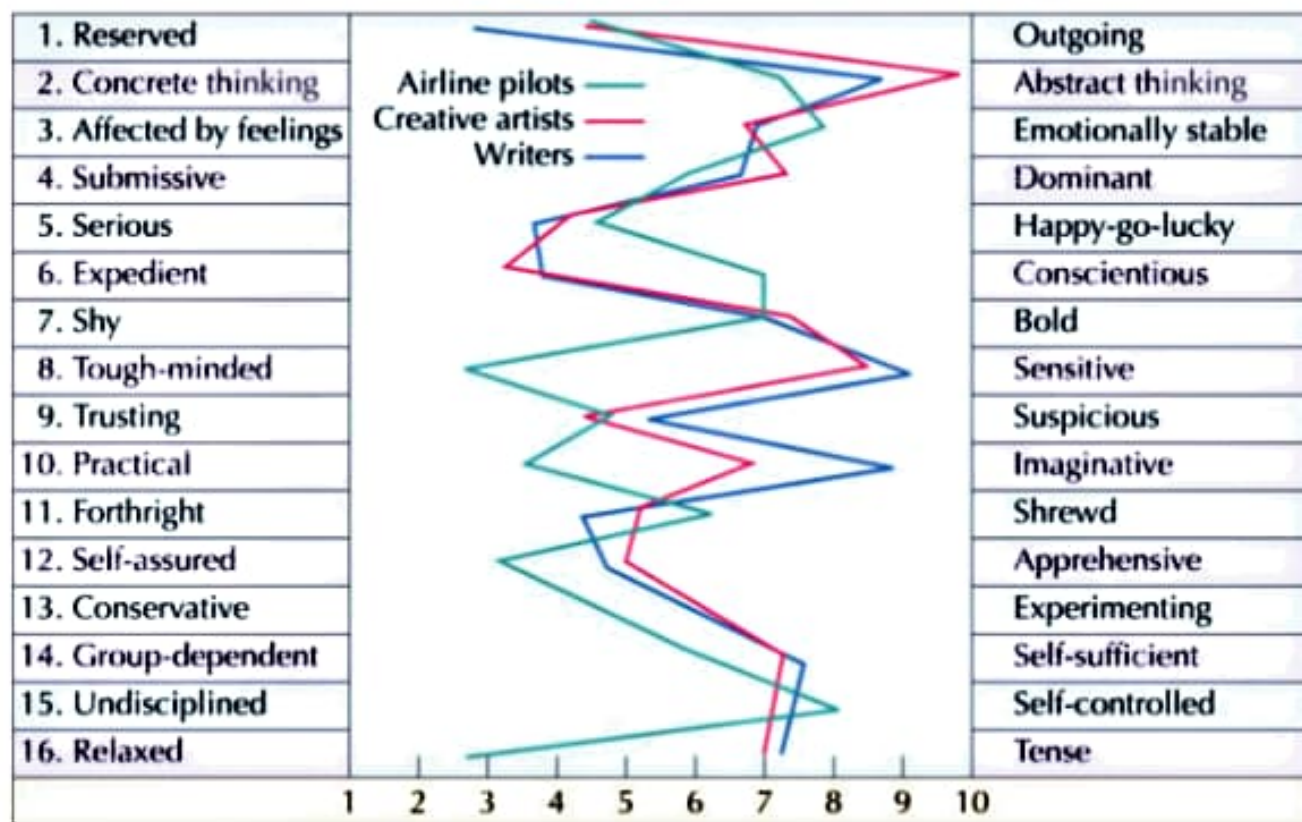
Gordon Allport and Traits

- **Common Traits:** Characteristics shared by most members of a culture
- **Individual Traits:** Describe a person's unique personal qualities
- **Cardinal Traits:** So basic that all of a person's activities can be traced back to the trait
- **Central Traits:** Core qualities of a personality
- **Secondary Traits:** Inconsistent or superficial aspects of a person

Raymond Cattell and Traits

- **Surface Traits:** Features that make up the visible areas of personality
- **Source Traits:** Underlying traits of a personality; each reflected in a number of surface traits
- Cattell also created *16PF*, personality test
 - Gives a “picture” of an individual’s personality

Figure 10.3



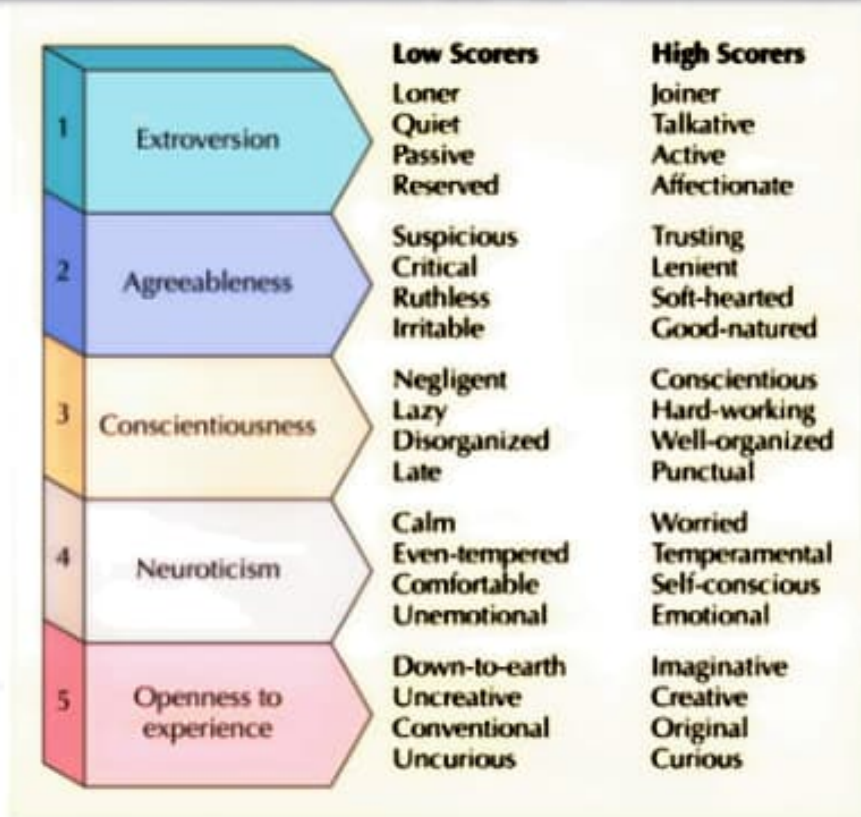
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FIGURE 10.3 The 16 source traits measured by Cattell's 16 PF are listed beside the graph.

Raymond Cattell and the “Big Five” Personality Factors

- **Extroversion**
- **Agreeableness**
- **Conscientious**
- **Neuroticism**
- **Openness to Experience**

Figure 10.4



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FIGURE 10.4 The Big Five. According to the five-factor model, basic differences in personality can be “boiled down” to the dimensions shown here. The five-factor model answers these

Traits and Situations

- **Trait-Situation Interactions:** When external circumstances influence the expression of personality traits
- **Behavioral Genetics:** Study of inherited behavioral traits

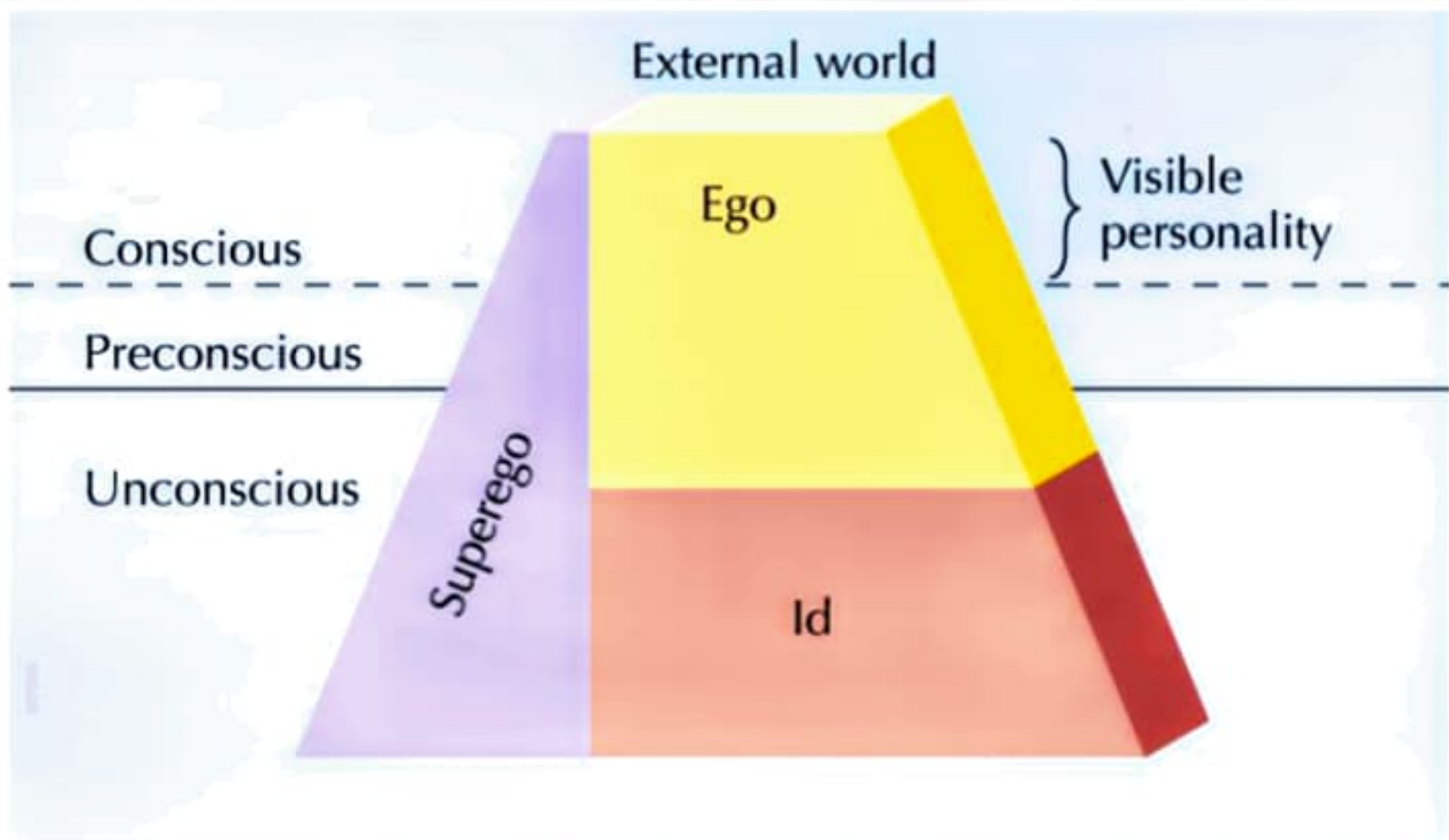
Psychoanalytic Theory and Sigmund Freud, M.D.

- Freud was a Viennese physician who thought his patients' problems were more emotional than physical.
- Freud began his work by using hypnosis and eventually switched to psychoanalysis.
- Freud had many followers: Jung and Adler, to name a few.
- Freud used cocaine and tobacco and died from oral cancer.
- More than 100 years later, his work is still influential and very controversial

Some Key Freudian Terms

- **Psyche:** Freud's term for the personality
- **Libido:** Energy
- **Eros:** Life instincts
- **Thanatos:** Death instinct

Figure 10.6



Freud's Psychoanalytic Theory: The Id

- **Innate biological instincts and urges; self-serving, irrational, and totally unconscious**
- **Works on Pleasure Principle: Wishes to have its desires (pleasurable) satisfied NOW, without waiting and regardless of the consequences**

Freud's Psychoanalytic Theory: The Ego

- Executive; directs id energies
 - Partially conscious and partially unconscious
 - Works on Reality Principle: Delays action until it is practical and/or appropriate

Freud's Psychoanalytic Theory: The Superego

- Judge or censor for thoughts and actions of the ego
 - Superego comes from our parents or caregivers; guilt comes from the superego
- Two parts
 - Conscience: Reflects actions for which a person has been punished
 - Ego Ideal: Second part of the superego; reflects behavior one's parents approved of or rewarded

Freudian Dynamics of Personality and Anxieties

- Ego is always caught in the middle of battles between superego's desires for moral behavior and the id's desires for immediate gratification
- Neurotic Anxiety: Caused by id impulses that the ego can barely control
- Moral Anxiety: Comes from threats of punishment from the superego
- Unconscious: Holds repressed memories and emotions and the id's instinctual drives
- Conscious: Everything you are aware of at a given moment
- Preconscious: Material that can easily be brought into awareness

Freudian Personality Development

- Develops in stages; everyone goes through same stages in same order
- Majority of personality is formed before age 6
- Erogenous Zone: Area on body capable of producing pleasure
- Fixation: Unresolved conflict or emotional hang-up caused by overindulgence or frustration

Freudian Personality Development: Oral Stage

- Oral Stage: Ages 0-1. Most of infant's pleasure comes from stimulation of the mouth. If a child is overfed or frustrated, oral traits will develop. Early oral fixations can cause...
 - Oral Dependent Personality: Gullible, passive, and need lots of attention.
- Later oral fixations can cause...
 - Oral-aggressive adults who like to argue and exploit others

Freudian Personality Development: Anal Stage

- Anal Stage: Ages 1-3. Attention turns to process of elimination. Child can gain approval or express aggression by letting go or holding on. Ego develops. Harsh or lenient toilet training can make a child:
 - Anal Retentive: Stubborn, stingy, orderly, and compulsively clean
 - Anal Expulsive: Disorderly, messy, destructive, or cruel

Freudian Personality Development: Phallic Stage

- **Phallic Stage: Ages 3-6.** Child now notices and is physically attracted to opposite sex parent. The child is vain, sensitive, narcissistic. Can lead to:
 - **Oedipus Conflict:** For boys only. Boy feels rivalry with his father for his mother's affection. Boy may feel threatened by father (castration anxiety). To resolve, boy must *identify* with his father (i.e., become more like him and adopt his heterosexual beliefs).
 - **Electra Conflict:** Girl loves her father and competes with her mother. Girl identifies with her mother more slowly because she already feels castrated.
 - Both concepts are widely rejected today by most psychologists

Freudian Personality Development: Latency Stage

- Latency: Ages 6-Puberty. Psychosexual development is dormant. Same sex friendships and play occur here.

Freudian Personality Development: Genital Stage

- **Genital Stage:** Puberty-on. Realization of full adult sexuality occurs here; sexual urges re-awaken.

Learning Theories and Some Key Terms

- **Behavioral Personality Theory:** Model of personality that emphasizes learning and observable behavior
- **Learning Theorist:** Believes that learning shapes our behavior and explains personality
- **Situational Determinants:** External conditions that influence our behaviors

Dollard and Miller's Theory

- **Habits: Learned behavior patterns; makes up structure of personality. Governed by:**
 - **Drive: Any stimulus strong enough to goad a person into action (like hunger)**
 - **Cue: Signals from the environment that guide responses**
 - **Response: Any behavior, either internal or observable; actions**
 - **Reward: Positive reinforcement**

Social Learning Theory (Rotter)

- **Definition:** An explanation that combines learning principles, cognition, and the effects of social relationships
- **Psychological Situation:** How the person interprets or defines the situation
- **Expectancy:** Anticipation that making a response will lead to reinforcement
- **Reinforcement Value:** *Subjective* value attached to a particular activity or reinforcer

Social Learning Theory (cont'd)

- **Self-efficacy:** Capacity for producing a desired result
- **Self-reinforcement:** Praising or rewarding oneself for having made a particular response (getting a good grade)
- **Social Reinforcement:** Praise, attention, and/or approval from others
- **Identification:** Feeling emotionally connected to admired adults
- **Imitation:** Desire to act like an admired person

Becoming Male or Female

- **Identification:** Feeling emotionally connected to admired adults
- **Imitation:** Desire to act like an admired person

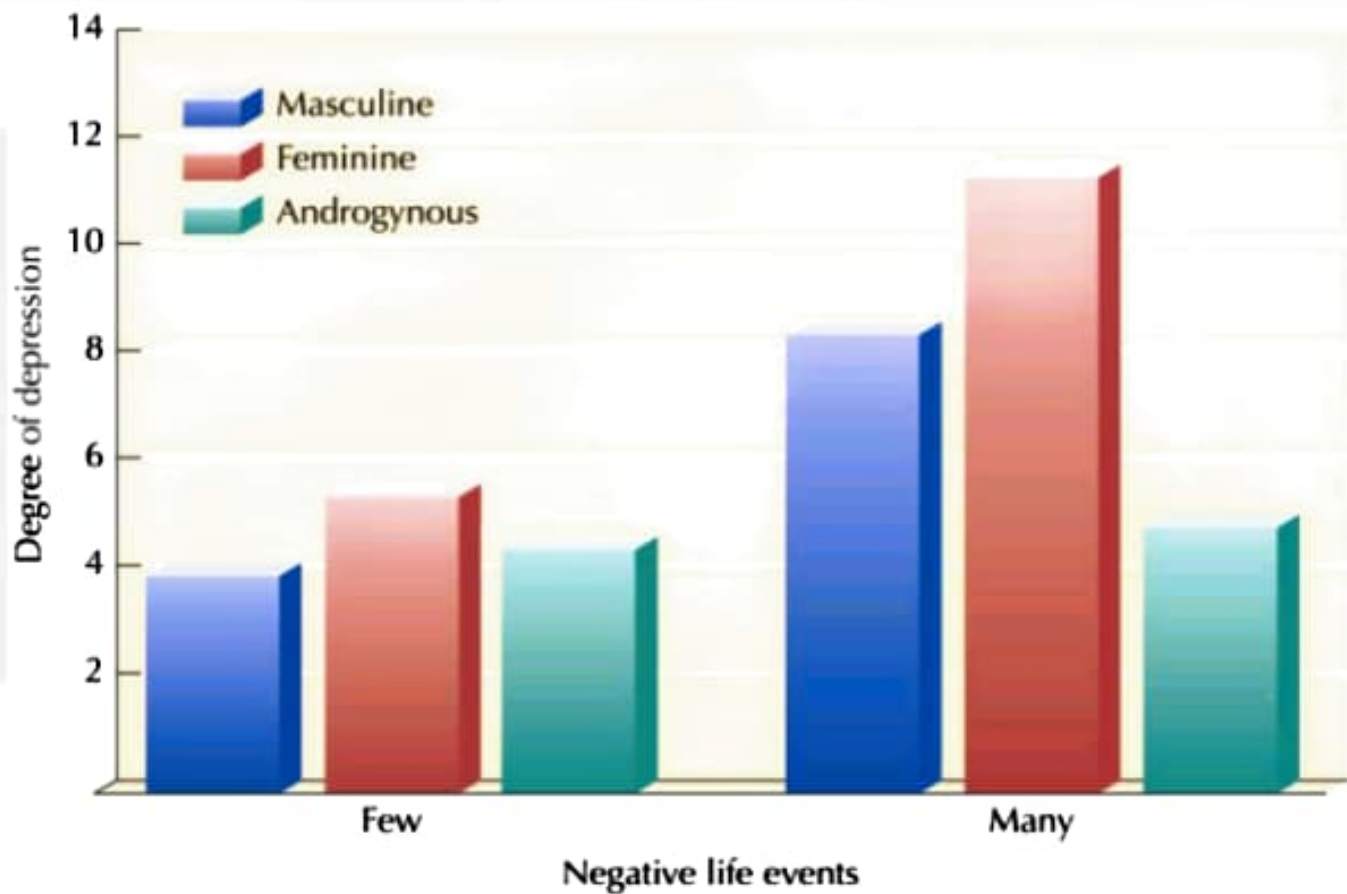
Miller and Dollard's Four Critical Childhood Situations

- Feeding
- Toilet or cleanliness training
- Sex training
- Learning to express anger or aggression

Bem Sex Role Inventory (BSRI) and Androgyny

- **BSRI: Created by Sandra Bem**
 - Consists of 60 personal traits, 20 each for “masculine,” “feminine,” and “neutral”
- **Androgyny: Having both masculine and feminine traits in a single person**
 - Androgynous individuals are more adaptable in our society
 - Rigid gender stereotypes can restrict behavior, especially in males
- **Instrumental Behaviors: Goal-directed**
- **Expressive Behaviors: Emotion-oriented**

Figure 10.7



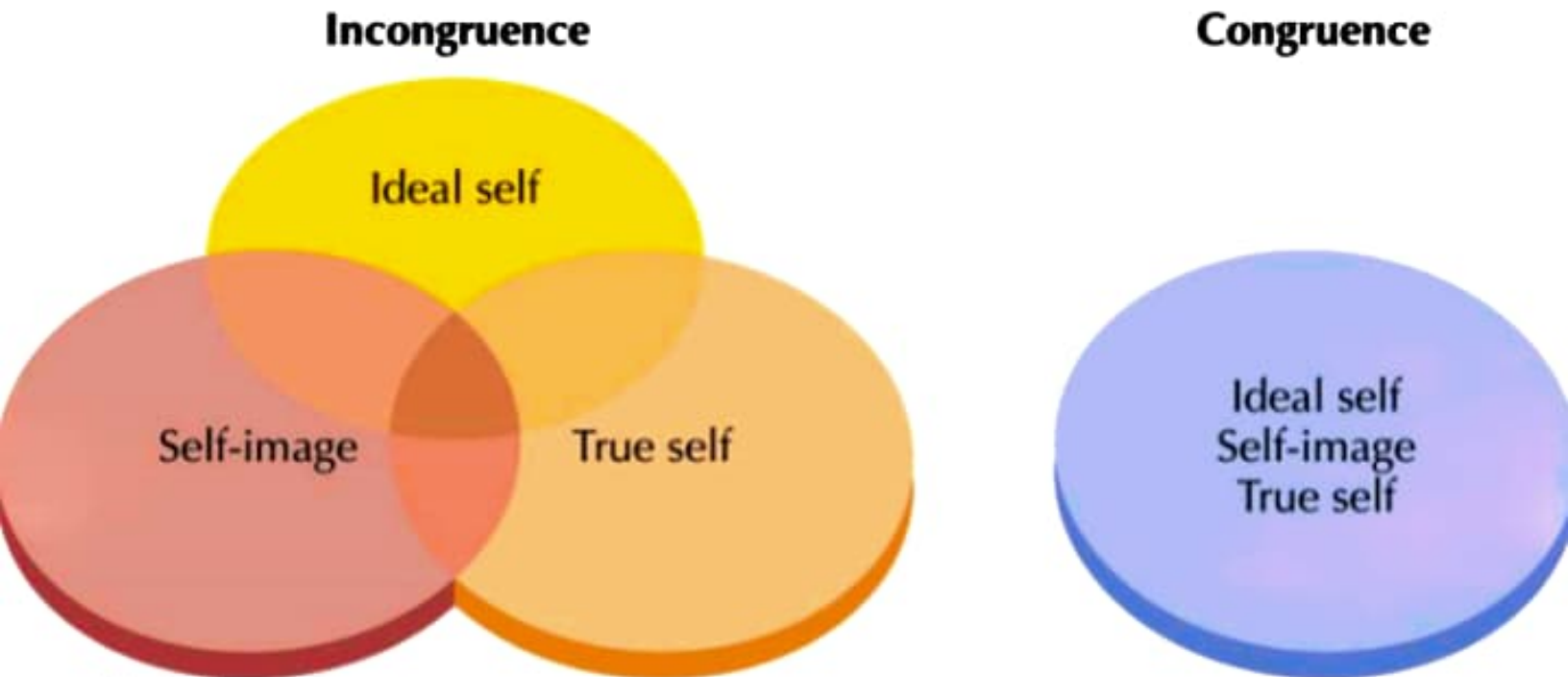
Humanism

- Approach that focuses on human experience, problems, potentials, and ideals
- Human Nature: Traits, qualities, potentials, and behavior patterns most characteristic of humans
- Free Choice: Ability to choose that is NOT controlled by genetics, learning, or unconscious forces
- Subjective Experience: Private perceptions of reality
- Self-Actualization (Maslow): Process of fully developing personal potentials
- Peak Experiences: Temporary moments of self-actualization

Carl Rogers' Self Theory

- **Fully Functioning Person:** Lives in harmony with his/her deepest feelings and impulses
- **Self:** Flexible and changing perception of one's identity
- **Self-Image:** Total subjective perception of your body and personality
- **Incongruence:** Exists when there is a discrepancy between one's experiences and self-image
- **Ideal Self:** Idealized image of oneself (the person one would like to be)

Figure 10.8



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FIGURE 10.8 Incongruence occurs when there is a mismatch between any of these three entities: the ideal self (the person you would like to be), your self-image (the person you think

More Rogerian Concepts

- **Conditions of Worth:** Internal standards of evaluation used by children
- **Positive Self-Regard:** Thinking of oneself as a good, lovable, worthwhile person
- **Organismic Valuing:** Natural, undistorted, full-body reaction to an experience
- **Unconditional Positive Regard:** Unshakable love and approval

Personality Assessment

- **Interview:** Face-to-face meeting designed to gain information about someone's personality, current psychological state, or personal history
 - **Unstructured Interview:** Conversation is informal, and topics are discussed as they arise
 - **Structured Interview:** Follows a prearranged plan, using a series of planned questions
- **Halo Effect:** Tendency to generalize a favorable or unfavorable first impression to an entire personality (make a good first impression)
- **Direct Observation:** Looking at behavior

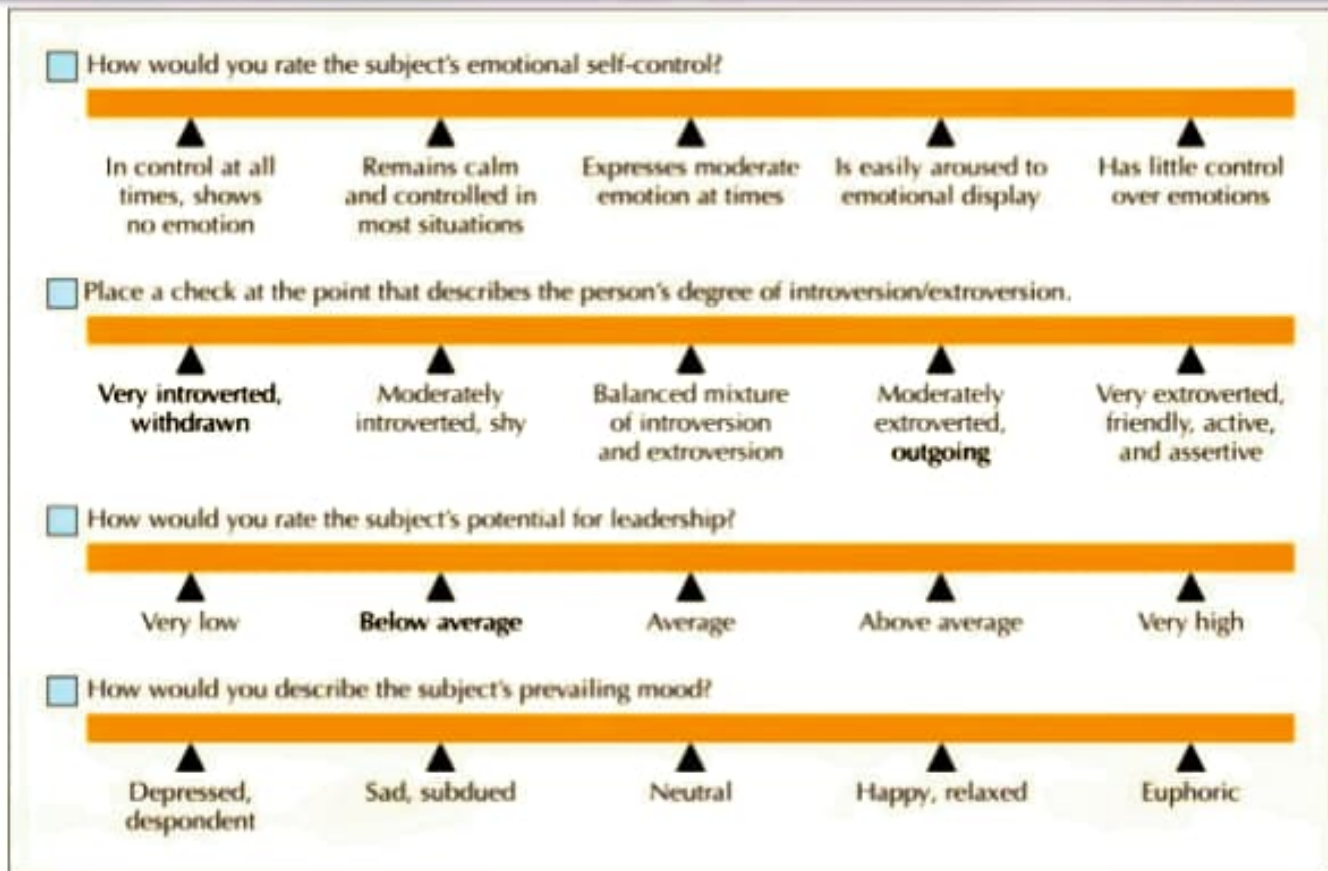
Other Types of Personality Assessments

- **Behavioral Assessment:** Recording the frequency of specific behaviors
- **Situational Test:** Real life situations are simulated so that someone's spontaneous reactions can be recorded
- **In-Basket Test:** Simulates decision-making challenges that executives face
 - Basket full of memos is given to applicant, and applicant must act appropriately as quickly as possible
- **Leaderless Group Discussion:** Test of leadership that simulates group decision making and problem solving

More Types of Personality Assessments!

- **Reliability:** Does a test give close to the same score each time it is given to the same person?
- **Validity:** Does the test measure what it claims to measure?
- **Personality Questionnaire:** Paper-and-pencil test consisting of questions that reveal personality aspects
 - **Minnesota Multiphasic Personality Inventory-2 (MMPI-2):** Widely used objective personality questionnaire
- **Honesty (Integrity) Test:** Assumes that poor attitudes toward dishonest acts predispose a person to dishonest behavior

Figure 10.9



Projective Tests

- Psychological tests that use ambiguous or unstructured stimuli; person needs to describe the ambiguous stimuli or make up stories about them
 - Rorschach Technique: Developed by Swiss psychologist Hermann Rorschach; contains 10 standardized inkblots (the “inkblot” test)
 - Thematic Apperception Test (TAT): Developed by Henry Murray, personality theorist; projective device consisting of 20 drawings (black and white) of various situations; people must make up stories about the people in it

Shyness

- **Definition:** Tendency to avoid others and feeling uneasiness and strain when socializing
- **Social Anxiety:** Feeling of apprehension in the presence of others
- **Evaluation Fears:** Fears of being inadequate, embarrassed, ridiculed, or rejected
- **Private Self-Consciousness:** Attention to inner feelings, thoughts, and fantasies
- **Public Self-Consciousness:** Intense awareness of oneself as a social object