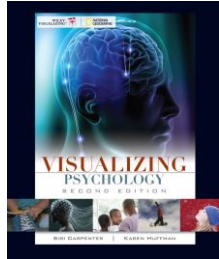




CHAPTER 12

Personality





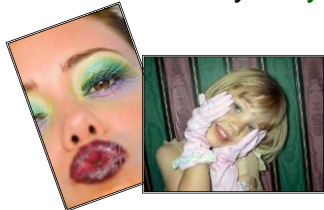
Lecture Overview

- Psychoanalytic/ Psychodynamic Theories
- Trait Theories
- Humanistic Theories
- Social-Cognitive Theories
- Biological Theories
- Personality Assessment





Personality: Key Definition



- **Personality:** relatively stable & enduring patterns of thoughts, feelings, & actions



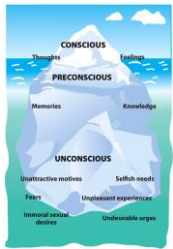
Psychoanalytic/ Psychodynamic Theories

- **Psychoanalytic/Psychodynamic Theories:** examine how unconscious mental forces interplay with thoughts, feelings, & actions
- Early Key Figures:
 - Founding Father--Freud
 - *Neo-Freudians*--Adler, Jung, Horney





Psychoanalytic/Psychodynamic Theories: **Levels of Consciousness**



Psyche - Mind

- **Conscious:** thoughts or motives person is currently aware of or remembering
- **Preconscious:** thoughts, motives, or memories that can be easily brought to mind
- **Unconscious:** thoughts or motives that lie beyond normal awareness



Psychoanalytic/Psychodynamic Theories: **Personality Structures**

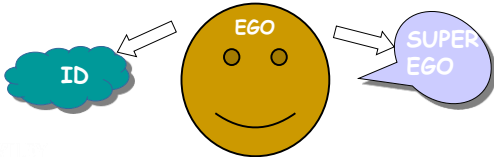
- **Id:** instinctual energy (**pleasure principle**)
- **Ego:** rational part of psyche (**reality principle**)
- **Superego:** the conscience (**morality principle**)



Psychoanalytic/Psychodynamic Theories: Defense Mechanisms



- **Defense mechanisms:** ego's protective method of reducing anxiety by distorting reality





Defense mechanism	Description	Example
Repression	Preventing painful or unacceptable thoughts from entering consciousness	Forgetting the details of your parent's painful death
Sublimation	Redirecting unmet desires or unacceptable impulses into acceptable activities	Rechanneling sexual desires into school, work, art, sports, or hobbies that are constructive
Denial	Protecting oneself from an unpleasant reality by refusing to perceive it	Alcoholics refusing to admit their addiction
Rationalization	Substituting socially acceptable reasons for unacceptable ones	Justifying cheating on an exam by saying "everyone else does it"
Intellectualization	Ignoring the emotional aspects of a painful experience by focusing on abstract thoughts, words, or ideas	Emotionless discussion of your divorce while ignoring underlying pain
Projection	Transferring unacceptable thoughts, motives, or impulses to others	Becoming unreasonably jealous of your mate while denying your own attraction to others
Reaction formation	Refusing to acknowledge unacceptable urges, thoughts, or feelings by exaggerating the opposite state	Promoting a petition against adult bookstores even though you are secretly fascinated by pornography
Regression	Responding to a threatening situation in a way appropriate to an earlier age or level of development	Throwing a temper tantrum when a friend doesn't want to do what you'd like
Displacement	Redirecting impulses toward a less threatening person or object	Yelling at a coworker after being criticized by your boss



Psychoanalytic/Psychodynamic Theories: Psychosexual Stages of Development

- **Psychosexual Stages:** Freudian idea of five developmental periods as key to personality development
 - **Oral Stage:** birth-18 months
 - **Anal Stage:** 18 months-3 yrs
 - **Phallic Stage:** 3-6 yrs
 - **Latency Stage:** 6 yrs-puberty
 - **Genital Stage:** puberty-adulthood






Psychosexual Stages of Development

Stage	Age	Erogenous Zone	Task
Oral	0-18 mos.	Mouth	Weaning
Anal	18 mos.- 3yrs.	Anus	Toilet Training
Phallic	3 - 6 yrs.	Genitals	Overcoming Oedipus Complex
Latent	6 – puberty	None	Interacting with same sex peers
Genital	puberty - adult	Genitals	Establishing intimate relationships with the opposite sex



Psychosexual Stages of Development

Name of stage (Approximate age)	Erogenous zone (Key conflict or developmental task)	Supposed symptoms of fixation and/or regression
Oral (0-18 months)	Mouth (Weaning from breast or bottle) 	Overindulgence reportedly contributes to gullibility ("swallowing" anything), dependence, and passivity. Underindulgence leads to aggressiveness, sadism, and a tendency to exploit others. Freud also believed orally fixated adults may orient their lives around their mouths—overeating, becoming alcoholic, smoking, or talking a great deal.
Anal (18 months-3 years)	Anus (Toilet training) 	Fixation or regression supposedly leads to highly controlled and compulsively neat (anal-retentive) personality, or messy, disorderly, rebellious, and destructive (anal-expulsive) personality.

© John Wiley and Sons, Inc.





Psychosexual Stages of Development

Name of stage (Approximate age)	Erogenous zone (Key conflict or developmental task)	Supposed symptoms of fixation and/or regression
Phallic (3-6 years)	Genitals (Overcoming the Oedipus complex by identifying with same-sex parent) 	According to Freud, unresolved, sexual longing for the opposite-sex parent can lead to long-term resentment and hostility toward the same-sex parent. Freud also believed that boys develop an Oedipus complex, or attraction to their mothers. He thought that young girls develop an attachment to their fathers and harbor hostile feelings toward their mothers, whom they blame for their lack of a penis. According to Freud most girls never overcome penis envy or give up their rivalry with their mothers, which leads to enduring moral inferiority.

© John Wiley and Sons, Inc.



Psychosexual Stages of Development

Name of stage (Approximate age)	Erogenous zone (Key conflict or developmental task)	Supposed symptoms of fixation and/or regression
Latency (6 years-puberty)	None (Interacting with same-sex peers) 	The latency stage is a reported period of sexual "dormancy." Children do not have particular psychosexual conflicts that must be resolved during this period.
Genital (puberty-adult)	Genitals (Establishing intimate relationships with the opposite sex) 	Unsuccessful outcomes at this stage supposedly may lead to sexual relationships based only on lustful desires, not on respect and commitment.

© John Wiley and Sons, Inc.



Psychoanalytic/Psychodynamic
Theories: Neo-Freudian Theorists



- **Adler** believed that behavior was purposeful and goal directed instead of motivated by unconscious forces.



Psychoanalytic/Psychodynamic
Adler: Individual Psychology

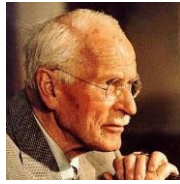
- Motivated by our goals in life
- Inferiority complex
- Will-To-Power
 - Superiority
 - Full Potential





Carl Jung

- Analytical Psychology
- Unconscious processes
- Motives
 - Positive
 - Spiritual
- Forces
 - Sexual
 - Aggressive



- Personal unconscious
- Collective unconscious



Carl Jung

- Archetypes
- Anima - feminine
- Animus - masculine





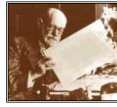
Psychoanalytic/Psychodynamic Theories: Neo-Freudian Theorists



- *Horney*
 - child's relationship to parents
 - security
 - toward people
 - away from people
 - against people



Evaluating Psychoanalytic/ Psychodynamic Theories



Evaluating psychoanalytic theories TABLE 1.2.1

Criticisms	Enduring influences
<ul style="list-style-type: none"> Difficult to test. From a scientific perspective, a major problem with psychoanalytic theory is that most of its concepts—such as the id or unconscious conflicts—cannot be empirically tested (Domhoff, 2004; Esterson, 2002; Friedman & Schustack, 2006). Overemphasizes biology and unconscious forces. Modern psychologists believe that Freud did not give sufficient attention to learning and culture in shaping behavior. Inadequate empirical support. Freud based his theories almost exclusively on the subjective case histories of his adult patients. Moreover, Freud's patients represented a small and selective sample of humanity: upper-class women in Vienna (Freud's home) who had serious adjustment problems. Sexism. Many psychologists (beginning with Karen Horney) reject Freud's theories as derogatory toward women. Lack of cross-cultural support. The Freudian concepts that ought to be most easily supported empirically—the biological determinants of personality—are generally not borne out by cross-cultural studies. 	<ul style="list-style-type: none"> The emphasis on the unconscious and its influence on behavior. The conflict among the id, ego, and superego and the resulting defense mechanisms. Encouraging open talk about sex in Victorian times. The development of psychoanalysis, an influential form of therapy. The sheer magnitude of Freud's theory.



Pause & Reflect: Assessment

- Using the iceberg analogy, explain Freud's three levels of consciousness.
- Label Freud's five psychosexual stages





Pause & Reflect: Assessment

- Explain the relationship between the Id, Ego, and Superego.
- Identify, explain, and give an example of five defense mechanisms.





Trait Theories


- **Traits:** relatively stable & consistent characteristics used to describe someone
- **Key Figures:**
 - Early Trait Theorists: Allport, Cattell, Eysenck
 - Modern Trait Theorists: McCrae & Costa--**Five-Factor Model (FFM)**





Trait Theorists: The Five-Factor Model (FFM)

- **O**penness (open to new ideas vs. conventional & narrow in interests)
- **C**onscientiousness (responsible & organized vs. irresponsible & careless)
- **E**xtraversion (sociable & talkative vs. withdrawn & quiet)
- **A**greeableness (trusting & good-natured vs. suspicious & ruthless)
- **N**euroticism (emotionally unstable & moody vs. emotionally stable & easygoing)

 **Study Tip:**
Note the first letter of each factor





Pause & Reflect: Psychology & Life

- Psychology helps us understand personality & relationships. For example, place a dot on each line to indicate your traits of openness, extraversion, etc. Then do the same for your ideal romantic partner.

Big Five Trait	Low Scores	High Scores
1 Openness	Dissociable Uncreative Conventional Unimaginative	Imaginative Creative Diplomatic Unconformist
2 Conscientiousness	Negligent Lax Disorganized Lazy	Goal-oriented Hard working Self-organized Punctual
3 Extraversion	Shy Quiet Reserved Introverted	Social Talkative Assertive Extroverted
4 Agreeableness	Selfish Furious Selfish Unfriendly	Trusting Tender Selfless Cooperative
5 Neuroticism	Calm Unworried Comfortable Unemotional	Worried Impulsive Self-conscious Emotional



Trait Theorists: The Five-Factor Model (FFM)

- Researchers asked over 10,000 men & women from 37 countries what they wanted in a mate.
- They found:
 - high degree of agreement.
 - **five-factor traits** are at the top of both lists.



What Men Want in a Mate	What Women Want in a Mate
1. Mental attractiveness	1. Mental attractiveness
2. Dependable character	2. Dependable character
3. Intellectual ability and interests	3. Intellectual ability and interests
4. Physical attractiveness	4. Physical attractiveness
5. Good health	5. Education and intelligence
6. Education and intelligence	6. Social skills
7. Social skills	7. Desire for love and children
8. Desire for love and children	8. Ambition and status/wealth
9. Ambition and status/wealth	9. Refinement, interests
10. Refinement, interests	10. Refinement, interests

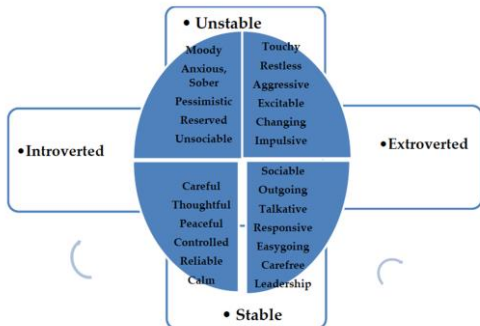


Pause & Reflect: Psychology & Life

Does Your Personality Match Your Career Choice?



Personality Characteristics	Holland Personality Type	Matching/Congruent Occupation
Shy, genuine, persistent, stable, conforming, practical	1. Realistic: Prefers physical activities that require skill, strength, and coordination	Mechanic, drill press operator, assembly-line worker, farmer
Analytical, original, curious, independent	2. Investigative: Prefers activities that involve thinking, organizing, and understanding	Biologist, economist, mathematician, news reporter
Sociable, friendly, cooperative, understanding	3. Social: Prefers activities that involve helping and developing others	Social worker, counselor, teacher, clinical psychologist
Conforming, efficient, practical, unimaginative, inflexible	4. Conventional: Prefers rule-regulated, orderly, and unambiguous activities	Accountant, bank teller, file clerk, corporate manager
Imaginative, disorderly, idealistic, emotional, impractical	5. Artistic: Prefers ambiguous and unsystematic activities that allow creative expression	Painter, musician, writer, interior decorator
Self-confident, ambitious, energetic, dominating	6. Enterprising: Prefers verbal activities where there are opportunities to influence others and attain power	Lawyer, real estate agent, public relations specialist, small business manager





Evaluating Trait Theories

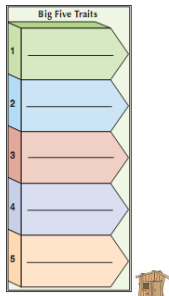
- **Pro:**
 - Five-factor model (FFM) helps describe & organize personality characteristics using the fewest number of traits.
- **Con:**
 - Lacks causal explanation
 - Stability vs. change
 - Ignores situational effects
 - Great variations in personality cannot be accounted for by 4 or 5 traits





Pause & Reflect: Assessment

1. _____ are relatively stable personal characteristics used to describe someone.
2. Label the five factors
3. Tending to be withdrawn, quiet, passive, & reserved is known as _____ on the **five-factor model (FFM)**.

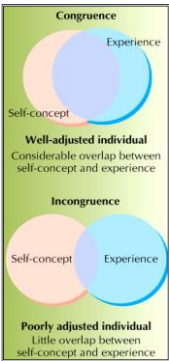




Humanistic Theories

- **Emphasis:**
 - People are naturally good
 - Personality develops from internal feelings & thoughts & sense of basic worth
 - Personality & behavior depend on perceptions & interpretations
- Key Figures: *Rogers & Maslow*





Humanistic Theories: Rogers' Key Concepts

- Key component of personality is the **self**--what a person defines as "I" or "me"
- Mental health is related to the degree of congruence between the **self-concept** & life experiences.

What kind of Mindset do you have?



Carl Rogers

- Low self-esteem or poor mental health
- Result of
 - Love and acceptance conditional on
 - Behaving
 - Expressing





Humanistic Theories: Rogers's Key Terms (Continued)

- **Unconditional Positive Regard:** positive behavior with no contingencies attached
- Value of person vs. behavior
- Guide behavior





Conditional Love

- To gain parental approval
 - Deny true feelings
- Suspects he is not a “nice-boy”
- Self-esteem





Pause & Reflect: Critical Thinking

- As a child did you receive primarily **conditional** or **unconditional positive regard**?
- According to Rogers, how might this have affected your adult personality?





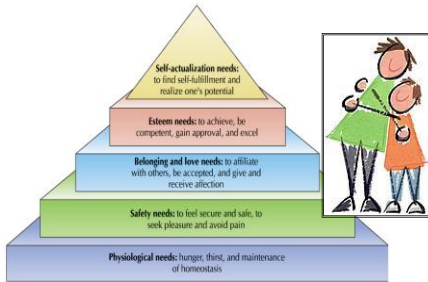
Humanistic Theories: Maslow's Hierarchy of Needs

- **Self-Actualization**: Maslow's term for the inborn drive to develop all one's talents & capabilities
- **Hierarchy of Needs**: Maslow's proposal that basic physical necessities must be satisfied before higher-growth needs





Humanistic Theories: Maslow's Hierarchy of Needs





Evaluating Humanistic Theories

- **Pro:**
 - Many concepts incorporated into successful therapy
- **Con:**
 - Naive assumptions
 - Poor testability & inadequate evidence
 - Narrowness





Social-Cognitive Theories

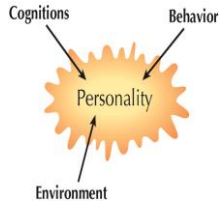
- **Social Cognitive Theories**
Personality reflects:
 - individual's interactions with the environment
 - how we *think* about the world & *interpret* what happens to us
 - **Key Figures:**
Bandura & Rotter





Social-Cognitive Theories: Bandura's Key Terms

- **Self-Efficacy:** person's learned expectation of success
- **Reciprocal Determinism:** cognitions, behaviors, & the environment interact to produce personality





Social-Cognitive Theories: Rotter's Key Terms

- **Cognitive Expectancies:** what people expect to happen & the reinforcement value attached to specific outcomes
- **Locus of Control:** what people consider the source of life's rewards & punishments (**internal** or **external locus of control**)





Evaluating Social-Cognitive Theories

- **Pro:**
 - Emphasizes how environment affects & is affected by individuals
 - Offers testable, objectives, operationally defined terms, & relies on empirical data
- **Con:**
 - Narrow focus
 - Ignores unconscious & emotional aspects of personality





Pause & Reflect: Assessment

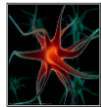
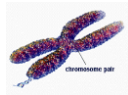
1. The _____ approach to personality emphasizes internal experiences & the basic goodness of the individual.
2. Rogers believed _____ is essential to a child's healthy personality development.





Biological Theories

- Three major biological contributors to personality:
- Brain Structures
- Neurochemistry
- Genetic Factors



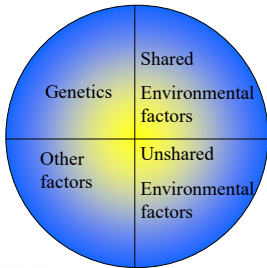


Neurochemistry

- Sensation seeking
 - MAO
 - Physical arousal
 - Extroverts vs. Introverts

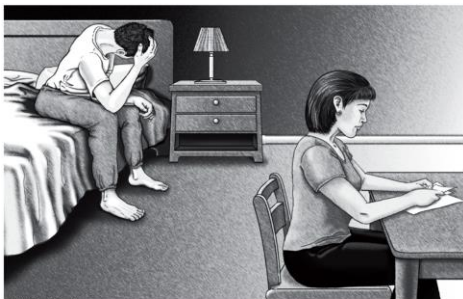


Integrating the Perspectives



- **Biopsychosocial model** suggests multiple theories provide different insights & contribute different proportions to personality.





© John Wiley and Sons, Inc.
Unnumbered 12 p.333b



Personality Assessment

- Four methods to measure personality:
 1. **Interviews**
 2. **Observations**
 3. **Objective Tests** (MMPI)
 4. **Projective Tests** (Rorschach, TAT)





TABLE 13.4 SUBSCALES OF THE MMPI-2

Clinical Scales	Typical Interpretations of High Scores
1. Hypochondriasis	Numerous physical complaints
2. Depression	Seriously depressed and pessimistic
3. Hysteria	Suggestible, immature, self-centered, demanding
4. Psychopathic deviate	Rebellious, nonconformist
5. Masculinity-femininity	Interests like those of other sex
6. Paranoia	Suspicious and resentful of others
7. Psychasthenia	Fearful, agitated, brooding
8. Schizophrenia	Withdrawn, reclusive, bizarre thinking
9. Hypomania	Distractible, impulsive, dramatic
10. Social introversion	Shy, introverted, self-effacing
Validity Scales	Typical Interpretations of High Scores
1. L (lie)	Denies common problems, projects a "saintly" or false picture
2. F (confusion)	Answers are contradictory
3. K (defensiveness)	Minimizes social and emotional complaints
4. ? (cannot say)	Many items left unanswered



Evaluating Methods of Personality Assessment

- Interviews & Observations
 - Pro: insights
 - Con: time consuming & expensive
- Projective Tests
 - Pro: insights
 - Con: low reliability & validity
- Objective Tests
 - Pro: standardized information
 - Con: possible deliberate deception, social desirability bias, diagnostic difficulties, possible cultural bias, & inappropriate use



End of CHAPTER 12

Personality

