

1  **Chapter 11: Personality:  
Theory and Measurement**

2  **Truth or Fiction?**

- Biting one's fingernails or smoking cigarettes as an adult is a sign of conflict experienced during early childhood.
- Bloodletting and vomiting were once recommended as ways of coping with depression.

3  **Truth or Fiction?**

- 2,500 years ago, a Greek physician devised a way of looking at personality that – with a little “tweaking”- remains in use today.
- Actually, there are no basic personality traits. We are all conditioned by society to behave in certain ways.

4  **Truth or Fiction?**

- The most well-adjusted immigrants are those who abandon the language and customs of their country of origin and become like members of the dominant culture in their new host country.
- Psychologists can determine whether a person has told the truth on a personality test.

5  **Truth or Fiction?**

- There is a psychological test made up of inkblots, and test-takers are asked to say what the blots look like to them.

6  **Preview of Chapter Eleven**

- The Psychoanalytic Perspective
- The Trait Perspective
- Learning-Theory Perspectives
- The Humanistic Perspective
- The Sociocultural Perspective
- Measurement of Personality

7  **What is Personality?**

- Personality is the reasonably stable patterns of emotions, motives, and behavior that distinguish one person from another

8  **The Psychoanalytic Perspective:  
Excavating the Iceberg**

9  **Sigmund Freud's**

**Theory of Psychosexual Development**

- Three levels of awareness
  - Conscious, preconscious, unconscious
    - Unconscious urges are kept below the surface by repression
- Psychoanalysis
  - Form of therapy used to explore the unconscious mind

10  **The Human Iceberg According to Freud**

11  **Psychosexual Development**

**Structure of Personality**

- Three psychic structures of personality

- Id
- Ego
  - Defense Mechanisms
- Superego
  - Identification

12  **Stages of Psychosexual Development**

- Stages: Oral, Anal, Phallic, Latency, Genital
- Fixations at any stage are expressed by characteristics of that stage
  - Oral Fixation
  - Anal Fixation

13  **Stages of Psychosexual Development**

- Oral Stage
  - Conflict centers on nature and extent of oral gratification
  - Excessive or insufficient gratification leads to fixation
- Anal Stage
  - Focuses on the control of elimination of waste
  - Learn to delay gratification – self-control

14  **Stages of Psychosexual Development**

- Phallic Stage
  - Oedipus or Electra complex
  - Resolved through identification with same sex parent
- Latency Stage
  - Sexual feelings remain unconscious
- Genital Stage
  - Incest taboo

15  **Other Psychoanalytic Theorists**

- Carl Jung - Analytical psychology
  - Downplayed importance of sexual instinct
  - Collective unconscious
  - Archetypes
- Alfred Adler – Individual psychology
  - People are motivated by an inferiority complex
  - Drive for superiority
  - Creative self

16  **Other Psychoanalytic Theorists**

- Karen Horney
  - Argued women do not experience penis envy
  - Downplayed unconscious sexual and aggressive impulses
- Erik Erikson – Psychosocial Development
  - Downplayed emphasis on sex
  - Eight stages named for traits that should develop at each stage

17  **Evaluation of Psychoanalytic Perspective**

- Freud argued that personality is subject to scientific analysis
- Focused attention on childhood experiences, importance of sexuality, effects of child rearing, people's distortions of perceptions to meet their needs
- No evidence for existence of psychic structures

18  **The Trait Perspective: The Multi-Dimensional Universe**

19  **What are traits?**

- Traits are reasonably stable elements of personality that are inferred from behavior

- 20  **History of the Trait Perspective**
- Hippocrates
    - Personality depends on the balance of four bodily fluid in the body
      - Choleric, Sanguine, Phlegmatic, Melancholic
    - Disease was reflected by imbalance and was restored through bloodletting and vomiting
- 21  **Hans Eysenck's Trait Theory**
- Focus on relationship between
    - Introversion – Extraversion
    - Stability – Instability (Neuroticism)
  - Similar to Hippocrates' four traits
- 22  **Eysenck's Personality Dimensions and Hippocrates' Personality Types**
- 23  **The "Big Five": The Five-Factor Model**
- Five basic personality factors
    - extraversion, neuroticism, conscientiousness, agreeableness, openness to experience
  - Research has shown cross-cultural application and relationship to inborn temperament
  - Popular means of developing personality "types"
- 24  **Evaluation of Trait Model**
- Personality tests have been used to identify "types" related to certain occupations
  - Trait theory has been more descriptive than explanatory
- 25  **Video Connections: Personality Theory and Measurement**
- How would you define "personality trait"? Are traits stable or unstable features of personality? Does the situation change one's personality or one's behavior?
  - If a person acts one way in one situation and another way in another situation, how can we determine what are the "genuine" personality traits of that person?
- 26  **Learning-Theory Perspectives: All the Things You Do**
- 27  **Behaviorism**
- John B. Watson
    - Focus on determinants of observable behavior, not unseen, undetectable, unconscious forces
  - B.F. Skinner
    - Emphasized the effects of reinforcements on behavior
  - Criticism
    - Ignore the role of choice and consciousness
- 28  **Social Cognitive Theory**
- Albert Bandura
    - Focuses on learning by observation
    - Reciprocal determinism
      - People influence environment as environment influences people
  - Person and Situational Variables
- 29  **Situational and Personal Variables**
- 30  **Social Cognitive Theory**
- Predicting behavior is based on
    - Expectancies about the outcome, and
    - Subjective values perceived about those outcomes
  - Self-efficacy expectations
    - Beliefs we can accomplish certain things

- 31  **Observational Learning**
- Modeling or cognitive learning
    - Acquiring knowledge by observing others
- 32  **Social Cognitive Theory and Gender Typing**
- Observational learning
  - Reinforcements and Punishment
  - Gender Schema Theory
    - Children attempt to construct identities that are consistent with the appropriate gender “script”
- 33  **Evaluation of Learning Perspective**
- Emphasize observable behaviors which can be measured
  - Avoid the inner human experience
    - Thoughts, feelings
  - Social cognitive theory does not explain development of traits
- 34  **The Humanistic Perspective:  
How Becoming?**
- 35  **What is Humanism?**
- Humanism argues that we are capable of
    - free choice
    - self-fulfillment
    - ethical behavior
- 36  **Humanism and Psychoanalytic Theory**
- Humanistic psychologists believe people have a conscious need for self-actualization
  - Psychoanalytic theory suggests people are motivated to gratify unconscious drives
- 37  **Carl Roger’s Self Theory**
- Roger’s self
    - Your ongoing sense of who and what you are
  - Self Theory
    - Focuses on nature of self and conditions that allow the self to develop freely
- 38  **Self-Concept and Frames of Reference**
- Self-Concept
    - Our impressions of ourselves and our evaluations of our adequacy
  - Frames of Reference
    - The way in which we look at ourselves and the world
- 39  **Self-Esteem and Positive Regard**
- Unconditional positive regard
    - Accepts child as having intrinsic merit regardless of present behavior
  - Conditional positive regard
    - Accepts child only when they behave in the desired manner
  - Conditions of Worth
    - Develop in response to conditional positive regard
- 40  **Client-centered Therapy**
- Roger’s method of psychotherapy
    - Assist client in getting in touch with their genuine feelings, accepting them and acting on them
  - Self-ideals
    - Our mental image of what we are capable of becoming
    - Motivated to reduce difference between self concept and self ideal

- 41  **Evaluation of Humanistic Perspective**
- Focus on conscious experience
    - Strength as personal experience is important to people
    - Weakness as private and subjective
  - Do not address development of traits and personality types
- 42  **The Sociocultural Perspective:  
Personality in Context**
- 43  **Individualism Versus Collectivism**
- Individualism
    - Define self in terms of personal identities
    - Give priority to personal goals
  - Collectivism
    - Define self in terms of groups to which you belongs
    - Give priority to the group's goals
- 44  **Acculturation, Adjustment and Self-Esteem**
- Acculturation
  - Patterns of Adjustment
    - Complete assimilation, Bicultural, Complete separation
  - Highest self-esteem in those who do not completely surrender their culture
- 45  **Evaluation of Sociocultural Perspective**
- Deals with external forces that become internalized
  - Enhances our sensitivity to cultural differences and expectations
- 46  **Measurement of Personality**
- 47  **Characteristics of Scientific Personality Tests**
- Validity
    - Extent to which test measures what it is supposed to measure
  - Reliable
    - Ability of one's test results from one testing to another
  - Standardization
- 48  **Use of Personality Tests**
- Assess psychological disorders
  - Predict likelihood of adjustment in work
  - Measure aptitudes
- 49  **Objective Tests**
- Respondents are presented with standardized group of test items in form of questionnaire
    - Forced-choice format
  - Minnesota Multiphasic Personality Inventory (MMPI)
    - Designed to diagnose psychological disorders
    - Validity scales and clinical scales
- 50  **Projective Tests**
- No clear, specified answers
  - Rorschach Inkblot Test
    - Response that reflects the shape of the inkblot
      - Sign of adequate reality testing
    - Response that integrates several features of the blot
      - Sign of high intellectual functioning
- 51  **Projective Tests**
- Thematic Apperception Test
    - Individuals are asked to make up stories about drawings that are open to various interpretations