

Chapter 11: Personality: Theory and Measurement

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.

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.

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.

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.

Preview of Chapter Eleven

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

What is Personality?

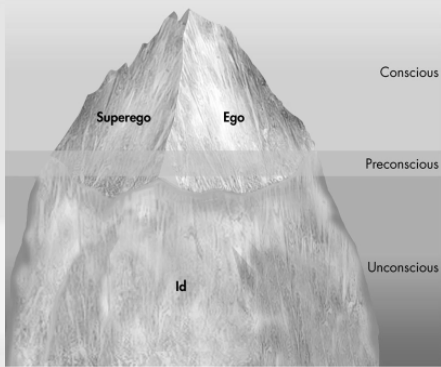
- Personality is the reasonably stable patterns of emotions, motives, and behavior that distinguish one person from another

The Psychoanalytic Perspective: Excavating the Iceberg

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

The Human Iceberg According to Freud



Psychosexual Development Structure of Personality

- Three psychic structures of personality
 - Id
 - Defense Mechanisms
 - Ego
 - Identification
 - Superego

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

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

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

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

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

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

The Trait Perspective: The Multi-Dimensional Universe

What are traits?

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

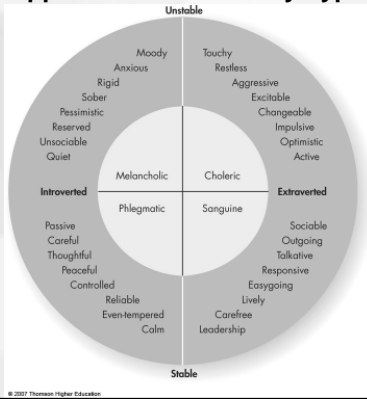
History of the Trait Perspective

- 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

Hans Eysenck's Trait Theory

- Focus on relationship between
 - Introversion – Extraversion
 - Stability – Instability (Neuroticism)
- Similar to Hippocrates' four traits

Eysenck's Personality Dimensions and Hippocrates' Personality Types



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"

Evaluation of Trait Model

- Personality tests have been used to identify "types" related to certain occupations
- Trait theory has been more descriptive than explanatory

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?

Learning-Theory Perspectives: All the Things You Do

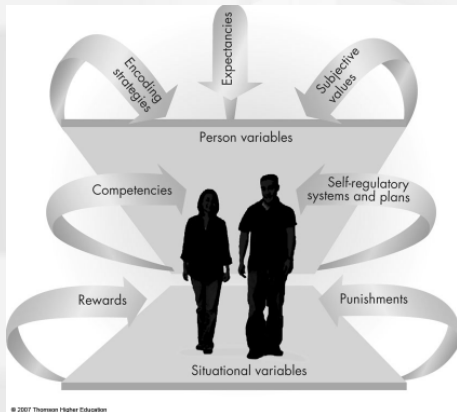
Behaviorism

- 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

Social Cognitive Theory

- Albert Bandura
 - Focuses on learning by observation
 - Reciprocal determinism
 - People influence environment as environment influences people
- Person and Situational Variables

Situational and Personal Variables



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

Observational Learning

- Modeling or cognitive learning
 - Acquiring knowledge by observing others

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”

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

The Humanistic Perspective: How Becoming?

What is Humanism?

- Humanism argues that we are capable of
 - free choice
 - self-fulfillment
 - ethical behavior

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

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

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

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

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

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

The Sociocultural Perspective: Personality in Context

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

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

Evaluation of Sociocultural Perspective

- Deals with external forces that become internalized
- Enhances our sensitivity to cultural differences and expectations

Measurement of Personality

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

Use of Personality Tests

- Assess psychological disorders
- Predict likelihood of adjustment in work
- Measure aptitudes

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

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

Projective Tests

- Thematic Apperception Test
 - Individuals are asked to make up stories about drawings that are open to various interpretations
 - Widely used in research on motivation and to determine attitudes toward others
