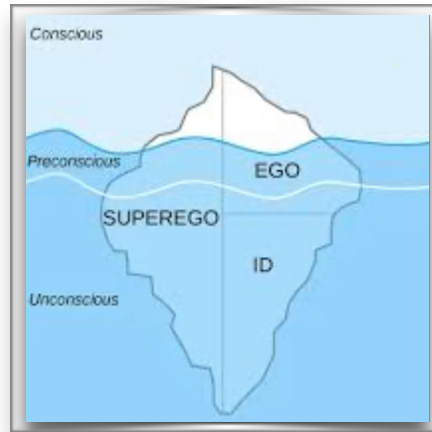
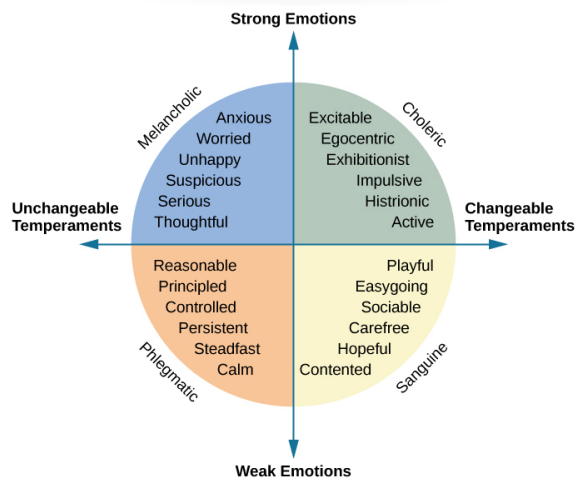


PERSONALITY

Personality is defined as an individual's unique and characteristic pattern of thinking, feeling and acting. Personality testing refers to techniques that are used to accurately and consistently measure personality. The concept of personality has been acknowledged since the first millennium BCE. It was first discovered in Ancient Greece by a physician by the name of Hippocrates. Hippocrates believed that physiology had an influence on personality. He believed that physical humours, or fluids in the body, were linked to personality traits. The humours he focused on were melancholy, choleric, sanguine and phlegmatic. These four humours were believed to be substances that the human body contained. The first modern personality test was the Woodworth Personal Data Sheet, which was first used in 1917. This personality test was designed to help the United States Army screen out recruits who were susceptible to shell shock. More recently, there has been the addition of the big 5, theorised by Costa and McCrae. This theory tests personality using a likert scale to identify what personality traits you exhibit. The results from the test show how much of each personality trait you have which is written as a percentage. The 5 traits are extraversion, introversion, agreeableness, neuroticism and openness.



FREUD'S PSYCHODYNAMIC THEORY

A theory that has contributed greatly to the understanding of personality was the psychodynamic theory developed by Sigmund Freud. Sigmund Freud considered that personality develops from our efforts to resolve the conflict between our primitive, pleasure seeking urges and our internalised, socialised reactions to these. These conflicts were considered to involve three main factors: the id, ego and superego. The id is considered the primitive part and works towards maximising pleasure. This is the unconscious area of the human mind, which acts irrationally in order to achieve its urges for food or sexual gratification. The superego is the perfectionist part, which leads to positive feelings of pride or negative feelings of guilt. It is the voice of conscience that focuses on how we should behave. The id and superego contrast each other as they are both very different in nature. The demands of the superego often oppose the id and this is where the ego comes into action, acting to resolve conflicts between them. The ego is part of the conscious mind and enables a conscious control of behaviour. The ego redirects the energies of the id and determines whether it's logical and appropriate. Freud coined the term defence mechanisms, which are considered to arise due to the ego's constant attempt to minimise anxiety which is caused due to psychological conflict. Put simply, the ego interprets events or actions in such a way that denies or represents reality to reduce the feeling of anxiety. There are different types of defence mechanisms depending on the given situation that is causing the anxiety.

LIMITATIONS, STRENGTHS & MEASUREMENT

Although Freud's psychodynamic theory has explanatory power, it seems to lack scientific validity. The theory is able to provide believable explanations for the causes of abnormality, but it lacks the empirical evidence needed to support the theory. Freud's idea of defence mechanisms appears to be prevalent in everyday life, however it's difficult to prove whether his theory is correct. Freud offered a more optimistic view regarding psychological distress as mental illnesses, in some cases, could be treated. The theory also depends upon the therapists subjective interpretation of what their clients say. This is a limitation as the therapist can interpret, for instance, a dream about being out in the sea as having a dream about sex, which may not be an accurate depiction. His theory also falls apart with the fact that it has an over focus on sexual issues. This is an issue as it de-emphasises the importance of interpersonal and social factors in causing and maintaining mental disorders. The theory is also considered determinist as it says that suffering child trauma will lead to abnormal behaviour in adulthood. It fails to recognise that genes, however, may play a part in the development of these abnormalities. Freud's psychodynamic theory can be measured in many ways such as projective tests, case studies and dream analysis. Freud believed that by analysing dreams, the unconscious mind was exposed, as the ego's defence lowers. This way of measurement relied on the therapists interpretation of the dreams however, thus making it subjective.



The Devil in this image represents the id, and the Angel represents the superego

MASLOW'S HUMANISTIC THEORY

Another theory of personality is Maslow's humanistic theory, which he labeled as a hierarchy of needs. This theory is considered to be made up of five parts or needs: physiological, safety, belongingness and love, esteem and self-actualisation. He proposed that in order to reach self-actualisation, the levels below must first be met in ascending order. For example, if safety needs are not met, we cannot proceed to the next level of need (belongingness and love) until this need is met. Once previous levels of needs are met, our behaviour becomes directed towards the next set of needs that are yet to be satisfied. Maslow considered that everyone was capable of moving up the hierarchy of needs towards self-actualisation. He developed his ideas regarding personality by studying healthy, creative people of which he claimed had achieved self-actualisation. He considered that they shared similar characteristic traits such as openness, self-awareness and the ability to tackle problems without worrying about others' opinions. Maslow considered that these characteristics were indicators of a self-actualised person.



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LIMITATIONS, STRENGTHS & MEASUREMENT

The strengths of this theory is that it has a perceptive insight into human behaviour. It's prevalence in the business world display just how relevant the theory is in determining motivation within the workplace. The theory is also uncomplicated, meaning that it's easy to adopt and implement. A limitation, much like the psychodynamic theory, is that it can not be measured empirically, as there is no method to measure whether one is satisfied with a particular need. The theory also assumes that all people experience these needs in the same order, which fails to recognise individual differences. The hierarchy of needs can be measured by participants participating in a likert scale or questionnaire, which identifies which needs have been met and which are yet to be made. Through this form of measurement, the participant can be placed adequately based on what level of need they are more likely to be on.

