Psychological Approaches

Who are the people we're talking to?

Housekeeping

- Future presentations:
  - Take turns speaking

McAdams, *What Do We Know When We Know A Person?*

- Three levels of personality:
  - Level I: Dispositional Traits
  - Level II: Personal Concerns
  - Level III: Narrative Identity

Level I: Dispositional Traits

Disposition–a person's <u>inherent</u> qualities of mind and character

- Heavily genetically influenced
- Decontextualized
- Dimensional

Level I: Dispositional Traits

The Big Five

- Openness to Experience

- Conscientiousness

- Extraversion

- Agreeableness

- Neuroticism

Linder, Benjamin. Psychological Approaches. Feb 2019. https://canvas.instructure.com/courses/1518820/files/73815689. Powerpoint Presentation.

Level I: Dispositional Traits

- Openness to Experience
  - can be thought of as the depth, breadth, and permeability of one's conscious experience
  - desire to extend experience to encompass a richer array of sensations, perceptions, thoughts, and feelings

  - relates to: creativity, curiosity, risk taking, absorption in activities, tolerance for ambiguity and change
    - Also related to "intellect," but not the same as intelligence

Level I: Dispositional Traits

- Conscientiousness
  - related to being: self-disciplined, responsible, dutiful, organized, persevering, efficient, dependable, careful, controlling

  - tends to go along with being a good worker

Level I: Dispositional Traits

- Extraversion
  - *the tendency to experience positive affect <u>and</u> sociability*
  - not synonymous with being "extroverted"
  - Relates to positive mental health outcomes

Level I: Dispositional Traits

- Agreeableness
  - Related to being: friendly, cooperative, altruistic, loving, affectionate, warm, accommodating, helpful, patient, kind, understanding, empathic, honest, committed
  - Tends to go along with successful relationships

Level I: Dispositional Traits

- Neuroticism
  - *the tendency to experience negative affect*
  - Not simply synonymous with being "neurotic"

  - Relates to poor mental health outcomes

Level I: Dispositional Traits

Low Trait Extraversion

Interactions

...	Comfortable going to Sierra Club chapter meetings and joyful to be part of the community	...	...	Refers to colleague as his "work husband"	...
...	...	...	Enjoys playing a supporting rather than leading role	...	Doesn't prioritize having his voice heard

Daily Life

Watches sports for fun	...	Keeps up with politics & news	...	Does a lot of research at work	...
...	Walks his dog every day	...	Likes to watch nature documentaries	...	...

Physical Places

Spends a lot of time at home	...	Goes camping for fun	...	...	...
...	...	...	Goes to coffee shop when needs to focus	...	...

Pseudonym

(People Portrait)

Mental Context

Views colleagues as family	Views his family as strangers	Teaching gives him a sense of purpose	...	...	Feels most at ease in nature
...	Enjoys stability	...	...	Feels as if he belongs in an earlier time period	...

Personal Belongings

Prefers organic to man-made materials		...	...	Decorates his laptop with national park & Greenpeace stickers	Builds his own furniture
...	His personal crafts represent a greater symbol of success to him than his car	...	An eye for "perfect design"	...	

Quotes

...	"LHR is my work husband"	...	"I'd rather eat off a crooked wooden slab than some mainstream plastic artifact from IKEA"		...
"If you're going to do something, do it right"	...	...	...	...	"The forest is my true home"

Level I: Dispositional Traits

High Trait Conscientiousness

Interactions

- ...
- Comfortable going to Sierra Club chapter meetings and joyful to be part of the community
- ...
- ...
- Refers to colleague as his "work husband"
- ...
- ...
- ...
- ...
- Enjoys playing a supporting rather than leading role
- ...
- Doesn't prioritize having his voice heard

Physical Places

- Spends a lot of time at home
- ...
- Goes camping for fun
- ...
- ...
- ...
- ...
- ...
- ...
- Goes to coffee shop when needs to focus
- ...
- ...

Personal Belongings

- Prefers organic to man-made materials
- ...
- ...
- ...
- Decorates his laptop with national park & Greenpeace stickers
- Builds his own furniture
- ...
- His personal crafts represent a greater symbol of success to him than his car
- ...
- An eye for "perfect design"
- ...
- ...

Pseudonym

(People Portrait)

Daily Life

- Watches sports for fun
- ...
- Keeps up with politics & news
- ...
- Does a lot of research at work
- ...
- ...
- Walks his dog every day
- ...
- Likes to watch nature documentaries
- ...
- ...

Mental Context

- Views colleagues as family
- Views his family as strangers
- Teaching gives him a sense of purpose
- ...
- ...
- Feels most at ease in nature
- ...
- Enjoys stability
- ...
- ...
- Feels as if he belongs in an earlier time period
- ...

Quotes

- ...
- "LHR is my work husband"
- ...
- "I'd rather eat off a crooked wooden slab than some mainstream plastic artifact from IKEA"
- ...
- If you're going to do something, do it right"
- ...
- ...
- ...
- ...
- "The forest is my true home"

Level I: Dispositional Traits

Low-Moderate Trait Openness

Interactions

...	Comfortable going to Sierra Club chapter meetings and joyful to be part of the community	...	...	Refers to colleague as his "work husband"	...
...	...	...	Enjoys playing a supporting rather than leading role	...	Doesn't prioritize having his voice heard

Daily Life

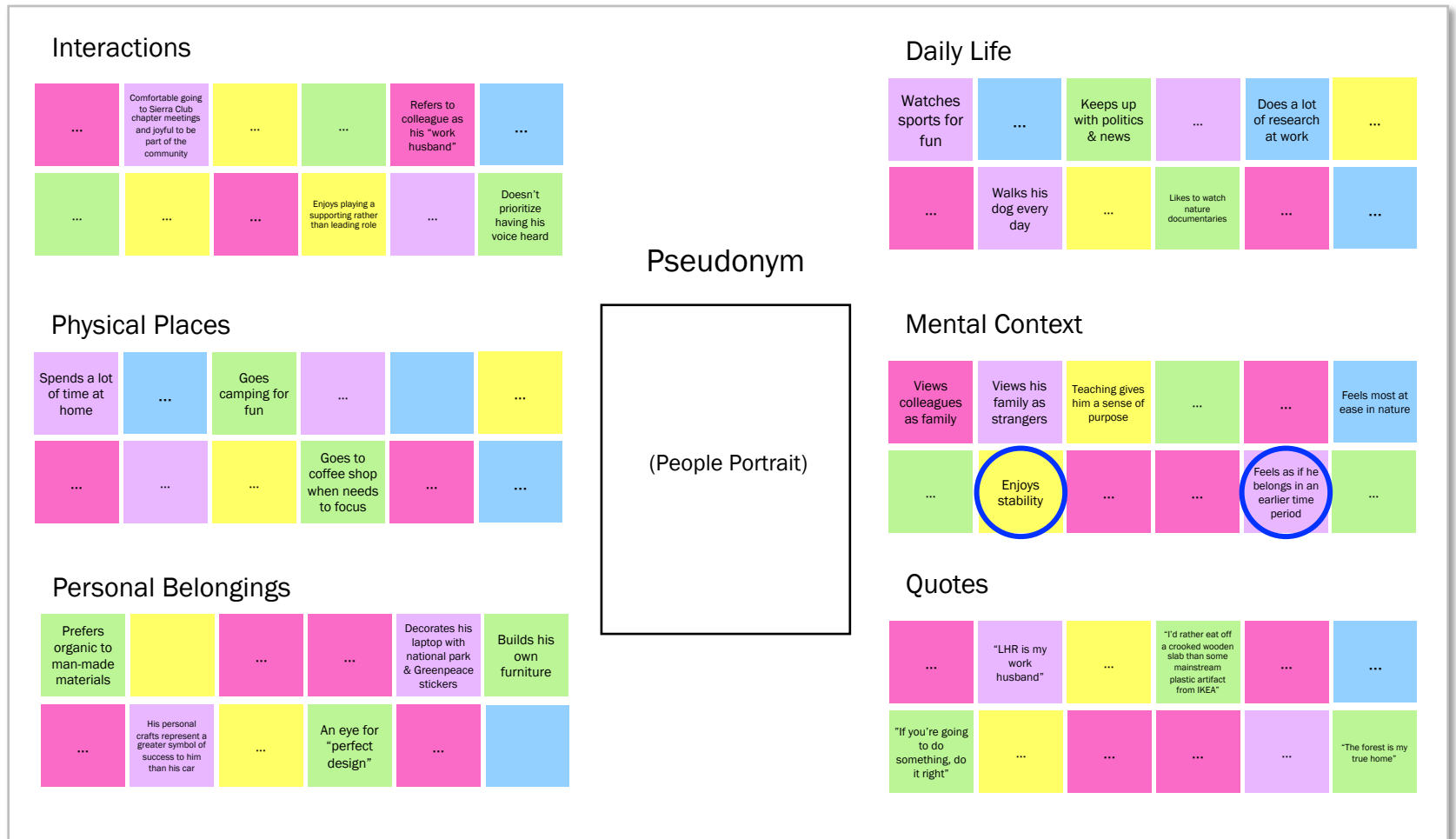|					
Watches sports for fun	...	Keeps up with politics & news	...	Does a lot of research at work	...
...	Walks his dog every day	...	Likes to watch nature documentaries	...	...

Physical Places

Spends a lot of time at home	...	Goes camping for fun	...	...	...
...	...	...	Goes to coffee shop when needs to focus	...	...

Pseudonym

(People Portrait)

Mental Context

Views colleagues as family	Views his family as strangers	Teaching gives him a sense of purpose	...	...	Feels most at ease in nature
...	Enjoys stability	...	...	Feels as if he belongs in an earlier time period	...

Personal Belongings

Prefers organic to man-made materials	...	...	...	Decorates his laptop with national park & Greenpeace stickers	Builds his own furniture
...	His personal crafts represent a greater symbol of success to him than his car	...	An eye for "perfect design"	...	...

Quotes

...	"LHR is my work husband"	...	"I'd rather eat off a crooked wooden slab than some mainstream plastic artifact from IKEA"	...	...
"If you're going to do something, do it right"	...	...	...	...	"The forest is my true home"

Level I: Dispositional Traits

- You will see them (you see them all the time)

→ Do the individuals you meet, and ultimately do your people *groups*, have over-arching trait profiles?

Level II: Personal Concerns

User group: Drag Queens

Towards the end of Phase 1...

Persona(lity)

Universal to **Drag Queens** are Conscientiousness, High Openness to Experience, and Being Extraverted.

The rest are more persona-specific:

(0-5)	Agreeableness	Neuroticism
JADED JEWEL the veteran	2	4
Foxy Ferrari the star	1	4
Novice Nelli the newbie	4	5
Sister Sally the do-gooder	5	1
MISFIT MOLLY the self-conscious	3	3

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Level II: Personal Concerns

Level II: Personal Concerns

- Motivation and development…

- ….Contextualized in <u>time</u>, <u>place</u>, <u>social role</u>

- How and why a person goes about getting or doing what they want

- Not simply derivative of traits

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Level II: Personal Concerns

Interactions

| ... | Comfortable going to Sierra Club chapter meetings and joyful to be part of the community | ... | ... | Refers to colleague as his "work husband" | ... |
| ... | ... | ... | Enjoys playing a supporting rather than leading role | ... | Doesn't prioritize having his voice heard |

Physical Places

| Spends a lot of time at home | ... | Goes camping for fun | ... | ... | ... |
| ... | ... | ... | Goes to coffee shop when needs to focus | ... | ... |

Personal Belongings

| Prefers organic to man-made materials | ... | ... | ... | Decorates his laptop with national park & Greenpeace stickers | Builds his own furniture |
| ... | His personal crafts represent a greater symbol of success to him than his car | ... | ... | An eye for "perfect design" | ... | ... |

Pseudonym

(People Portrait)

Daily Life

| Watches sports for fun | ... | Keeps up with politics & news | ... | Does a lot of research at work | ... |
| ... | Walks his dog every day | ... | Likes to watch nature documentaries | ... | ... |

Mental Context

| Views colleagues as family | Views his family as strangers | Teaching gives him a sense of purpose | ... | ... | Feels most at ease in nature |
| ... | Enjoys stability | ... | ... | Feels as if he belongs in an earlier time period | ... |

Quotes

| ... | "LHR is my work husband" | ... | "I'd rather eat off a crooked wooden slab than some mainstream plastic artifact from IKEA" | ... | ... |
| "If you're going to do something, do it right" | ... | ... | ... | ... | "The forest is my true home" |

Enjoys hands-on projects

Level II: Personal Concerns

- Much of what you're observing

→ How do the time/place/social role influence motivation? Are these people *always* like this, or just in this *context*?
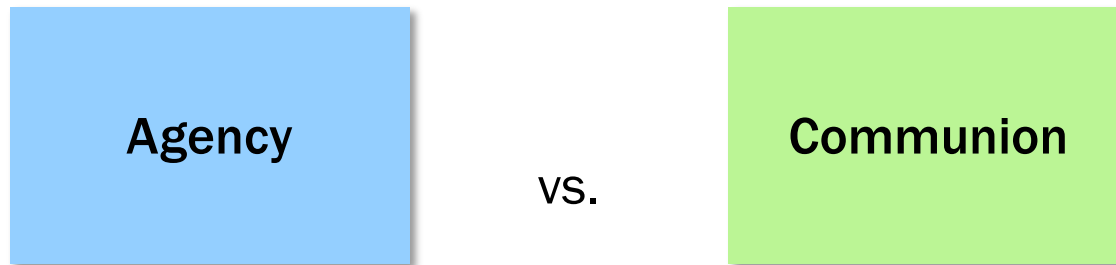
Level III: Narrative Identity

Level III: Narrative Identity

- Answers the question: "Who am I?"

- A *story*

- Weaves together the reconstructed past, the perceived present, and the imagined future

- Provides the life with unity and purpose

- "The stories we live by" (McAdams, 1995)

Level III: Narrative Identity

- Possible **themes** (not content) to better capture your users?

Agency	vs.	Communion

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Level III: Narrative Identity

- Possible <u>themes</u> (not content) to better capture your users?

Redemption vs. Contamination

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Level III: Narrative Identity

- Other themes
  - Love (forbidden love, family love, unrequited love, friendship
  - Courage and Perseverance
  - Coming of Age
  - Revenge
  - Judgment
  - Survival
  - Heroism
  - Circle of Life
  - Suffering, Deception, etc. etc. etc.

Level III: Narrative Identity

Coming of Age   **Purpose**

Interactions

...	Comfortable going to Sierra Club chapter meetings and joyful to be part of the community	...	...	Refers to colleague as his "work husband"	...
...	...	...	Now prefers supporting others rather than dominating/leading	...	Doesn't prioritize having his voice heard

Daily Life

Watches sports for fun	...	Keeps up with politics & news	...	Does a lot of research at work	...
...	Walks his dog every day	...	Likes to watch nature documentaries	...	...

Physical Places

Spends a lot of time at home	...	Goes camping for fun	...	...	...
...	...	...	Goes to coffee shop when needs to focus	...	...

Pseudonym

(People Portrait)

Mental Context

Views colleagues as family	Views his family as strangers	Teaching gives him a sense of purpose	...	...	Feels most at ease in nature
...	Enjoys stability	...	A less antagonistic version of his former self	Feels as if he belongs in an earlier time period	...

Personal Belongings

Prefers organic to man-made materials	...	...	...	Decorates his laptop with national park & Greenpeace stickers	Builds his own furniture
...	His personal crafts represent a greater symbol of success to him than his car	...	An eye for "perfect design"	...	...

Quotes

...	"LHR is my work husband"	...	"I'd rather eat off a crooked wooden slab than some mainstream plastic artifact from IKEA"	...	...
"If you're going to do something, do it right"	...	...	...	...	"Nature is where I became a man"

Communion

Level III: Narrative Identity

- Illustrate/support your narrative themes with observations and quotes

- Remember: Listen to stories, try not to shape

Who are the people we're talking to?

- Integrated people portraits
    - You may want to filter the information you're observing about the individuals into the three levels of personality
        - Dispositional traits
        - Personal concerns
        - Narrative identity

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Three Levels of Personality Method

- The Phase 1 Description includes a list of methods under "Make Sense"
  - Word-Mood Cards
  - *Three Levels of Personality*
  - Personas
  - Insight Statements

- Try them all!

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