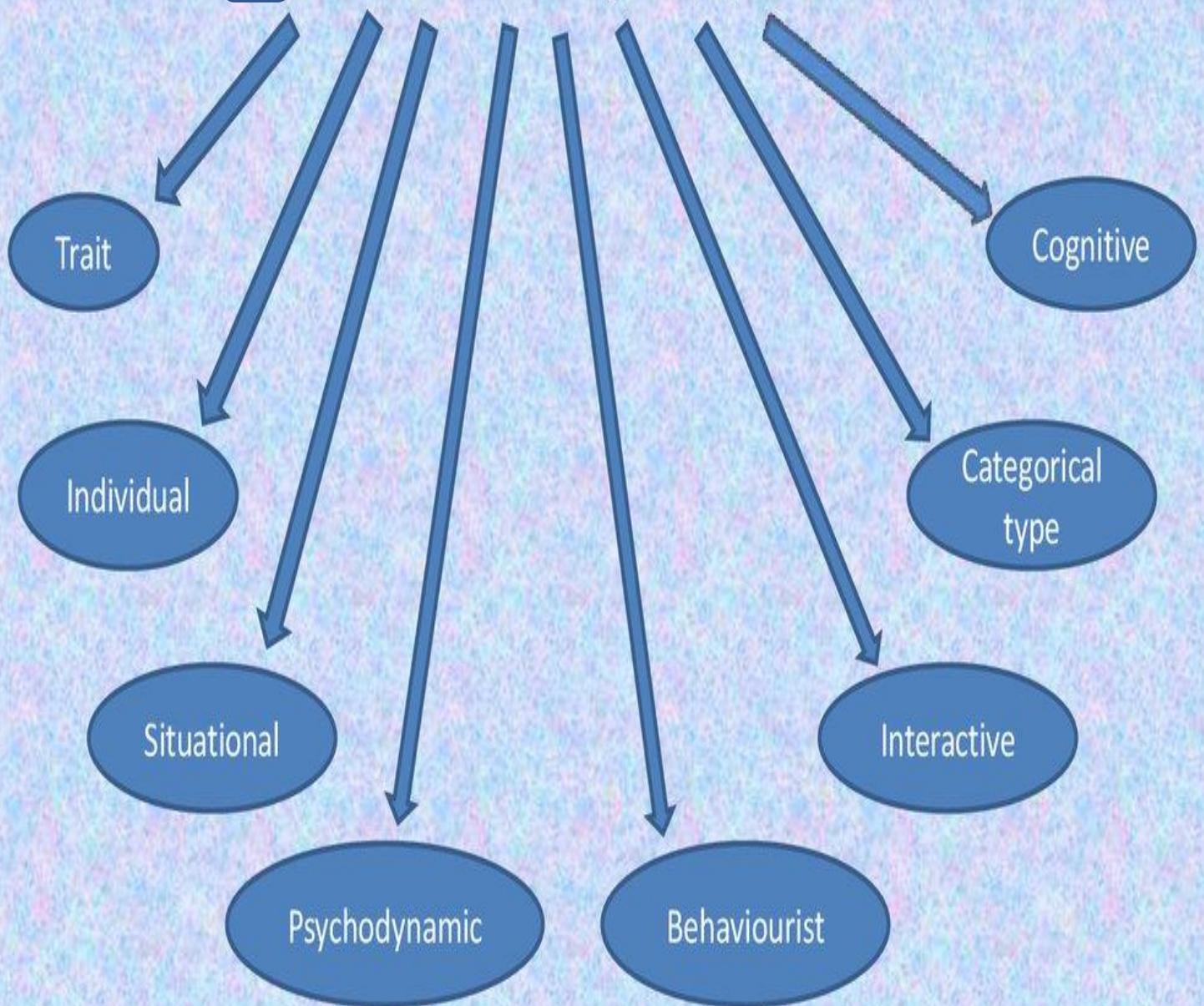


# Personality Theories

NINTH EDITION



# Personality Approaches





# Categorical Type Approach

People are fitted into broad categories, with each type being qualitatively different from others e.g. type A or B; introvert or extrovert.

*Theories of Personality: Carl Jung*







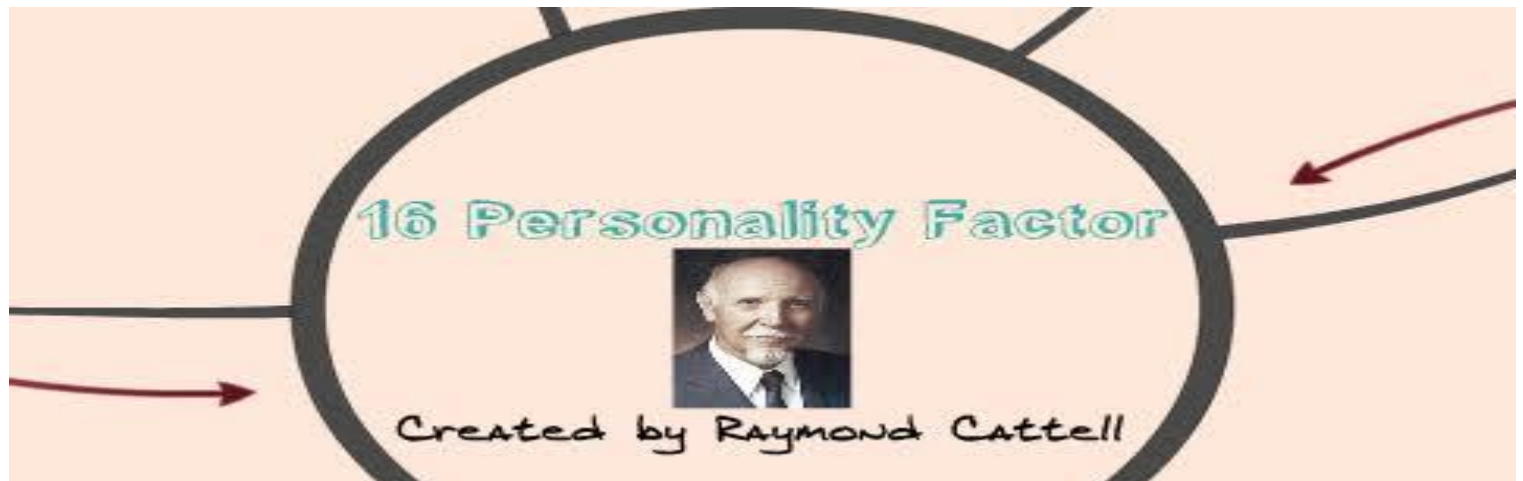
Gordon Allport

## Trait Approach

A descriptive approach in which people are defined according to how much of each of a list of traits they have, e.g. high conscientiousness, low introversion.

### Allport's 4,000 traits

Allport in 1936 went through a dictionary and picked out more than 4,000 words that describe the human personality. While these would make up the greater toolbox of Allport's trait theory.



## Raymond Cattell and 16 PF

Allport's theory remained influential in but 4,000 traits were considered by many to be impractical for applications.

In 1940s, Raymond Cattell boiled Trait Theory down to something more manageable and developed a personality test known as 16 PF, which became one of the most commonly used personality rating tools.

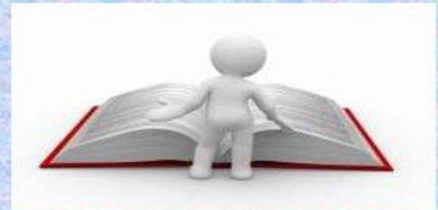


# Behaviorist Approach

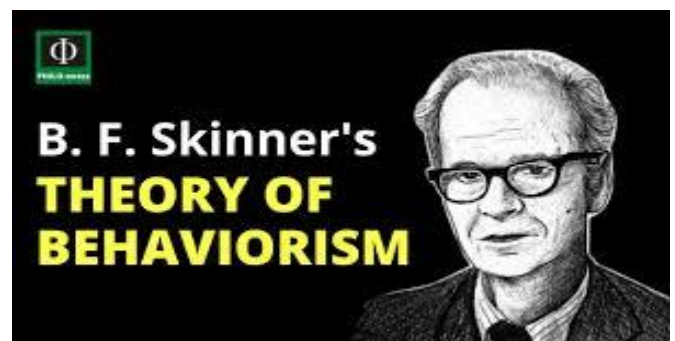
Views personality as merely a reflection of the person's learning history - they simply repeat the responses that have been reinforced in the past.

**John B. Watson**

"The Founder of  
Behaviorism"



- Remember Watson and Skinner=  
behavior is shaped by rewards and  
punishment.
- Personality is simply a collection of  
learned behaviors.
- No recognition of "traits".





# Situational Approach

Suggests that personality is not consistent but is merely a response to the situation. We learn to behave in ways that are appropriate to the situation through reinforcement.





# Interactive Approach

Combines the situational and trait approaches, so suggests that people have a tendency to behave in certain ways but that this is moderated by the demands of different situations.





# Cognitive Approach

Sees beliefs, thoughts, and mental processes as primary in determining behavior across situations.

**Jean Piaget**





# Individual Approach

Emphasizes higher human motives and views personality as the individual's complete experience rather than as having separate parts.



**Alfred Adler**  
(1870-1937)  
*Individual Psychology\**

\*Theory of personality that stresses the unique motivations of individuals and the importance of each person's role in the society.





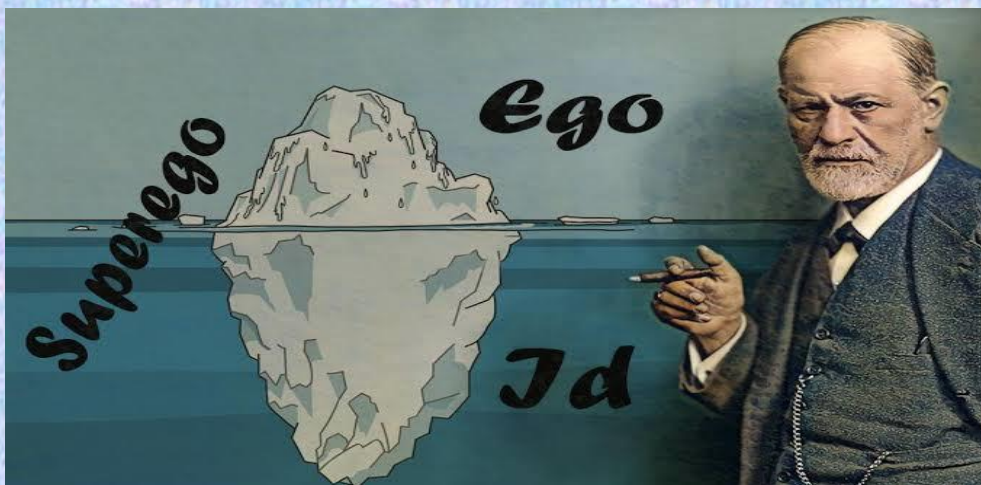
## **Adlerian Theory of Personality (Individual Psychology)**

Adler stressed a positive view of human nature. He believed that individuals can control their fate. They can do this in part by trying to help others (social interest). How they do this can be understood through analyzing their lifestyle. Early interactions with family members, peers, and teachers help to determine the role of inferiority and superiority in their lives.



# Psychodynamic Approach

Based on Freud's work and sees personality as determined by intrapsychic structures (i.e. the id, ego, and superego) and by unconscious motives or conflicts from early childhood.





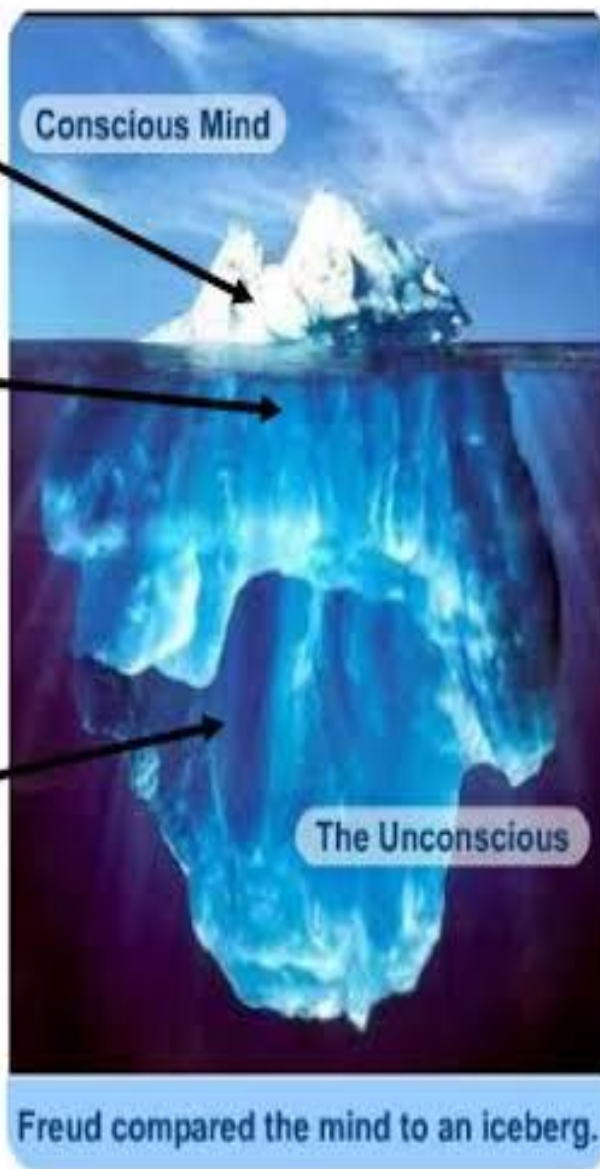


# The Unconscious Mind

**The conscious.** The small amount of mental activity we know about

**The preconscious.** Things we could be aware of if we wanted or tried.

**The unconscious.** Things we are unaware of and can not become aware of.



Thoughts  
Perceptions

Memories  
Stored knowledge

Fears  
Unacceptable desires  
Violent motives  
Irrational wishes  
Immoral urges  
Selfish needs  
Shameful experiences  
Traumatic experiences

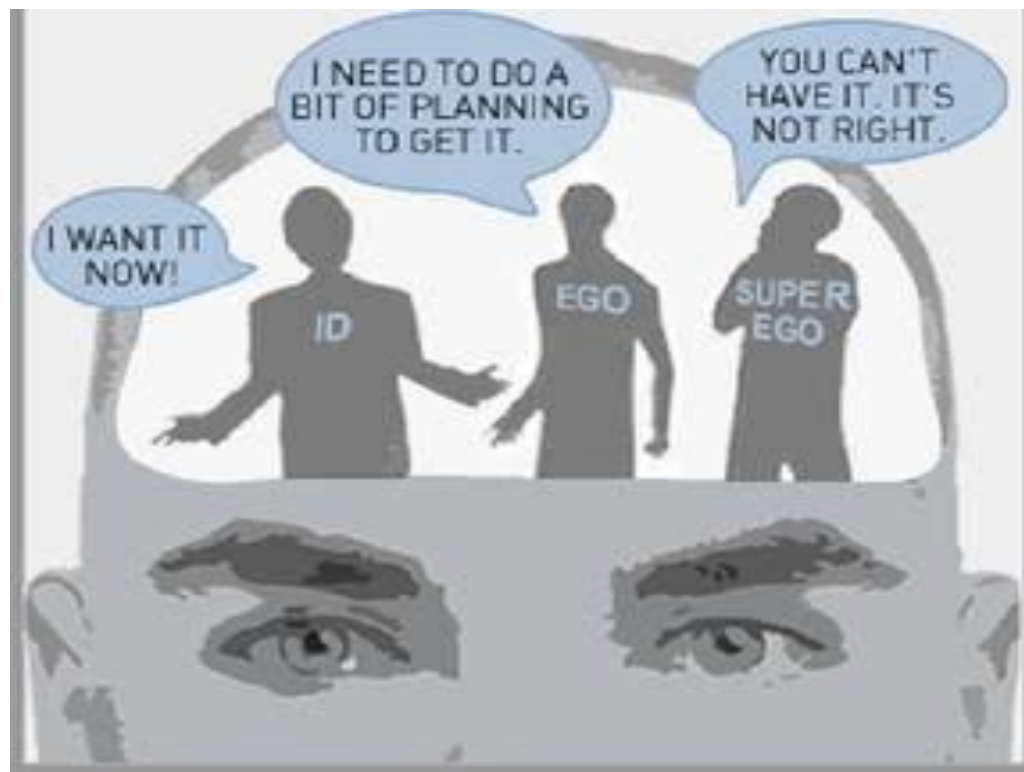


## Parts of Personality

- 1. **Id** – “**pleasure principle**” unconscious impulses that want to be gratified, without regard to potential punishment.
- 2. **Ego** “**reality principle**” – moderates between the id and superego.
- 3. **Superego** – the “**moral principle**” of our personality which tells us right from wrong our **conscience**







## Example:

---

- **ID**: "You want to go out with your friends! Don't study!"
- **SUPEREGO**: "You must study all night or you won't pass the test!"
- **EGO**: Balance! "Study now and after you do well on your test you can spend time with friends"





*The subconscious  
mind is powerful  
It will attract  
whatever we  
think about.*





Visualize  
your goals



Maintain a  
dream diary



Write down  
your thoughts



Meditate  
regularly



Set and  
repeat positive  
self-affirmations



Listen to your  
intuition  
or gut

## Ways to activate your subconscious mind

