

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

STUDY MATERIALS



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## MODULE II.

Syllabus

Human Mind - cognition, character - Thinking  
- Attention - Memory - Emotions - Traits - Attitude  
- Personality

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HUMAN MIND.

Human mind is a set of cognitive faculties including consciousness, imagination, perception, thinking, judgement, language and memory.

Human mind has 3 parts.

- 1) → conscious
- 2) → sub-conscious and
- 3) → unconscious.

conscious Relates to the phenomena that we are aware of at any given moment.

sub-conscious Relates to those experiences of which individual is not fully aware, but can be recalled easily.

Unconscious Relates to those phenomena of which we are unaware and usually inaccessible to the conscious.

## MEMORY

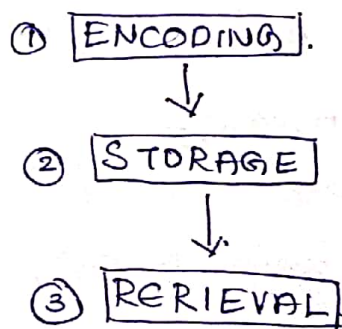
"Memory is the process of maintaining information over time". OR "Memory is the means by which we draw on our past experience in order to use this information in the present".

Thus memory is the term given to the structures and processes involved in the storage and subsequent retrieval of information. Memory is essential to all our lives. Without a memory of the past, we cannot operate in the present or think about the future. We would not be able to remember what we did yesterday, what we have done today or what we plan to do tomorrow. Without memory we could not learn anything.

Memory is involved in processing vast amounts of information. This information takes many different forms.  
eg:- images, sounds or meaning.

The memory covers 3 important aspects of information processing.

### STAGES OF MEMORY.





## 1) Memory Encoding :

When information comes into our memory system (from sensory input) it needs to be changed into a form that the system can cope with, so that it can be stored. For eg: a word which is seen (in a book) may be stored if it is changed (encoded) into a sound or a meaning i.e. (semantic processing).

These are three main ways in which information can be encoded (changed).

- 1) Visual (picture).
- 2) Acoustic (sound).
- 3) Semantic (meaning).

2) Storage is the retention of information over time. This second stage of the memory process creates a permanent record of the encoded information.

3) Retrieval is the process of recalling stored information from memory. Basically it is getting information out of your long term memory and refiring it to your conscious mind.

It is believed that we can accumulate information in 3 main storage areas :

- 1) Sensory memory
- 2) Short term memory (STM)
- 3) Long term memory (LTM)

Sensory memory stores incoming information in detail, but only for a fraction of a second. The capacity of sensory memory is very large, but the information in it is unprocessed.

STM Some of the information in sensory memory transfers to STM. STM can hold information for approximately 30-45 seconds. Rehearsing the information can keep it in STM longer. For eg:- If you repeat a person's phone no. over and over to yourself, you are using rehearsal to keep it in your short term memory. STM has limited capacity.

LTM has an almost an unlimited storage capacity. Information will remain in LTM for your entire life.

Most adults can store between 5 and 9 items in their STM. Miller (1956) put this idea forward and he called it the magic number 7. According to him STM has a capacity of  $7 (7 \pm 2)$ . If we can "chunk" information together we can store a lot more information in our STM.



## EMOTION

Emotion is a hard term to define. When we speak of emotion usually we refer to a

- 1) subjective feeling
- 2) the physiological bases of emotional feelings
- 3) the effect of emotion on perception, thinking and behavior
- 4) the motivational properties of certain emotions and
- 5) the ways emotions are shown in language, facial expressions + gestures.

Thus emotion can be defined as a state of feeling involving thoughts, physiological changes and an outward expression or behavior.

The James-Lange Theory of emotion argues that an event causes physiological arousal first and then we interpret this arousal. Only after our interpretation of the arousal can we experience emotion.

Event  $\rightarrow$  Arousal  $\rightarrow$  Interpretation  $\rightarrow$  Emotion.

But Cannon-Bard Theory argues that we experience physiological arousal and emotion at the same time, but gives no attention to the role of thoughts or outward behavior.

Event  $\begin{matrix} \rightarrow \text{Arousal} \\ \rightarrow \text{Emotion} \end{matrix}$ .

Paul Ekman identified 6 basic emotions. They are anger, disgust, fear, happiness, sadness & surprise.

Robert Plutchik identified eight, which he grouped into 4 pairs. i.e. Joy - sadness.

anger - fear

trust - distrust

surprise - anticipation

Emotions produce different physiological, behavioral and cognitive changes. The ~~the~~ limbic system in the brain is most responsible for emotions. Its structures include the hypothalamus, thalamus, amygdala and hippocampus. The hypothalamus plays a role in the activation of sympathetic nervous system, which is a part of any emotional reaction.

The right side of the brain is the home to emotions. Usually emotions can be measured by observing the physiological responses. A pounding heart, sweating, blood rushing to the face or the release of adrenaline to a situation that creates intense emotion can all be measured with scientific accuracy.

The release of adrenaline helps ~~the~~ to prepare the body either run or fight which is called "fight or flight" reaction.

Expressive behavior outward sign that an emotion is being experienced. Adrenaline also called epinephrine is a hormone, or chemical messenger, that is released in response to fear, anger, panic and other emotions. It ~~thereby~~ readies the body to respond to



threat by increasing heart rate, breathing rate and blood flow to the arms and legs. These ~~are~~ and other effects prepare the body to run away or fight.

## COGNITION

Cognition is a term referring to the mental processes involved in gaining knowledge and comprehension. These processes involved include thinking, knowing, remembering, judging and problem solving. These are higher level functions of the brain and encompass language, imagination, perception and planning.

The cognitive skills are the core skills your brain uses to think, read, learn, remember, reason and pay attention. Working together, they take incoming information and move it into the bank of knowledge you use everyday at work and in life.

## Information Processing Theory.

Information Processing approach has dominated the field of cognitive psychology. This theory aims to explain the sequence of transformations that input information undergoes in order to generate an output response. The information is processed in stages and it is stored in specific place.

sensory input → Transformed → stored → Recovered → Used



## ATTITUDES.

Attitudes are evaluative statements either favorable or unfavorable about objects, people or events. They reflect how we feel about something. Attitudes are complex. The main components of attitude include.

- cognitive component.
- affective component and
- behavioral component.

cognitive component of an attitude is a description of our belief in the way things are. It sets the stage for the more critical part of the attitude, which is called the affective component. Affect is the emotional or feeling segment of an attitude. Finally, this affect can lead to behavioral component. This describes an intention to behave in a certain way toward someone or something.

In organisations attitudes are important for their behavioral component. If workers believe, for example, that supervisors, auditors, bosses and time and motion engineers are all in conspiracy to make employees work harder for the same or less money, it makes sense to try to understand how these attitudes are formed.

Feelinges proposed cognitive dissonance as any incompatibility an individual might perceive between two or more attitudes or between behaviors and attitudes. He argued that any form of inconsistency is uncomfortable and that individuals will therefore attempt to reduce it.

The major job attitudes include

- 1) Job satisfaction
- 2) Job involvement.
- 3) Organisational commitment.
- 4) Psychological empowerment.

Job satisfaction is a positive feeling about one's job resulting from an evaluation of its characteristics. Job involvement is the degree to which a person identifies with a job, actively participates in it and considers performance important to self-worth. Organisational commitment is the degree to which an employee identifies with a particular organisation and its goals and wishes to maintain membership in the organisation. The psychological empowerment is the employee's belief in the degree to which they affect their



work environment, their competence, the meaningfulness of their job and their perceived autonomy in their work.

It is proved that 'Favorable Attitudes make organisations More Profitable'.

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# PERSONALITY

The word personality is derived from the Greek word "persona" which means "to speak through".

Personality is the combination of characteristics or qualities that forms a person's unique identity. It signifies the role which a person plays in public. Every individual has a unique, personal and major determinant of his behaviour that defines his/her personality.

## Characteristics of Personality

- ① Personality is not related to bodily structure alone. It includes both structure and dynamics.
- ② Personality is an indivisible unit.
- ③ Personality is neither good nor bad.
- ④ Personality is not a mysterious phenomenon.
- ⑤ Every personality is unique.
- ⑥ Personality refers to the persistent qualities of the individual. It expresses consistency and regularity.
- ⑦ Personality is acquired.
- ⑧ Personality is influenced by social interaction. It is defined in terms of behaviour.



## TRAITS OF PERSONALITY OR The BIG FIVE PERSONALITY MODEL

Personality <sup>traits</sup> are enduring ~~traits~~ features that define an individual's behaviours. A personality trait is a unique feature <sup>in</sup> of an individual. Acc. to psychologists there are 5 major personality traits and every individual can be categorized into at least one of them. These 5 personality traits are

- 1) Extrovert - Introversion
- 2) Neurotic
- 3) Openness to experience
- 4) Agreeable.
- 5) Conscientious

### Extroversion Vs Introversion

(Outgoing/energetic Vs Solitary/reserved). Extroversion the features include, energetic, having positive emotions, surgency, assertiveness, sociability and the tendency to seek stimulation in the company of others and talkativeness.

High extroversion is often perceived as attention seeking and domineering.

The features of introversion include reserved, aloof, less talkative, like to be alone, no desire to be the centre of attention.

This personality trait is characterized by a focus on internal feelings rather than on external source of stimulation.

Introverts and extroverts are often viewed in terms of two extreme opposites, but the truth is that most people lie somewhere in the middle.

### NEUROTICISM

(sensitive/nervous Vs secure/confident)

A tendency to experience unpleasant emotions easily, such as anger, anxiety, depression and vulnerability.

Neuroticism also refers to the degree of emotional stability and impulse control  
Stability means a calm personality

### OPENNESS TO EXPERIENCE

(inventive/curious Vs consistent/cautious)

Openness refers to the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has. Eg:- appreciation of art, emotion, adventure, unusual ideas, curiosity and variety of experience.



## AGREEABLENESS

(friendly/compassionate Vs. challengy/detached)

A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of trusting and helpful nature.

High agreeableness is often seen as naive or submissive. Low agreeableness personalities are often competitive or challenging people, which can be seen as argumentative and untrustworthy.

## Conscientiousness.

(Efficient/organised vs easy going/careless).

A tendency to be organised and dependable, show self discipline, act dutifully, aim for achievement and prefer planned rather than spontaneous behaviour.

High conscientiousness is often perceived as stubbornness and obsession. Low conscientiousness is associated with flexibility and spontaneity.

A personality Trait is an Enduring characteristics that describe an individuals behavior .

Traits that matter Most to Business Success are.

- persistence.
- Attention to detail .
- Efficiency .
- Analytical skills .
- Setting high standards .
- Team work .
- Flexibility / adaptability .
- listening skills
- Good communication skills .
- Enthusiasm .



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SYLLABUS

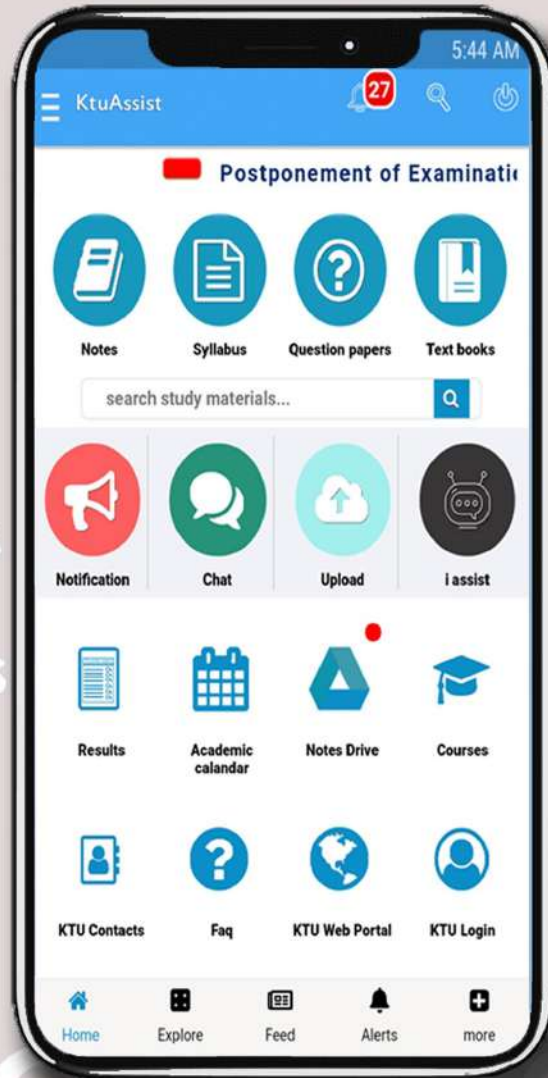
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