

Week 7

Feb. 27, 2017

AGENDA

- Business/Housekeeping
- Finish material on Emotions (ch.10) and Personality (ch.12)
- Cognitive Psychology (chs. 8 and 9):
 - Language
 - Logic, Reasoning, Decision-Making
 - Intelligence

Recap: Theories of Emotion

James-Lange Theory: physiological arousal is followed by emotion

Cannon-Bard Theory: physiological reactions and emotion occur simultaneously

Two-Factor Theory: physiological arousal, cognition, then emotion

Lazarous' Cognitive Theory: thought (cognition) comes before any emotion or physiological arousal

Theories of Emotion cont'd

The Facial Feedback Hypothesis

- suggests facial movements can create emotions

Article from Newsweek:

“Hello Botox, Bye-Bye Sadness—But Not for the Reasons You Think”

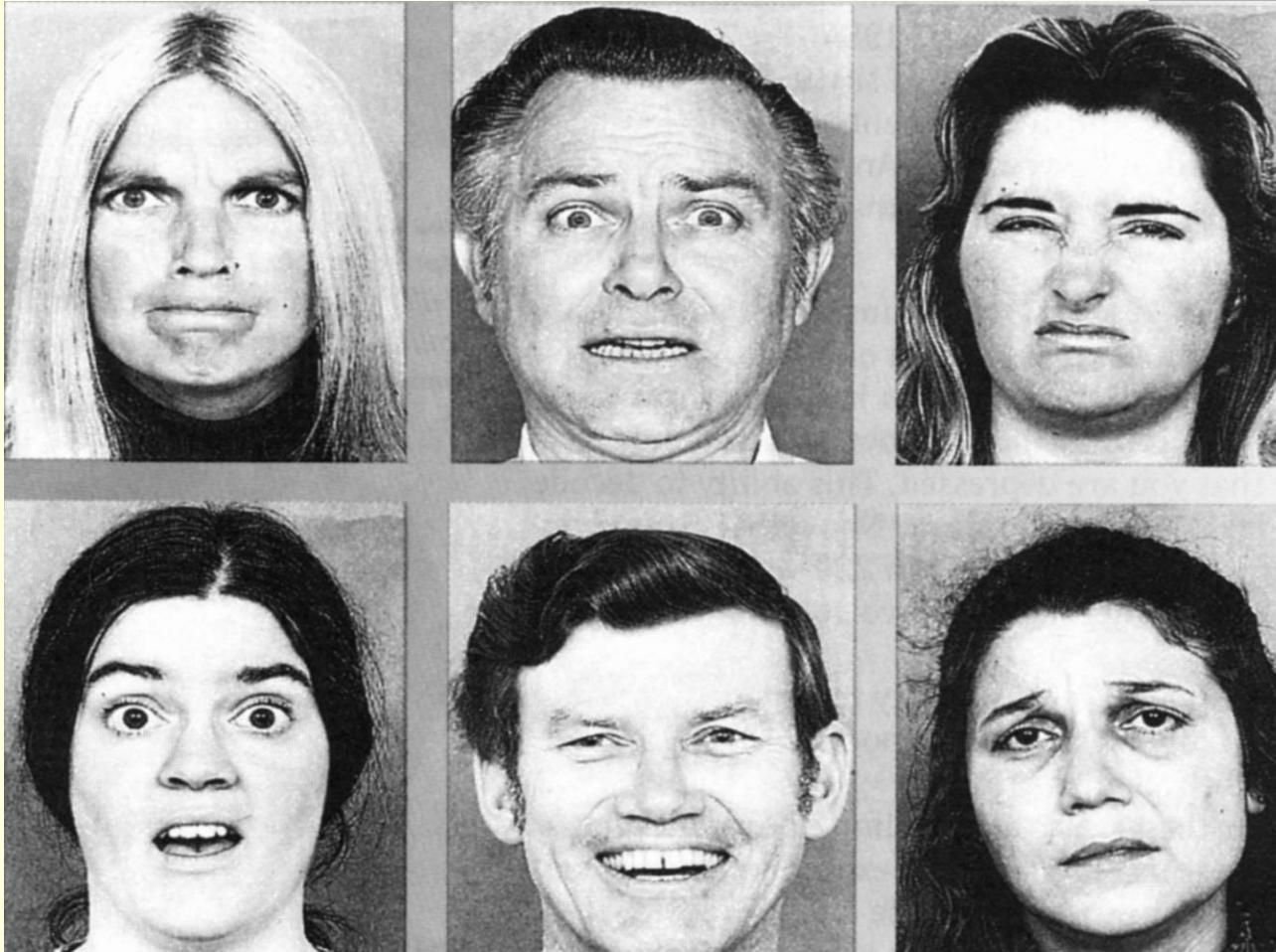
Paralyzing the "frown" muscles also inhibits the ability to understand anger and sadness.

<http://www.newsweek.com/2010/02/07/hello-botox-bye-bye-sadness-but-not-for-the-reasons-you-think.html>

Evolutionary Theory

- Emotions have adaptive value and ‘evolved’ over time
- Expressions of emotions are innate (hard-wired)
- Facial expressions:
 - Ekman found high cross-cultural consistency in the ability to interpret facial expressions

Paul Ekman's Famous Emotion Faces



Paul Eckman and Emotional Expressions...

- Micro facial expressions

Gender and Emotion

Stereotypes:

- Women are emotional; men are not

Research Suggests Many Similarities:

- Females and males more alike in way they experience emotion
 - Facial expressions
 - Language
 - How they describe emotional experiences
 - Both equally likely to experience love, jealousy, anxiety, anger, grief, embarrassment
 - Physiological similarities

Beyond Stereotypes – Research on Differences

Males:

- More likely to show anger towards strangers, esp. other men, when they feel they have been challenged
- More likely to turn their anger into aggressive action
- Better at expressing anger

Females:

- More likely to express fear, sadness, empathy
- Generally better at expressing happiness, reading people's emotional cues
- More likely to give accounts of emotion that include interpersonal relationships

Are Differences Innate or Created? Gender Differences and Socialization

Consider

- Display rules
- Social contexts
- Culture
- Media

Gender Differences Clip

PERSONALITY

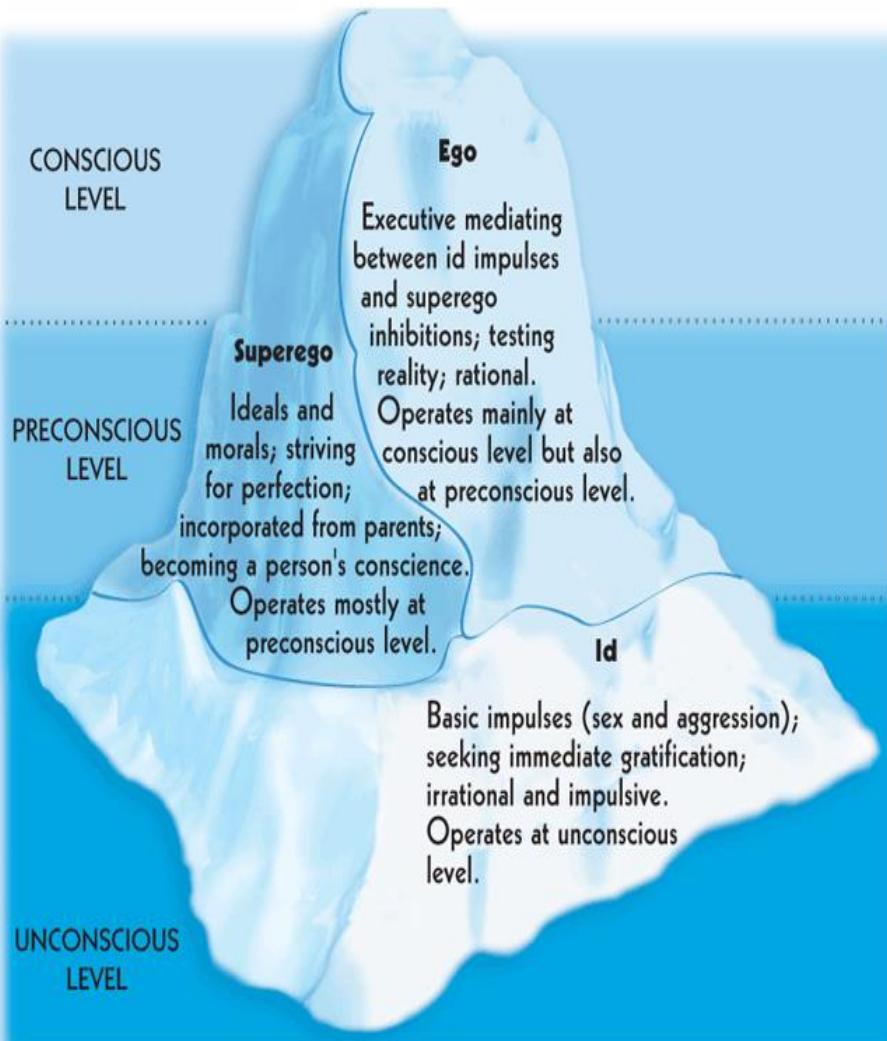
What Is Personality?

- A pattern of relatively permanent traits, dispositions, or characteristics that leads to some consistency in a person's behaviour
- Characteristic pattern of thinking, feeling, acting
- Many theoretical perspectives...

Psychodynamic Theory

- Sigmund Freud
- Emotional disorders spring from unconscious dynamics
- Psychoanalysis: analyze unconscious through free associations and dreams
- Personality arises from efforts to resolve conflict between our biological impulses and the social restraints against them

Freud's Psychoanalytic Theory: The Structure of the Mind



Id

Unconscious, instincts, impulses

Ego

Partly conscious, deals with demands of reality

Superego

An internalized set of ideals, moral structure, “conscience”

Freud's Psychoanalytic Theory: Sex and Aggression

- 2 basic instinctual drives
 - The drive toward *life*, expressed through **sexual energy**
 - The drive toward *death*, expressed through **aggression**
- ■ Freud's theory focused mainly on the energy of the sexual instinct, *libido*

Development of Personality: **Psychosexual Stages of Development**

Oral Stage (0–24 months)

- Pleasure centers on the mouth
- Chewing, sucking, biting

Anal Stage (2-3 yrs)

- Bowel/bladder elimination

Phallic Stage (4–7 years)

- Pleasure centers on the genitals
- Child discovers that self-stimulation is enjoyable
- Triggers Oedipus complex (males) and Electra complex (females)

Psychosexual Stages of Development (cont'd)

***Latency Stage* (7 years to puberty)**

- sexuality is dormant
- develops social and intellectual skills

***Genital Stage* (puberty onward)**

- begin to experience sexual feelings toward others

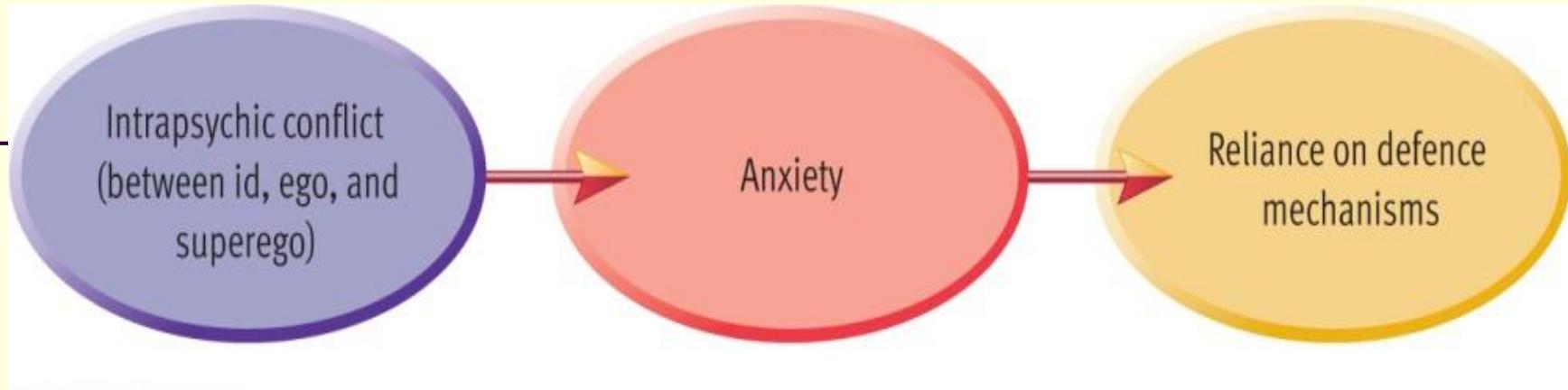


Figure 12.3 Freud's model of personality dynamics.

According to Freud, unconscious conflicts among the id, ego, and superego sometimes lead to anxiety. This discomfort may lead to the use of defence mechanisms, which may temporarily relieve anxiety.

Defense Mechanisms

- 1. Repression
- 2. Rationalization
- 3. Regression
- 4. Projection
- 5. Reaction Formation
- 5. Displacement
- 6. Denial
- 7. Sublimation
- 8. Fixation

Critique / Limitations ...

Neo-Freudians:

- more emphasis on the conscious mind in interpreting experience and coping with environment
- more positive motives than sex and aggression
 - e.g., Karen Horney, Alfred Adler, Carl Jung

Critique:

- many of Freud's specific ideas are implausible, not validated, or contradicted by new research,
- theory offers only after-the-fact explanations

Behavioural Perspectives

- B. F. Skinner applied principles of learning to all facets of behaviour, including personality
- Personality is acquired through experiences with reinforcement, natural selection, and cultural evolution

How would you describe yourself to others?

- We often describe the self in terms of **TRAITS**
 - Any easily-identifiable, stable quality that characterizes an individual from other individuals
 - Tend to lead to certain behaviours
- Several **Trait Theories** have been proposed

The Five Factor Model

- Many theorists agree there are five broad categories of traits
- These categories have become known as the **Five Factor Model**, or **Big Five** (McCrae & Costa)
- Researchers think of the five factors as “supertraits”

The Five Factor Model (cont'd)

- **Openness**
- **Conscientiousness**
- **Extraversion**
- **Agreeableness**
- **Neuroticism (emotional stability)**

Trait Theory: Critique

STRENGTHS:

- Objectivity
- Ease of understanding

CRITICISMS

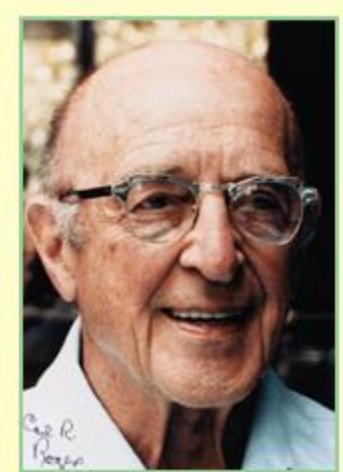
- Poor predictor of actual behaviour
- Downplays role of situation on behaviours, personality
- Provides only partial view of personality – does not address development and change

The Humanistic Approach to Personality

- Capacity for personal growth
- Freedom to choose own destiny
- Positive human qualities
- Contrast to psychodynamic perspectives based on conflict, destructive drives, and pessimistic view of human nature
- Two major humanistic theorists are Carl Rogers and Abraham Maslow

Humanistic Theory: Carl Rogers and the Self

- Carl Rogers made 3 basic assumptions about behaviour:
 - Behaviour is goal-directed
 - People have the potential for growth
 - How individuals see the world determines how they behave
- Genuineness, empathy, unconditional positive regard



Limitations of Humanistic Theory...

- Personality Assessment – self-report
- Difficult to test
 - e.g. self-actualization difficult to define, much less observe
- Much verification from clinical experiences, rather than empirical tests
- Too optimistic about human nature?
- May encourage excessive self-love?

Personality Assessment

- Process of evaluating individual differences through tests, interviews, observations, and recording physiological processes
1. Projective Tests: used to uncover unconscious motives (e.g., Rorschach, TAT)
 2. Personality Inventories
-

Projective Tests

Rorschach Inkblot Test

- Classic projective test
- Tell me what you see...

Thematic Apperception Test (TAT)

- Series of black & white pictures
- Tell me a story ...



FIGURE 13.4

The Rorschach Inkblot Test
In a Rorschach Inkblot Test, the psychologist asks a person to describe what he or she sees in an inkblot such as this one. From the person's descriptions, the psychologist makes inferences about the person's drives, motivations, and unconscious conflicts.

Personality Inventories

- Generally consist of true/false or multiple choice items
- Well-constructed inventories tend to be valid predictors of performance in a wide array of situations

Examples...

- The Myers-Briggs Type Indicator (MBTI)
- The *Sixteen Personality Factor Test* (16PF)
- The Eysenck Personality Questionnaire
- Revised NEO-Personality Inventory (NEO-PI-R; Costa and McCrae)
- Personal Orientations Inventory (POI)
- Minnesota Multiphasic Personality Inventory-2nd Edition (MMPI-2)

Contemporary Use of Personality Tests

- Sample personality test: Clip
- uWaterloo Career Action Centre personality tests (free!)
 - <https://uwaterloo.ca/career-action/resources-library/career-related-websites/career-exploration>

COGNITIVE PSYCHOLOGY

What is Cognitive Psychology?

- The study of how the mind:
 - Organizes perceptions
 - Processes information
 - Interprets experience
- Cognitive psychologists are interested in
the ability to reason

Language: Turning Thoughts into Words

Properties of Language

- A set of symbols, usually words, that convey meaning
- Often expressed with gestures
- It is meaningful (semantics), generative, structured (rules)

Linguistics

Linguistics: The study of language
(speech, sounds, meaning, grammar)

- In Infancy (the early language years), receptive language is greater than productive vocabulary

Psycholinguistics

Psycholinguistics is the study of how language is acquired, perceived, understood, and produced

1. ***Phonology***: the study of patterns of sounds in language
 - Phonemes (sounds), Morphemes (meaning)
2. ***Semantics***: the study of meanings of words and sentences
3. ***Syntax***: how words combine to form phrases, sentences, etc.

Theories of Language Acquisition

1. Biological/Evolutionary: Nativist Theory

(Noam Chomsky)

- Language is innate
- Humans have an inborn “universal grammar” - a mental *language acquisition device (LAD)*

2. Behaviourist:

Learning theory says people speak and understand a language because specific language behaviours are reinforced

3. Interactionist:

Cognitive, social communication, and emergentist theories

Thinking and the Cognitive Work Behind Language

Remember

- Cognitive Psychology is the study of how the mind:
 - Organizes perceptions
 - Processes information
 - Interprets experience
- Cognitive psychologists are interested in *the ability to reason*

Concept Formation

- Concepts

- Mental categories people use to classify events and objects according to common properties
- Concept formation
- How people organize and classify events
- “Fuzzy Concepts”

Problem Solving Strategies

1. Trial & error

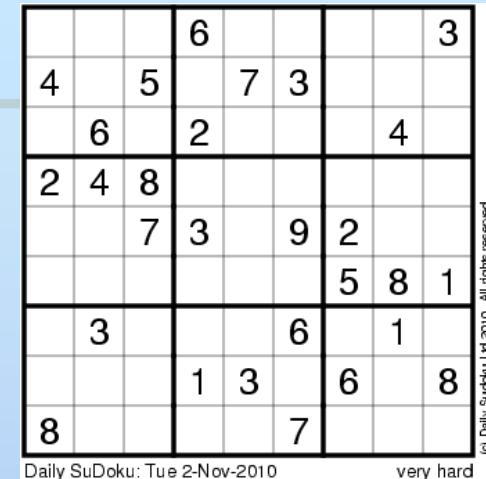
2. Algorithm

- A systematic, step-by-step problem-solving strategy, guaranteed to provide a solution

3. Heuristic

- A rule of thumb, short-cut,
 - Make quick judgments, but not always correct
 - E.G., **L K C C O**

4. Insight



Barriers to Problem Solving

1. Functional fixedness

- Inability to see that object can have a function other than its stated/usual one

2. Mental Set

- Limited ways of thinking about possibilities
- May lead to use of rigid strategies/approaches (what has worked in past)

Barriers to Problem Solving

3. Confirmation Bias

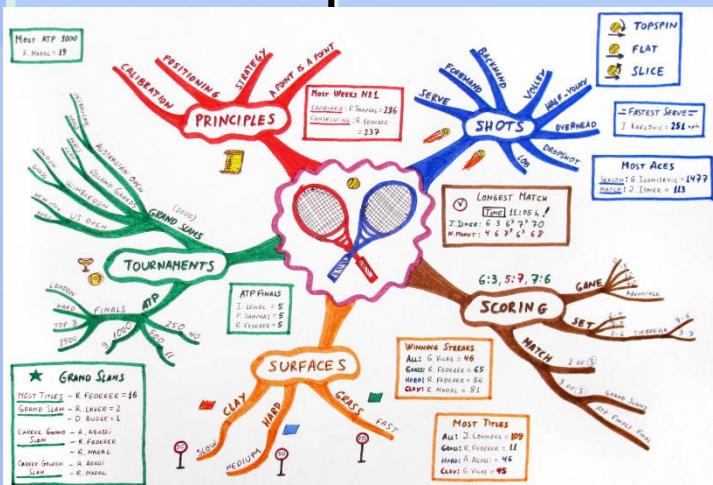
- Inclination to search only for evidence that will verify one's beliefs

4. Belief Perseverance

- The tendency to cling to beliefs even after they have been discredited
- Anderson (1980) study – beliefs highly resistant to change

Creativity & Creative Problem-Solving

- Sternberg (2003): Creativity is "...the process of producing something that is both original and worthwhile."
- What impacts creativity?
 - divergent vs. convergent thinking, brainstorming
- "Boosting" creativity:
 - Mind Maps



- “Six Hats” Technique (Edward De Bono)

Barriers to Decision Making

Decision-making: assessing and choosing among alternatives

- a) The gambler's fallacy
- b) The belief in small numbers
- c) The availability heuristic
- d) The representativeness heuristic

Barriers to Decision Making

cont'd

- d) Overconfidence
- e) Confirmation Bias
- f) Belief Perseverance

Critical Self-Reflective Check-In: Psychology and You

- How regularly have you fallen prey to barriers to problem-solving and decision-making?
- How will you move forward now that you know what these barriers may be?

INTELLIGENCE

What comes to mind
when you think about “intelligence”?

Views of Intelligence

- 1.** Uni-dimensional concept
- 2.** Multi-dimensional concept

1. INTELLIGENCE AS IQ

- Psychometrically-based assessment of intelligence
 - William Stern (1912): IQ = person's mental age, divided by chronological age, multiplied by 100
- Tests define intelligence score so that 100 is average, with 2/3 of people scoring between 85-115
- Mental giftedness – IQ >130

2. MULTIPLE-DIMENSIONAL VIEWPOINTS

- Intelligence as measured by more than solely IQ score
- For example ...
 - A. Sternberg's Triarchic Theory
 - B. Gardner's Theory of Multiple Intelligences
 - C. Salovy, Mayer, and Goleman's Emotional Intelligence

A. Robert Sternberg's Triarchic Theory

- **Analytical Intelligence:**
 - academic problem-solving assessed by intelligence tests
 - gathering, storing and processing information
- **Creative Intelligence:**
 - ability to solve new problems quickly, creatively
 - ability to gain insight
- **Practical Intelligence:**
 - applying knowledge and thinking towards practical solutions
 - involves social skills, managing emotions/behaviours, dealing with others

B. Howard Gardner's Theory of Multiple Intelligences (MI)



Intelligence

vs.



Intelligences

Gardner's Multiple Intelligences

cont'd

1. **Linguistic (Verbal)**: verbal aptitude, use language to express meaning
2. **Logical-Mathematical**: carry out mathematical operations, use of logic
3. **Spatial**: think 3-dimensionally
4. **Bodily-kinaesthetic**: control gross and fine motor movements; physically adept

Gardner's Multiple Intelligences cont'd...

5. **Musical**: sensitivity to pitch, melody, rhythm and tone
6. **Interpersonal**: understand and effectively interact with others
7. **Intrapersonal**: understand oneself
8. **Naturalist**: patterns in nature; interest in and understanding of nature and natural phenomena

C. Emotional Intelligence

1. ***Self-Awareness***: listen to feelings as well as head/facts

2. ***Managing Emotions***: self-control; handle impulses
3. ***Motivation***: constant drive to improve performance, actively seeking out feedback on performance
4. ***Empathy***: ability to recognize how others are feeling, taking perspective of others
5. ***Social Skills (Handling Relationships)***: persuasion, art of getting things done through other people, conflict resolution

Marshmallow Test
Zimbardo – Marshmallow Test outcomes

And that's not it!

Next week:

- Another framework for understanding intelligence AND
 - More on how humans develop across the lifespan
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