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# Chapter 13:

# Personality

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# Lecture Overview

- Trait Theories
- Psychoanalytic/Psychodynamic Theories
- Humanistic Theories
- Social-Cognitive Theories
- Biological Theories
- Personality Assessment



# Important Definitions



- **Personality**  
(unique and relatively stable pattern of thoughts, feelings, and actions)

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# Trait Theories

- **Traits** (relatively stable personal characteristics used to describe someone)
  - **Key Figures:**
    - **Early Trait Theorists:** Allport, Cattell, Eysenck
    - **Modern trait theorists:** McCrae and Costa's **Five-Factor Model (FFM)**
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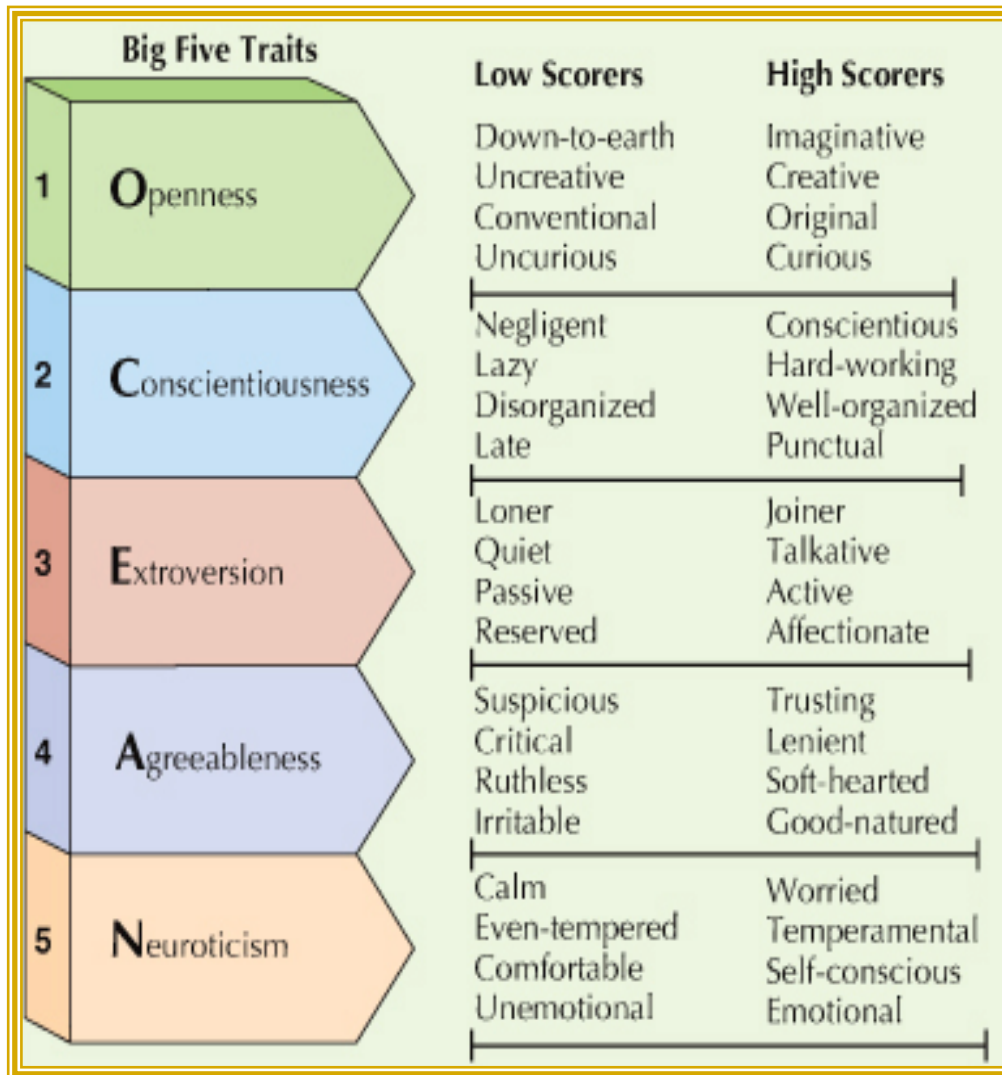
# Trait Theorists: The Five-Factor Model



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- **O**penness (original and open to new ideas vs. conventional and narrow in interests)
- **C**onscientiousness (responsible and organized vs. irresponsible and careless)
- **E**xtroversion (sociable and talkative vs. withdrawn and quiet)
- **A**greeableness (trusting and good-natured vs. suspicious and ruthless)
- **N**euroticism (emotionally unstable and moody vs. emotionally stable and easygoing)

# Trait Theorists: The Five-Factor Model



- Understanding personality and relationships: Place a dot on each line to indicate your own traits of openness, conscientiousness, etc. Then do the same for an ideal romantic partner.

# Trait Theorists: The Five-Factor Model

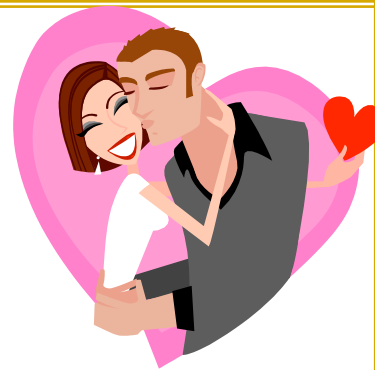
- Researchers asked over 10,000 men and women from 37 countries what they wanted in a mate.
- They found:
  - High degree of agreement
  - Traits of the **five-factor model** are at the top of both lists.

## ♂ What Men Want in a Mate

1. Mutual attraction — love
2. Dependable character
3. Emotional stability and maturity
4. Pleasing disposition
5. Good health
6. Education and intelligence
7. Sociability
8. Desire for home and children
9. Refinement, neatness
10. Good looks

## ♀ What Women Want in a Mate

1. Mutual attraction — love
2. Dependable character
3. Emotional stability and maturity
4. Pleasing disposition
5. Education and intelligence
6. Sociability
7. Good health
8. Desire for home and children
9. Ambition and industriousness
10. Refinement, neatness



# Evaluating Trait Theories

## ■ Pro:

- ❑ Evolutionary, cross-cultural, and cross-species studies support five-factor model.
- ❑ Five-factor model helps describe and organize personality characteristics using the fewest number of traits.

## ■ Con:

- ❑ Lacks explanation and specificity.
- ❑ Ignores situational effects.





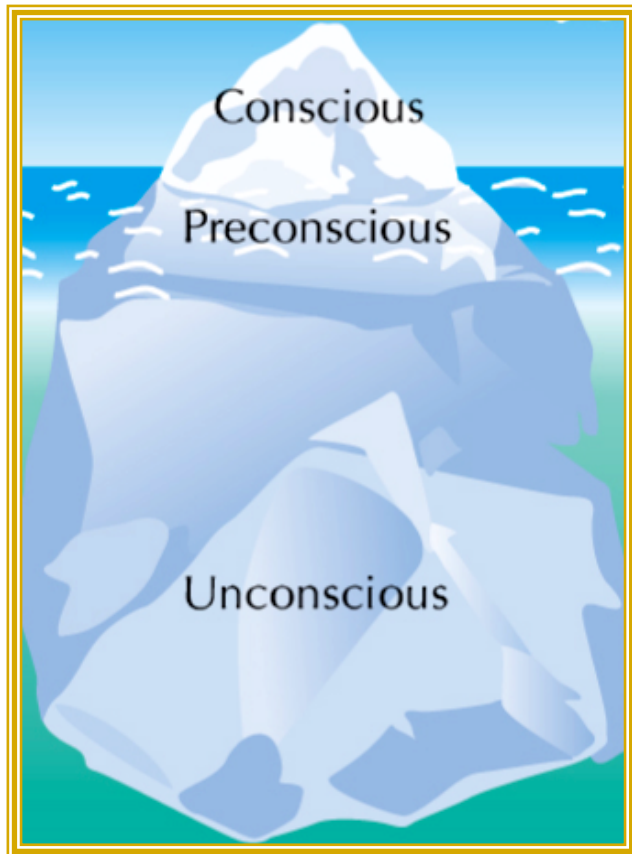
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# Psychoanalytic/Psychodynamic Theories

- **Psychoanalytic Theories**: examines how unconscious mental forces interplay with thoughts, feelings, and actions
- **Key Figures**:
  - ❑ **Founding father**--Freud
  - ❑ **Neo-Freudians**--Adler, Jung, **Horney**

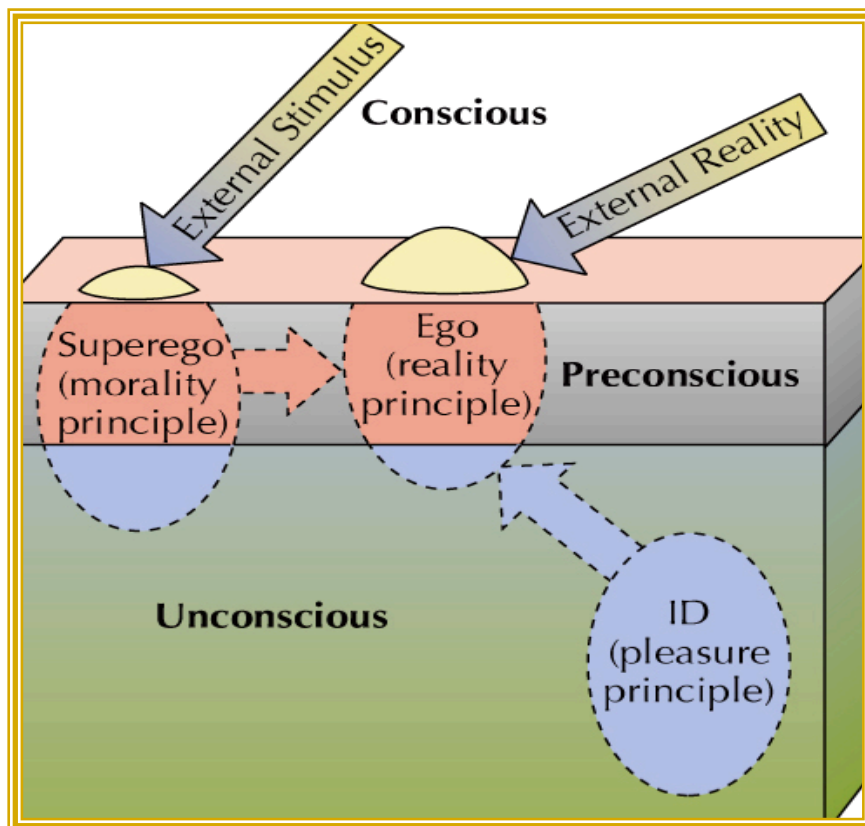


# Psychoanalytic/Psychodynamic Theories: Levels of Consciousness



- **Conscious:** thoughts or motives person is currently aware of or remembering
- **Preconscious:** thoughts, motives, or memories that can be voluntarily brought to mind
- **Unconscious:** thoughts, motives, or memories blocked from normal awareness

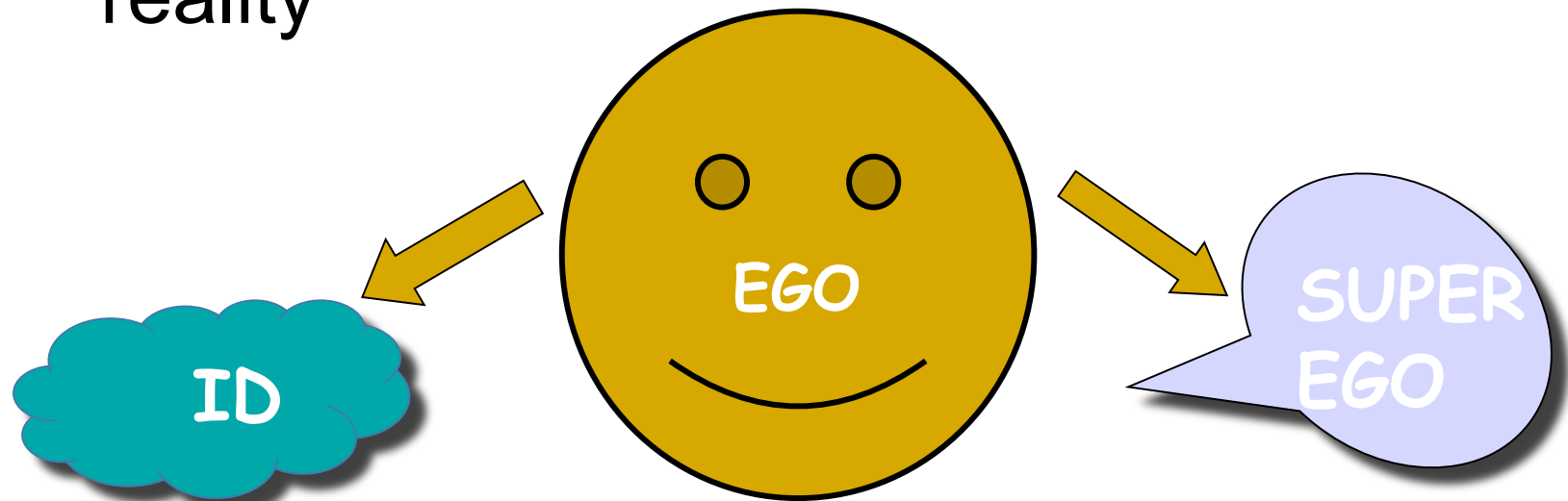
# Psychoanalytic/Psychodynamic Theories: Personality Structures



- **Id:** instinctual energy (pleasure principle)
- **Ego:** rational part of psyche (reality principle)
- **Superego:** the conscience (morality principle)

# Psychoanalytic/Psychodynamic Theories: Defense Mechanisms

- **Defense mechanisms:** ego's protective method of reducing anxiety by distorting reality



# Psychoanalytic/Psychodynamic Theories:

## Sample Defense Mechanisms

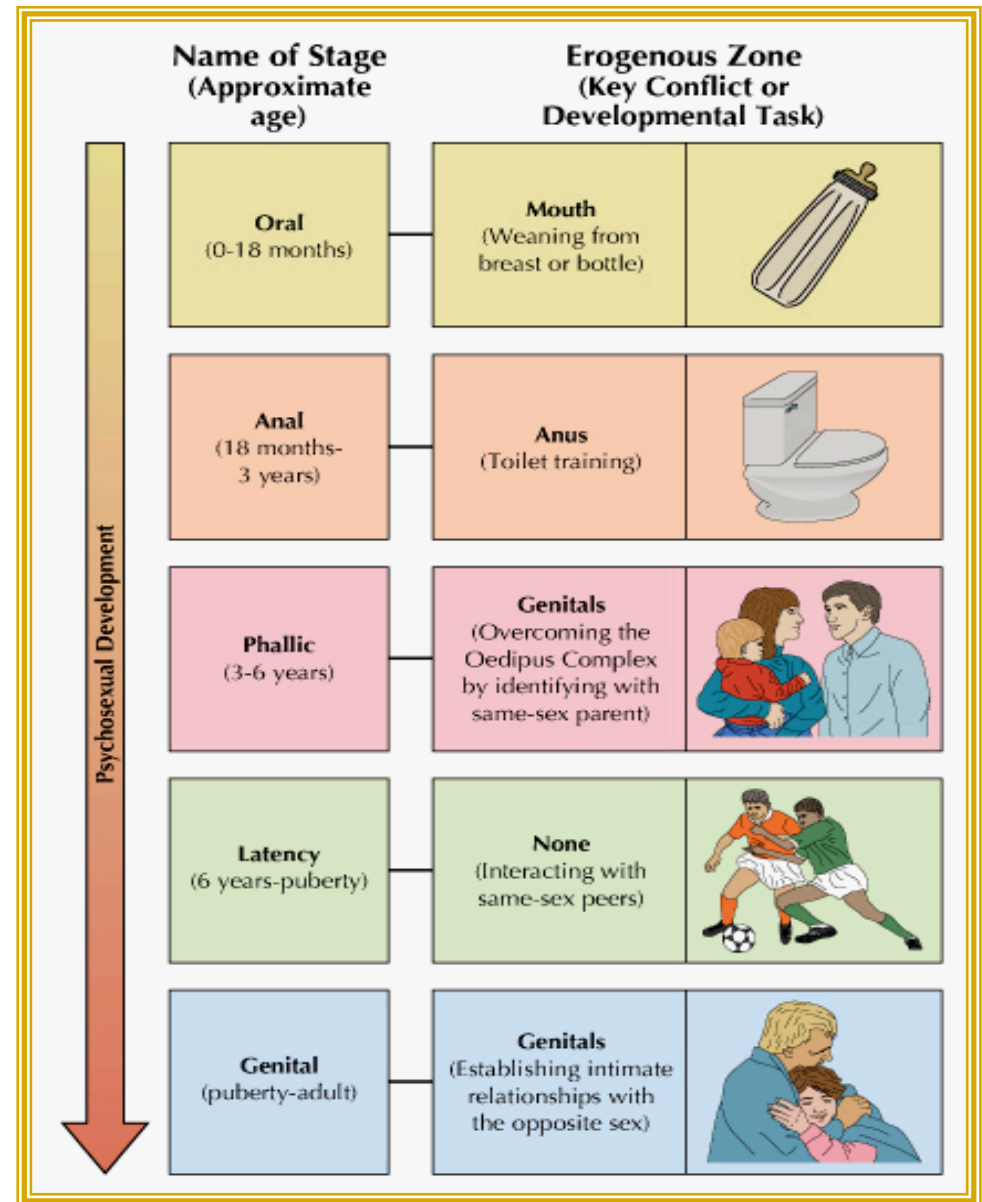
Defense Mechanism	Description
<b>Repression</b>	Preventing painful or unacceptable thoughts from entering consciousness
<b>Sublimation</b>	Redirecting unmet desires or unacceptable impulses into acceptable activities
<b>Denial</b>	Protecting oneself from an unpleasant reality by refusing to perceive it
<b>Rationalization</b>	Substituting socially acceptable reasons for unacceptable ones
<b>Intellectualization</b>	Ignoring the emotional aspects of a painful experience by focusing on abstract thoughts, words, or ideas
<b>Projection</b>	Transferring unacceptable thoughts, motives, or impulses to others
<b>Reaction formation</b>	Refusing to acknowledge unacceptable urges, thoughts, or feelings by exaggerating the opposite state
<b>Regression</b>	Responding to a threatening situation in a way appropriate to an earlier age or level of development
<b>Displacement</b>	Redirecting impulses toward a less threatening person or object

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# Psychoanalytic/Psychodynamic Theories: Psychosexual Stages of Development

- **Psychosexual stages:** Freudian idea of five developmental periods key to personality development.
    - ❑ **Oral Stage:** birth-18 months
    - ❑ **Anal Stage:** 18 months-3 yrs
    - ❑ **Phallic Stage:** 3-6 yrs
    - ❑ **Latency Stage:** 6 yrs- puberty
    - ❑ **Genital Stage:** puberty-adulthood
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- Freud believed all children pass through five **psychosexual stages**. At each stage the id's pleasure seeking energies focus on specific pleasure areas of the body (**erogenous zones**).



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# Psychoanalytic/Psychodynamic Theories: Neo-Freudian Theorists

- **Adler**: suggested that many experience an **inferiority complex**, which later results in a **will-to-power**
  - **Jung**: proposed an inherited **collective unconscious** consisting of **archetypes**
  - **Horney**: developed concept of **basic anxiety**
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# Evaluating Psychoanalytic/ Psychodynamic Theories



## ■ Pro:

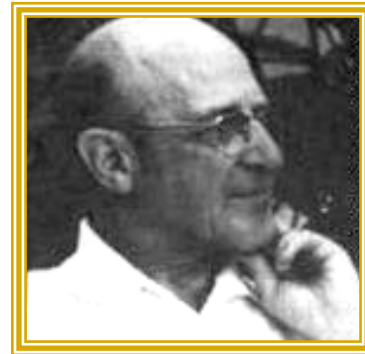
- ❑ Historical credit for some Freudian concepts (e.g., defense mechanisms)
- ❑ Modern psychodynamic theories use more empirical methods

## ■ Con:

- ❑ Psychoanalytic concepts difficult to test
- ❑ Overemphasizes biology and unconscious forces
- ❑ Inadequate evidence, sexism, and lack of cross-cultural support



# Humanistic Theories



## ■ Humanistic Theories:

- ❑ Personality develops from internal experiences (feelings and thoughts) and individual feelings of basic worth
- ❑ Human nature is innately good (or, at worst, neutral) with a positive drive toward self-fulfillment

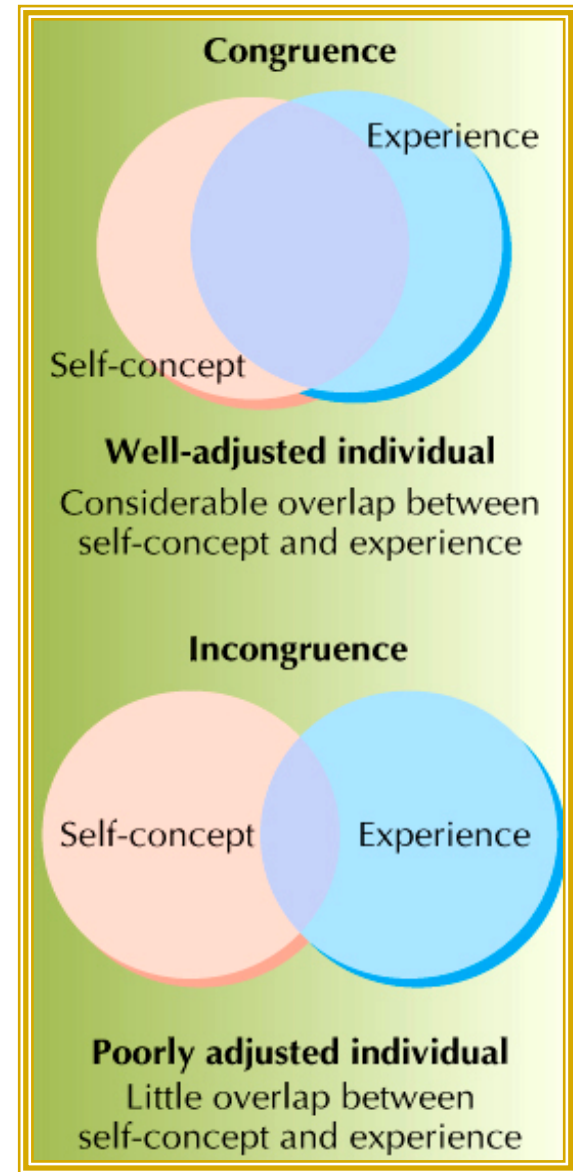
## ■ Key Figures: Rogers and Maslow

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# Humanistic Theories: Rogers' Key Concepts

Rogers emphasized the importance of the **self**.

- ❑ **Mental health** is related to the degree of **congruence** between the **self-concept** and **life experiences**.



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# Humanistic Theories:

## Rogers's Key Terms (Continued)

- **Conditional Positive Regard**  
(positive behavior toward a person contingent on behaving in certain ways)
  - **Unconditional Positive Regard** (positive behavior toward a person with *no* contingencies attached)
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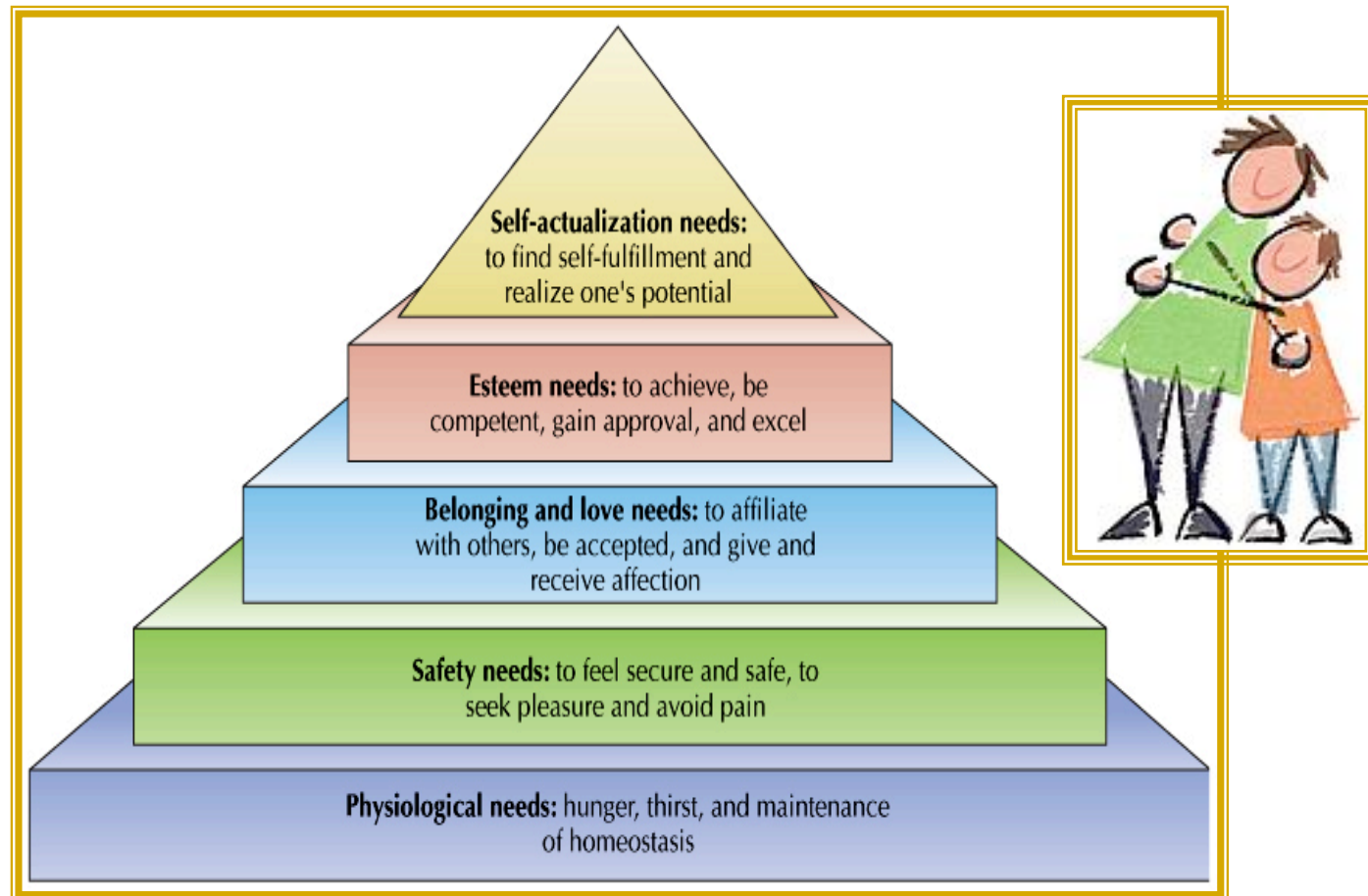
## Humanistic Theories:

### Maslow's Hierarchy of Needs

- **Hierarchy of needs** (Maslow's proposed basic physical necessities must be satisfied before higher-growth needs)
  - **Self-Actualization** (Maslow's belief in an innate tendency toward inborn drive to develop all one's talents and capabilities)
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# Humanistic Theories:

## Maslow's Hierarchy of Needs



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# Evaluating Humanistic Theories

## ■ Pro:

- ❑ Many concepts incorporated into successful therapy

## ■ Con:

- ❑ Naive assumptions
- ❑ Poor testability and inadequate evidence
- ❑ Narrowness



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# Social-Cognitive Theories

## ■ Social Cognitive Theories—

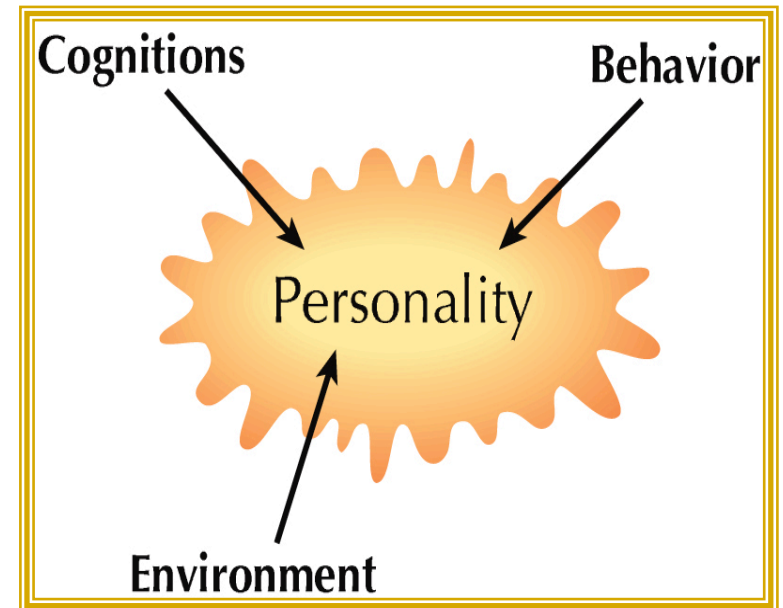
Personality reflects:

- ❑ Individual's interactions with the environment
  - ❑ How people *think* about the world and *interpret* what happens to them
  - ❑ **Key Figures:**  
Bandura and Rotter
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# Social-Cognitive Theories: Bandura's Key Terms

- **Self-Efficacy** (person's learned expectation of success)
- **Reciprocal Determinism** (cognitions, behaviors, and the environment interact to produce personality)



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# Social-Cognitive Theories:

## Rotter's Key Terms

- **Cognitive expectancies** (what people *expect* to happen)
  - **Reinforcement value** (degree to which people prefer one reinforcer to another)
  - **Locus of control** (what people consider source of life's rewards and punishments (internal or external locus of control))
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# Evaluating Social-Cognitive Theories

## ■ Pro:

- ❑ Emphasizes how environment affects and is affected by individuals
- ❑ Meets most standards for scientific research

## ■ Con:

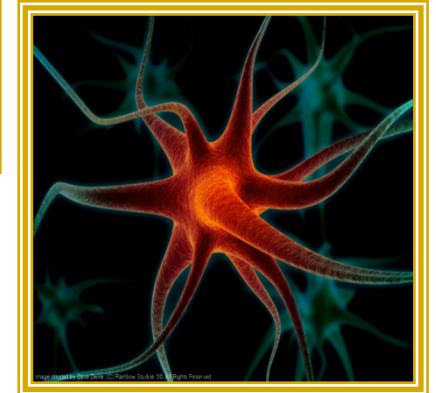
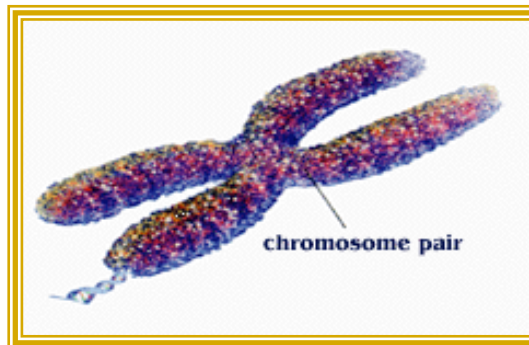
- ❑ Narrow focus
- ❑ Ignores unconscious and emotional aspects of personality



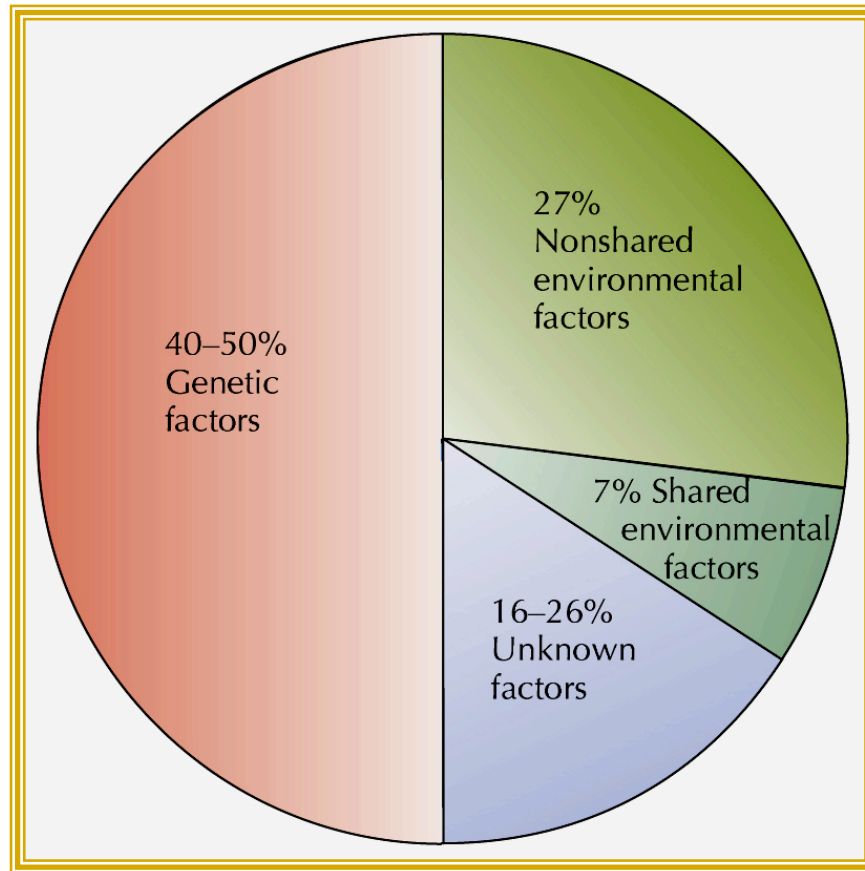
# Biological Theories

## ■ Three Major Biological Contributors to Personality:

- Brain Structures
- Neurochemistry
- Genetic Factors



# Biological Theories: Biopsychosocial Model

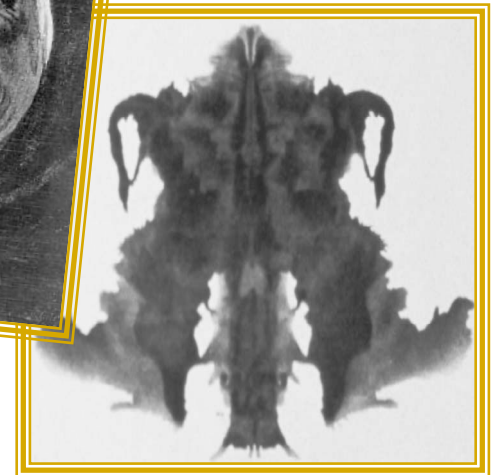


- **Biopsychosocial model** suggests multiple theories provide different insights and proportionately different contributions to personality.



# Personality Assessment

- Four Methods to Measure Personality:
  - Interviews
  - Observations
  - Objective Tests (MMPI)
  - Projective Tests (Rorschach, TAT)



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# Evaluating Methods of Personality Assessment

- Interviews and Observations

- Pro: insights
- Con: time consuming and expensive

- Projective Tests

- Pro: insights
- Con: low reliability and validity

- Objective Tests

- Pro: standardized information
  - Con: possible deliberate deception, social desirability bias, diagnostic difficulties, possible cultural bias, and inappropriate use
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# Cultural Contributions to Personality

- **Individualistic cultures:** emphasize *individual's* personal needs and goals over those of the group
  - **Collectivistic cultures:** emphasize the needs and goals of the *group* over the individual
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# Worldwide Ranking of Cultures

Individualistic Cultures	Intermediate Cultures	Collectivistic Cultures
United States	Israel	Hong Kong
Australia	Spain	Chile
Great Britain	India	Singapore
Canada	Argentina	Thailand
Netherlands	Japan	West Africa region
New Zealand	Iran	El Salvador
Italy	Jamaica	Taiwan
Belgium	Arab region	South Korea
Denmark	Brazil	Peru
France	Turkey	Costa Rica
Sweden	Uruguay	Indonesia
Ireland	Greece	Pakistan
Norway	Phillippines	Colombia
Switzerland	Mexico	Venezuela