Chapter 15: Personality

- The Good Friend
- The Slow One
- The Pimp
- The Good Little Church Girl
- The Shy One
- The One That Always Swears
- The Grumpy One
- The One That Gets Up To No Good
- The One That Has A Bad Memory
- The Innocent
- The Odd One
- The Eye Of Two Shoes
- The Stylish One
- The Tiny Dangerous One
- The One With All The Gossip
- The Flirt
- The Tower
- The One You Can Depend On
- The Annoying One
- The Cutie Pie
- The Funny Guy
- The Ladies Man
- The One That's Always Hungry
• An individual’s characteristic pattern of thinking, feeling, and acting

• Each dwarf has a distinct personality
Sigmund Freud

- Studied medicine at the University of Vienna
- Set up a private practice specializing in nervous disorders
- Published many books - 24 volumes
- *The Interpretation of Dreams* (1900) most famous
Freud’s clinical experience led him to develop the first comprehensive theory of personality, which included the unconscious mind, psychosexual stages, and defense mechanisms.

Used techniques to treat psychological disorders by seeking to expose and interpret unconscious tensions.
• Unconscious: according to Freud, a reservoir of mostly unacceptable thoughts, wishes, feelings, and memories

• Preconscious: information that is not conscious, but is retrievable into conscious awareness

• According to modern psychology, information processing which we are unaware

• At first, he believed hypnosis would unlock the door to the unconscious but patients differed too greatly
• The mind is like an iceberg
• It is mostly hidden, and below the surface lies the unconscious mind. The preconscious stores temporary memories
Free Association

Free association: in psychoanalysis, a method of exploring the unconscious in which the person relaxes and says whatever comes to mind, no matter how trivial or embarrassing.

He believed free association led patients to retrace thoughts and bring about the reasoning of the feelings.
Repression: blocking unacceptable passions and thoughts because they would be unsettling to acknowledge.

Freud believed that although we are not consciously aware of them, these feelings and ideas influence us in disguised forms:
- the work we choose
- beliefs we hold
- daily habits
- troubling symptoms
Dream Analysis

- Freud viewed dreams as the 'royal road to the unconscious'.

- Psychoanalysis would analyze the unconscious mind through interpreting the remembered content of dreams (manifest content) he believed to be censored expression of the dreamer's unconscious wishes (dreams' latent content).

- Freud searched for the nature of patient's inner conflicts and their release from inner tensions.
According to Freud, personality arises from a conflict between our aggressive, pleasure seeking impulses, and internalized social restraints against them.

So personality is the result of our efforts to resolve this basic conflict.

In order to understand the mind during conflict, Freud proposed three systems: the id, ego, and superego.
Personality Structure

- Ego (executive mediator)
- Superego (internalized ideals)
- Id (unconscious psychic energy)

<table>
<thead>
<tr>
<th>Conscious mind</th>
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<tbody>
<tr>
<td>Preconscious (outside awareness but accessible)</td>
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<tr>
<td>Unconscious mind</td>
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</table>
The Id unconsciously strives to satisfy basic sexual and aggressive drives, operating on the pleasure principle, demanding immediate gratification.

- Infants crying for a need
- Those addicted to tobacco or alcohol
The ego functions as the “executive” and mediates the demands of the id and superego, reality principal>gratifies impulses that will bring long term pleasure rather than pain.

- Contains our partly conscious perceptions, thoughts, judgments, and memories.
The Superego

- The superego provides standards for judgment (the conscience) and for future aspirations
- Develops at age 5
- Strives for perfection

Diagram:
- Conscious: Ideas, thoughts, and feelings of which we are aware
- Preconscious: Material that can be easily recalled
- Ego (Self): Reality principle
- Unconscious: Well below the surface of awareness
- Id: Pleasure principle
- Superego: Ego ideal, Moral guardian
Freud's theory of the personality

ID: I WANT IT NOW!

EGO: I NEED TO DO A BIT OF PLANNING TO GET IT.

SUPER EGO: YOU CAN'T HAVE IT. IT'S NOT RIGHT.
Freud believed that personality formed during the first few years of life divided into psychosexual stages (Freud divided the development of personality into five psychosexual stages). During these stages the id’s pleasure-seeking energies focus on pleasure sensitive body areas called **erogenous zones**.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Oral (0–18 months)</td>
<td>Pleasure centers on the mouth—sucking, biting, chewing</td>
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<tr>
<td>Anal (18–36 months)</td>
<td>Pleasure focuses on bowel and bladder elimination; coping with demands for control</td>
</tr>
<tr>
<td>Phallic (3–6 years)</td>
<td>Pleasure zone is the genitals; coping with incestuous sexual feelings</td>
</tr>
<tr>
<td>Latency (6 to puberty)</td>
<td>Dormant sexual feelings</td>
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<tr>
<td>Genital (puberty on)</td>
<td>Maturation of sexual interests</td>
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Oedipus the King is part of a trilogy written by Sophocles.

Oedipus becomes king of Thebes before the action of *Oedipus the King* begins. He is renowned for his intelligence and his ability to solve riddles—he saved the city of Thebes and was made its king by solving the riddle of the Sphinx, the supernatural being that had held the city captive.

Yet Oedipus is stubbornly blind to the truth about himself. His name’s literal meaning (“swollen foot”) is the clue to his identity—he was taken from the house of Laius as a baby and left in the mountains with his feet bound together.

On his way to Thebes, he killed his biological father, not knowing who he was, and proceeded to marry Jocasta, his biological mother. (Has two children with Jocasta)

When he finds out that Jocasta is actually his mother, she hangs herself and he pokes his eyes out with the pins from her robe.
Freud believed that during the Phallic stage (3-6) boys seek genital stimulation and develop unconscious sexual desires for their mother.

A boy’s sexual desire for his mother and feelings of jealousy and hatred for the rival father.
• According to Freud, girls have a similar desire, like Oedipus for their father.
• Children cope with threatening feelings towards their parents by repressing them and by identifying with the rival parent.

• Through this process of identification, their superego gains strength that incorporates their parents' values and gender identity.
Freud believed conflicts unresolved during earlier psychosexual stages could surface as maladaptive behavior in adults.

At any point in the oral, anal, or phallic stages strong conflict could lock or fixate.

Fixation: lingering focus of pleasure seeking energies at an earlier psychosexual stage, where conflicts were unresolved.

A person who had been either orally overindulged or deprived (early weaning) might fixate on oral stage.
Defense mechanisms: The ego’s protective methods of reducing anxiety by unconsciously distorting reality
Repression banishes anxiety-arousing thoughts, feelings, and memories from consciousness.

- Explains why we do not remember our childhood lust for our parent (Oedipus/Electra).

- Believed that repression is incomplete because repressed urges come out in dream symbols and slips of the tongue.
Regression leads an individual faced with anxiety to retreat to a more infantile psychosexual stage.

Example: facing the anxious first days of school, a child may regress to the oral comfort of thumb-sucking.
Reaction Formation causes the ego to unconsciously switch unacceptable impulses into their opposites.

People may express feelings of purity when they may be suffering anxiety from unconscious feelings about sex.

“I hate him” becomes “I love him.”
✓ Projection leads people to disguise their own threatening impulses by attributing them to others.

✓ Example: “He doesn’t trust me” may be a projection of the actual feeling “I don’t trust him” or “I don’t trust myself”.
Rationalization offers self-justifying explanations in place of the real, more threatening, unconscious reasons for one’s actions.

Example: habitual drinkers may say they drink with friends “just to be socialable”.

Example: students who fail to study may say, “All work and no play makes me a dull person.”
Displacement shifts sexual or aggressive impulses toward a more acceptable or less threatening object or person, redirecting anger toward a safer outlet.

- Often displaced on less threatening things.

- Example: Brandon may take his anger on another kid by bullying.

- Example: Children who fear expressing anger against their parents may displace it by kicking the dog.
Sublimation: defense mechanism by which people re-channel their unacceptable impulses into socially approved activities.
Let’s Practice: Defense Mechanisms
Jung believed in the collective unconscious, which contained a common reservoir of images and memories derived from our species’ past. This is why many cultures share certain myths and images such as the mother being a symbol of nurturance.
Like Freud, Adler believed in childhood tensions. However, these tensions were social in nature and not sexual. A child struggles with an inferiority complex during growth and strives for superiority and power.
Think of two individuals
1. highly motivated overachiever
2. lazy underachiever
Is this person a first-born or an only child?
Birth order achievement relationship
How many of the highly motivated people were first born or an only child?
Why do you think this relationship exists?
What are the differences in lives?
Alfred Adler’s Birth Order Theory

• Only child – This child is always the center of attention and usually prefers it that way. Since they are never "dethroned", they are spoiled and can be self-centered. They miss out on the social skills learned by sibling interaction, so they may find it difficult to share or compromise. A great positive trait is that they can be very mature intellectually.

First Born – They are often given responsibility for younger siblings and may take on the role of a surrogate parent. Through this role they accept their position of leadership and the power that comes with it. Firstborns may become overachievers in order to set the example for younger siblings and meet the expectations of parents. They are also known to be authoritarian (or bossy according to their siblings). A great positive trait is that they can be very responsible and helpful.

Second Born – Independent and competitive, especially with the oldest sibling. Sibling rivalry may be initiated by second born as they struggle to identify their role in the family. Can be seen as a rebel, especially if they do not feel they are getting equal treatment with that of the first born. A great positive trait is that they can be very expressive and creative.

Middle Child – Independent but unlike second born, can be more congenial. They do not have the spotlight but often do not seek it (what’s the use?). They can be resigned in their position in the family even though they feel forgotten. The middle child syndrome can develop, especially in larger families. A great positive trait is that they can adapt and acquire very good social skills.

Last Born – Frequently spoiled by the entire family. Never “dethroned” and may be accustomed to always getting their way. They may be seen as irresponsible and a rule breaker. A great positive trait is that they can be very charming and adventurous.
Like Adler, Horney believed in the social aspects of childhood growth and development.

She countered Freud’s assumption that women have weak superegos and suffer from “penis envy”.

She sought to balance Freud’s masculine biases.
Evaluating personality from an unconscious mind’s perspective would require a psychological instrument (projective tests) that would reveal the hidden unconscious mind.

- **Projective tests**: personality test that provides ambiguous stimuli designed to trigger projection of one’s inner dynamics.

- **Asks test takers to describe the image or tell a story about it**

- **Stimulus has no significant so any meaning people read into it presumable is a projection of their interests and conflicts**
Developed by Henry Murray, the TAT is a projective test in which people express their inner feelings and interests through the stories they make up about ambiguous scenes.
The most widely used projective test uses a set of 10 inkblots and was designed by Hermann Rorschach. It seeks to identify people's inner feelings by analyzing their interpretations of the blots. If we see an animal, the examiner infers we have aggressive tendencies.
Critics argue that projective tests lack both reliability (consistency of results) and validity (predicting what it is supposed to). When evaluating the same patient, even trained raters come up with different interpretations (reliability). Projective tests may misdiagnose a normal individual as pathological (validity).
1. Personality develops throughout life and is not fixed in childhood.

2. Freud underemphasized peer influence on the individual, which may be as powerful as parental influence.

3. Gender identity may develop before 5-6 years of age.

4. There may be other reasons for dreams besides wish fulfillment.

5. Verbal slips can be explained on the basis of cognitive processing of verbal choices.

6. Suppressed sexuality leads to psychological disorders. Sexual inhibition has decreased, but psychological disorders have not.
Freud's psychoanalytic theory rests on the repression of painful experiences into the unconscious mind.

The majority of children, death camp survivors, and battle-scarred veterans are unable to repress painful experiences into their unconscious mind.

Today's psychologist believe repression, if it ever occurs, is a rare mental response to a terrible trauma.

Let's remember: high stress enhances memory.

Most traumatic events haunt survivors with unwanted flashbacks.
Evaluating the Psychoanalytic Perspective

- Freud was right about the unconscious mind
- Modern research shows the existence of nonconscious information processing
  1. Schemas that automatically control perceptions and interpretations
  2. Parallel processing during vision and thinking
  3. Implicit memories
  4. Emotions that activate instantly without consciousness
- The scientific merits of Freud’s theory have been criticized
  - Psychoanalysis is meagerly testable
- Most of its concepts arise out of clinical practice, which are the after-the-fact explanation
Terror-Management Theory

- Terror-management theory: idea that thinking about one's morality provokes anxiety and intensifies prejudices
Let’s Review: The Psychodynamic Perspective Concept Web
By the 1960s, psychologists became discontent with Freud’s negativity and the mechanistic psychology of the behaviorists.
Maslow proposed that we as individuals are motivated by a hierarchy of needs.

Beginning with physiological needs, we try to reach the state of self-actualization—fulfilling our potential.
Carl Rogers also believed in an individual's self-actualization tendencies - unless the environment inhibits growth.

- Growth promoting climates required 3 conditions:
  - Genuineness
  - Acceptance
  - Empathy

- He said that Unconditional Positive Regard is an attitude of acceptance of others despite their failings.
In an effort to assess personality, Rogers asked people to describe themselves as they would like to be (ideal) and as they actually are (real). If the two descriptions were close, the individual had a positive self-concept.

All of our thoughts and feelings about ourselves, in an answer to the question, “Who am I?” refers to Self-Concept.
1. Humanistic psychology has a pervasive impact on counseling, education, child-rearing, and management.

2. Concepts in humanistic psychology are vague and subjective and lack scientific basis.

3. Gender identity may develop before 5-6 years of age.
The Barnum Effect

• Wide, all-encompassing, and generally positive statements that are made in reference to an individual’s personality

• People are highly responsive and accepting of these statements

• Serves as the backbone of business for horoscopes, fortune tellers, palm readers
Let's Review: The Humanistic Perspective Concept Web
Allport interviewed Freud when he was a 22-year-old psychology student.

His findings led him to describe personality in terms of fundamental traits.

Trait: characteristic pattern of behavior or a disposition to feel and act, as assessed by self-report inventories and peer reports.
• Allport came to define personality in terms of identifiable behavior patterns
  • Was less concerned with explaining individual traits than with describing them
• Allport & Odbert, identified 18,000 words representing traits

Examples of Traits
- Honest
- Dependable
- Moody
- Impulsive
Personality types, assessed by measures like the Myers-Briggs Type Indicator, consist of a number of traits.

Sort people according to Jung's personality types, based on responses to 126 questions.

Counts test takers preferences, labels them and gives feedback to person in complementary ways.

Most people agree with their announced type profile.
**Types of Personalities**

**Type A**
- Feel time pressure.
- Easily angered.
- Competitive and ambitious.
- Work hard and play hard.
- More prone to heart disease than rest of population.

**Type B**
- Relaxed and easygoing.
- But some people fit in neither type.
The glass is half full!
The glass is half-empty.

Half-full... No! Wait! Half-empty!... No, half... What was the question?

Hey! I ordered a cheeseburger!

The four basic personality types
Factor analysis is a statistical approach used to describe and relate personality traits.

Cattell used this approach to develop a 16 Personality Factor (16PF) inventory.

Cattell found that large groups of traits could be reduced down to 16 core personality traits based on statistical correlations.
Hans and Sybil Eysenck suggested that personality could be reduced down to two polar dimensions, extraversion-introversion and emotional stability-instability.
If stable and enduring traits guide our actions, can we test their validity and reliability?

Personality inventories are questionnaires (often with true-false or agree-disagree items) designed to gauge a wide range of feelings and behaviors assessing several traits at once.
The Minnesota Multiphasic Personality Inventory (MMPI) is the most widely researched and clinically used of all personality tests. It was originally developed to identify emotional disorders. The MMPI was developed by empirically testing a pool of items and then selecting those that discriminated between diagnostic groups.
Today's trait researchers believe that Eysenck's personality dimensions are too narrow and Cattell's 16PF too large.

### The “Big Five” Personality Factors

*(Memory tip: Picturing a CANOE will help you recall these.)*

<table>
<thead>
<tr>
<th>Trait Dimension</th>
<th>Endpoints of the Dimension</th>
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<tbody>
<tr>
<td>Conscientiousness</td>
<td>Organized, Careful, Disciplined</td>
</tr>
<tr>
<td></td>
<td>Disorganized, Careless, Impulsive</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>Soft-hearted, Trusting, Helpful</td>
</tr>
<tr>
<td></td>
<td>Ruthless, Suspicious, Uncooperative</td>
</tr>
<tr>
<td>Neuroticism (emotional stability vs. instability)</td>
<td>Calm, Secure, Self-satisfied</td>
</tr>
<tr>
<td></td>
<td>Anxious, Insecure, Self-pitying</td>
</tr>
<tr>
<td>Openness</td>
<td>Imaginative, Preference for variety,</td>
</tr>
<tr>
<td></td>
<td>Independent, Preference for routine,</td>
</tr>
<tr>
<td></td>
<td>Conforming</td>
</tr>
<tr>
<td>Extraversion</td>
<td>Sociable, Fun-loving, Affectionate</td>
</tr>
<tr>
<td></td>
<td>Retiring, Sober, Reserved</td>
</tr>
</tbody>
</table>

*Source: Adapted from McCrae & Costa (1986, p. 1002).*
questions about the Big Five

1. How stable are these traits?  
   Quite stable in adulthood. However, they change over development.

2. How heritable are they?  
   Fifty percent or so for each trait.

3. How about other cultures?  
   These traits are common across cultures.

4. Can they predict other personal attributes?  
   Yes. Conscientious people are morning type and extraverted are evening type.
Walter Mischel points out that traits may be enduring, but the resulting behavior in various situations is different.

Therefore, traits are not good predictors of behavior.

People can fake desirable responses on self-report measures of personality.

Trait theorists argue that behaviors from a situation may be different, but average behavior remains the same.

Traits are socially significant and influence our health, thinking, and performance.

Therefore, traits matter.
Social-Cognitive Perspective

- Albert Bandura believes that personality is the result of an interaction that takes place between a person and their social context.
- Social-cognitive theorists believe we learn many behaviors through conditioning, observing, or modeling—social part.
- They also stress that what we “think” about our situations affect behavior—mental part.
- Focus on how we and our environment interact.
Reciprocal determinism: The three factors, behavior, cognition, and environment, are interlocking determinants of each other.
### Individuals & Environments

- **Specific ways in which individuals and environments interact**

<table>
<thead>
<tr>
<th>Different people choose different environments.</th>
<th>The school you attend and the music you listen to are partly based on your dispositions.</th>
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</thead>
<tbody>
<tr>
<td>Our personalities shape how we react to events.</td>
<td>Anxious people react to situations differently than calm people.</td>
</tr>
<tr>
<td>Our personalities shape situations.</td>
<td>How we view and treat people influences how they treat us.</td>
</tr>
</tbody>
</table>
Behavior emerges from an interplay of external and internal influences.

**Biological influences:**
- genetically determined temperament
- autonomic nervous system reactivity
- brain activity

**Psychological influences:**
- learned responses
- unconscious thought process
- optimistic or pessimistic attributional style

**Social-cultural influences:**
- childhood experiences
- influence of the situation
- cultural expectations
- social support
Social-cognitive psychologists emphasize our sense of personal control, whether we control the environment or the environment controls us.

Self control is the ability to control impulses and delay gratification (predicts good adjustment, social success, good grades).

Self control requires attention and energy as it temporarily weakens after an exertion and replenishes with rest.

Exercising depletes mental energy and willpower becomes stronger.
External locus of control: refers to the perception that chance or outside forces beyond our personal control determine our fate.

Internal locus of control: refers to the perception that we can control our own fate.
• Individuals who feel helpless and oppressed often perceive control as external

• Martin Seligman believed when unable to avoid repeated adverse events an animal or human learns helplessness

• Helplessness: hopelessness and passive resignation
Seligman did some experiments with dogs to prove his theory.

Dogs strapped in a harness and given repeated shocks, with NO opportunity to avoid them learned a sense of helplessness.

When later put into a different situation where they COULD escape punishment by leaping a hurdle, the dogs cowered as if without hope.

When another group of dogs were able to avoid the shock in the first situation were able to learn personal control and escape the shock in the new situation.
An optimistic or pessimistic attributional style is your way of explaining positive or negative events.

- **Optimism**: tendency to look on the more favorable side of events or conditions and to expect the most favorable outcome.
- **Pessimism**: is the decision to evaluate, perceive and view life in a generally negative light.
- Optimists live longer and are healthier.
Social-cognitive psychologists observe people in realistic and simulated situations because they find that it is the best way to predict the behavior of others in similar situations.

Example in work force: AT&T managers and Military.

Example in school: best predictor for future grades is past grades, teacher check transcripts.
Critics say that social-cognitive psychologists pay a lot of attention to the situation and pay less attention to the individual, his unconscious mind, his emotions, and his genetic

Built on learning and cognition

What about emotions? Biology?
Positive psychology aims to discover and promote conditions that enable individuals and communities to thrive.

Positive psychology, such as humanistic psychology, attempts to foster human fulfillment.

Positive psychology, in addition, seeks positive subjective well-being, positive character, and positive social groups.

Martin Seligman
Research on the self has a long history because the self organizes thinking, feelings, and actions and is a critical part of our personality.

1. Research focuses on the different selves we possess. Some we dream and others we dread.

2. Research studies how we overestimate our concern that others evaluate our appearance, performance, and blunders (spotlight effect).

3. Research studies the self-reference effect in recall.
• Maslow and Rogers argued that a successful life results from a healthy self-image (self-esteem)
• The following are two reasons why low self-esteem results in personal problems

1. When self-esteem is deflated, we view ourselves and others critically.
2. Low self-esteem reflects reality, our failure in meeting challenges, or surmounting difficulties.
Culture & Self-Esteem

- People maintain their self-esteem even with a low status by valuing things they achieve and comparing themselves to people with similar positions.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Individualism</th>
<th>Collectivism</th>
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<tbody>
<tr>
<td>Self</td>
<td>Independent (identity from individual traits)</td>
<td>Interdependent (identity from belonging)</td>
</tr>
<tr>
<td>Life task</td>
<td>Discover and express one’s uniqueness</td>
<td>Maintain connections, fit in</td>
</tr>
<tr>
<td>What matters</td>
<td>Me—personal achievement and fulfillment; rights and liberties; self-esteem</td>
<td>Us—group goals and solidarity; social responsibilities and relationships</td>
</tr>
<tr>
<td>Coping method</td>
<td>Change reality</td>
<td>Accommodate to reality</td>
</tr>
<tr>
<td>Morality</td>
<td>Defined by individuals (self-based)</td>
<td>Defined by social networks (duty-based)</td>
</tr>
<tr>
<td>Relationships</td>
<td>Many, often temporary or casual; confrontation acceptable</td>
<td>Few, close, and enduring; harmony valued</td>
</tr>
<tr>
<td>Attributing behavior</td>
<td>Behavior reflects one’s personality and attitudes</td>
<td>Behavior reflects social norms and roles</td>
</tr>
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Sources: Adapted from Thomas Schoeneman (1994) and Harry Triandis (1994).
Self-Serving Bias

- Self-serving bias: a readiness to perceive oneself favorably

- We accept responsibility for good deeds and successes more than for bad deeds and failures

- Defensive self-esteem is fragile and egotistic whereas secure self-esteem is less fragile and less dependent on external evaluation