

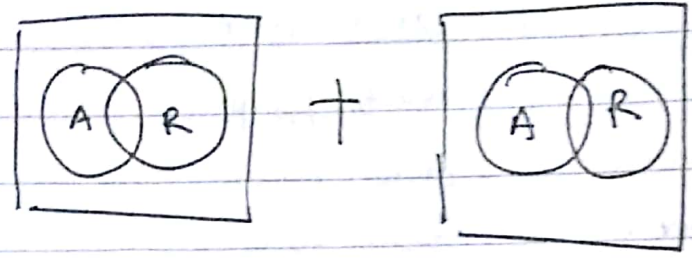
(12) Personality

Date: _____
 MON TUE WED THU FRI SAT SUN

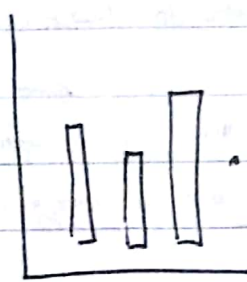
• Similarities in twin = genetic dissimilarities = environment
 ↓ unjust assumption

Personality

Attitude
 reaction.



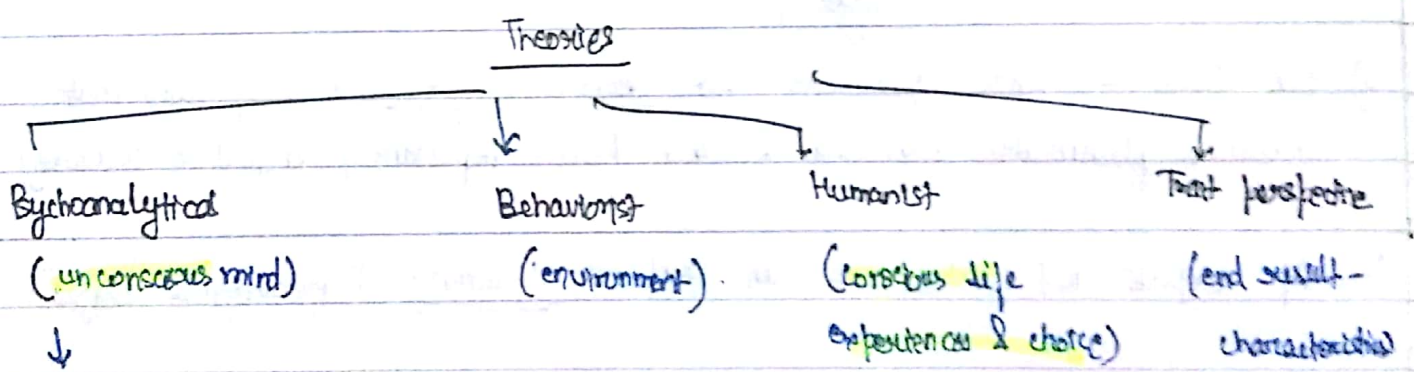
Physical Emotional



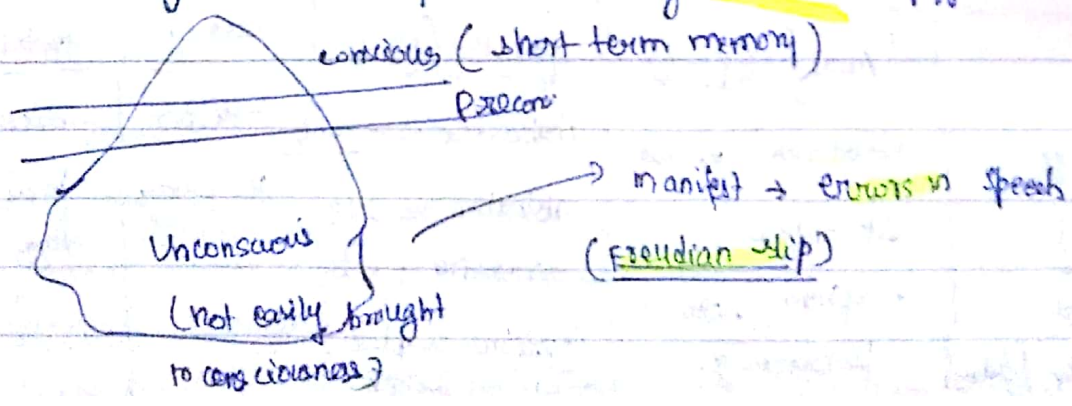
• All people have different personalities in this world

• Unique key (individual thinks, acts, feels throughout life)

Character + temperament + ... → Personality
 (ethical) (enduring characteristics
 ex: adaptability)



↓
 Victorian age, sexual repression, healthy women unfulfilled desires



Personality



- unconscious
- Amoral
- Primitive
- Drives - hunger, sex

- Libido : instinctual energy
- conflict creator
- irrational / illogical / impulsive
- Pleasure principle : instant gratification
- "if it feels good do it"

- executive director
- reality principle
- rational, logical
- reduces libido

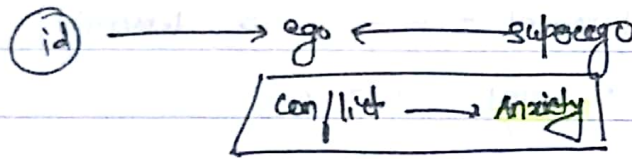
→ comparison
(pain vs gain)

→ if it feels good, do it
if you can get away with it

- moral centre
- rules, customs, ideals
- ego ideal & conscience

↓
Parents & learn

make people do right thing
guilt at wrong thing



→ Psychological defence mechanisms

Stages

o) sex drive - basic parameter → erogenous zone (area of body that produce pleasurable experiences & hence become important / conflict of interest)

o) If conflict not resolved → can lead to fixation. [psychological "baggage"]

Psychosexual Stages

Identification (IDM)

	Anal (1 1/2 - 3)	Phallic (3-6)	Latency	Genital
Oral (mouth) (1 to 1 1/2 yrs)	- witholding & releasing	Phallic - Greek - Penis	- hidden	- adolescent
- Orneating / Smoking /	- self control	- castration anxiety	- till puberty	- final stage
- Optimism / pessimism	- explore / retentive personality	- inferiority → grts		
- <u>weaning</u> (too early / late)		- <u>Oedipus complex</u> → electro complex		

Phallic fixation: of one parent not there

(mumma's boy, woman - marrying with older father like figures)

Date:

MON TUE WED THU FRI SAT SUN

Neo-Freudians

Carl Jung:- Personal unconscious → Collective unconscious (shadow/persona)

Adler:- Superiority than sexuality, compensation mechanism, inferiority complex

Horney:- basic anxiety (born in powerful world, children anxious - neurotic person. (mal adapted)

Erikson:- Social relationships

Freud criticism

Clement

- Unconscious is there (Bread butter expt) - Paining words

- no scientific
- Generalization
- Bias

Behaviourist

personality: set of learned responses / Habits → that have become automatic

- Watson & Skinner :- Reinforcement by environment

example: discipline in childhood → to avoid parents → may become Shyness later

operant

classical learning

Social cognitive learning

observational learning

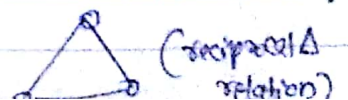
other cognitive learning

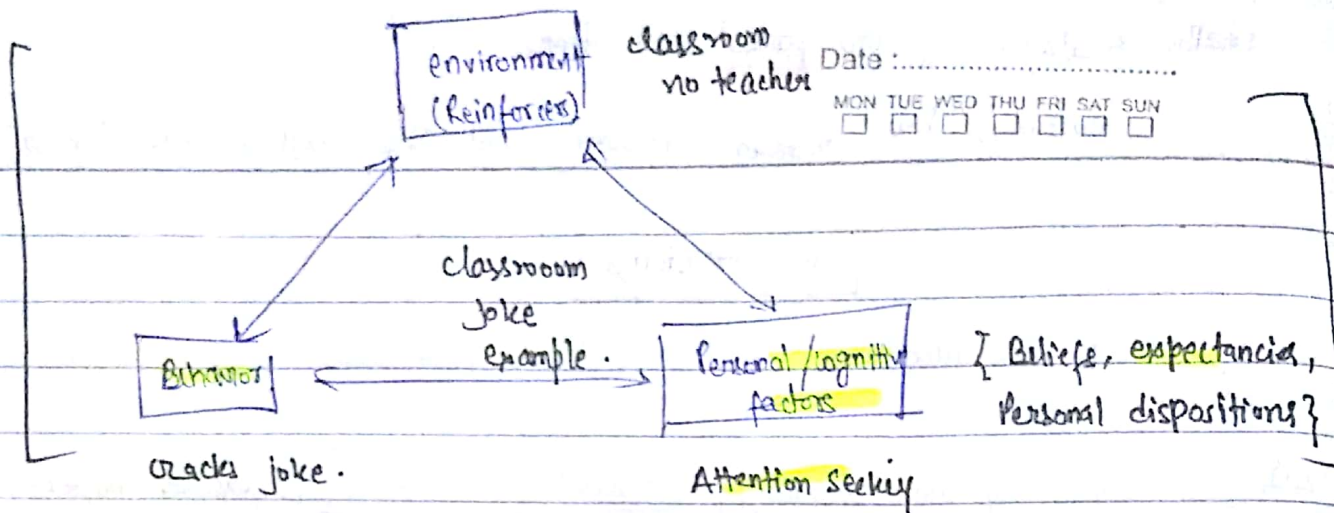
Social cognitive view < Albert Bandura >

↳ external stimuli & responses ✓

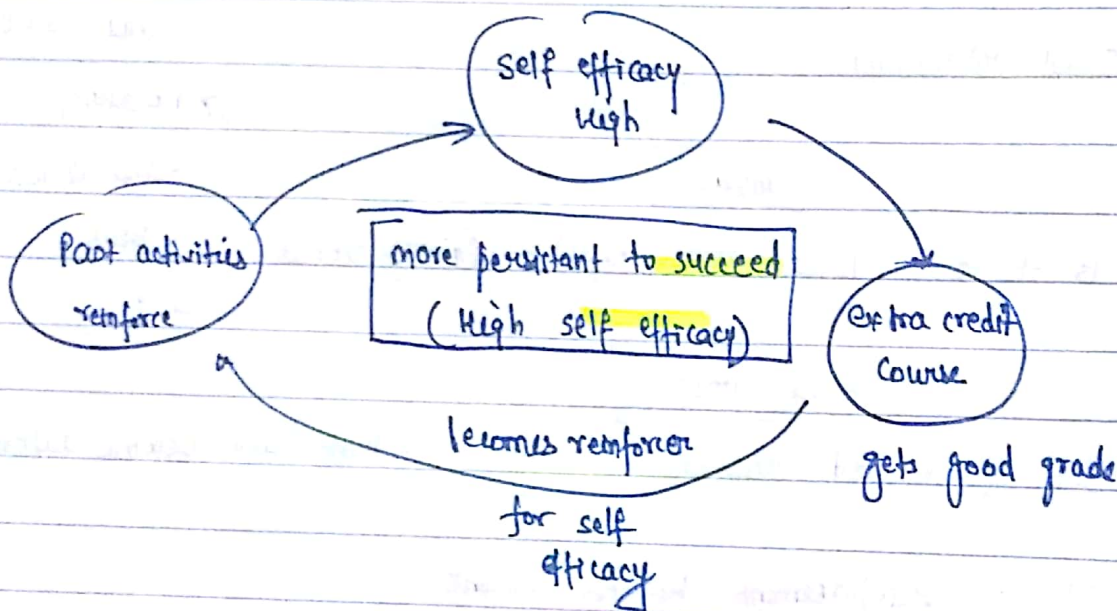
- cognitive processes like anticipation, judging & memory, imitation of models

Bandura: environment (behavior itself / cognitive factors).
* reciprocal determinism (R)





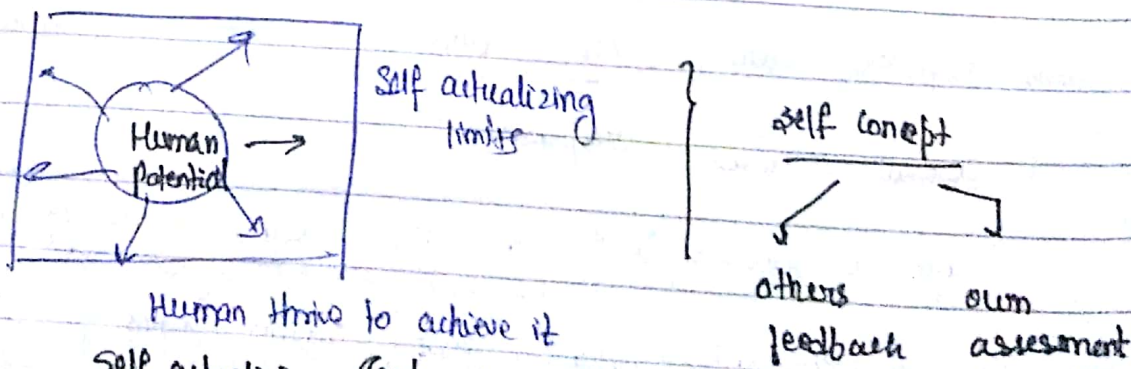
Self efficacy: - Person's perception of how effective a behaviour will be in a particular circumstance



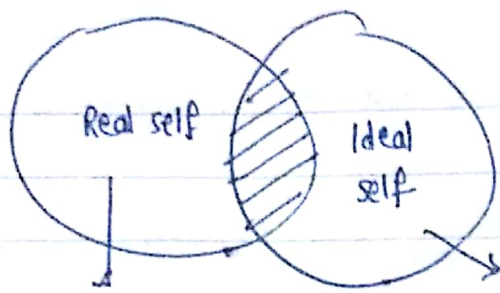
Social cognitive → unlike behaviourist → mental processes | unlike psychoanalyst (Copt. based)

Humanism (Carl Rogers & Maslow)

(Human things) focus → subjective emotions + freedom to choose one's own destiny



fully functioning person (transitioning from real to ideal)

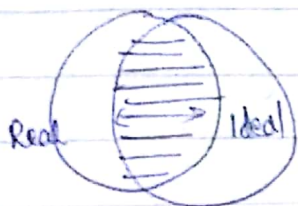


needs Deo: unconditional +ve regards

actual abilities

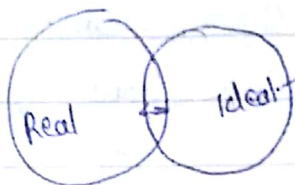
what one should be.

(from parents, significant others)



good overlap

• (match = Harmony)

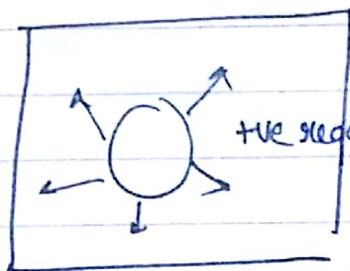


mismatch

Anxiety

impossible to attain.

↓
more mismatch

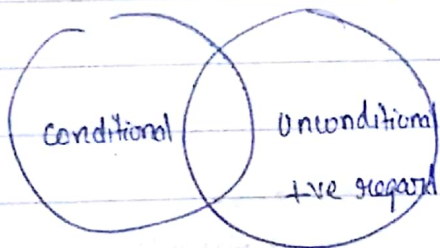


unconditional

(no strings attached)

conditional

(love with what people want)



(doctor dit. 11 e)
expectation

explore out
(Gudiya ko khilani)

ideally parents should provide unconditional +ve regard.

Pro: development of therapies with better understanding of human.

Process

Goal

• fully functional person

→ self Actualization

/(Einstein, Gandhi, etc)

Critics: Too easy picture

qualities: creative, autonomous, unprejudiced.

- How -ve character develop?

Terrorism motivation

- How to test scientifically

- more philosophical than psychological.

Trait theory

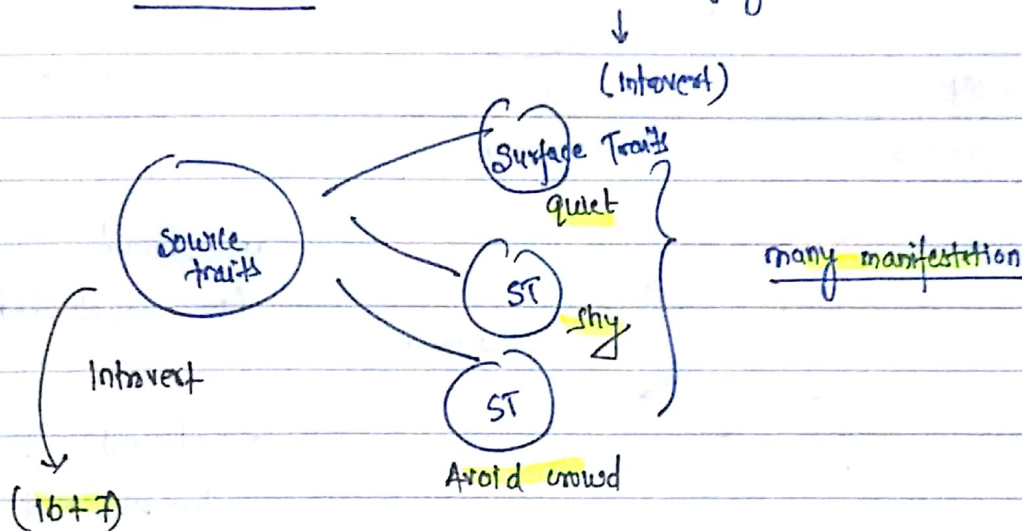
Date:

Describe personality and predict behaviour based on that description.

Trait :- consistent enduring way of thinking, feeling, behaving

• Allport :- 200 traits, each wired \rightarrow in nervous system ["Constellation" of trait units]

• Cattell :- surface trait (like Allport) - can be easily seen
source traits :- more basic traits (shyness, crowd dislike)

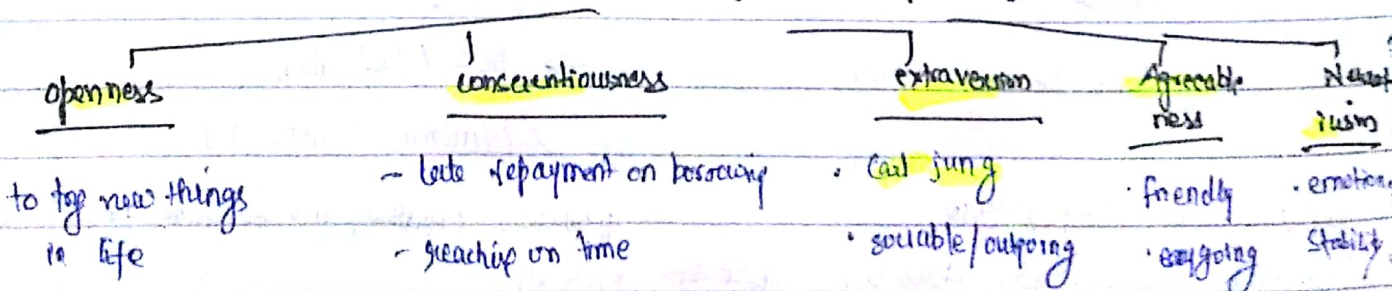


Source traits: dimensions - continuous



• Five factor model (OCEAN) } - 16 was still a lot.

OCEAN (Not interdependent)



Construct: Mischel \rightarrow Trait-situation interaction (Party vs funeral)

The big 5 traits were found to be common across

culture!

Does genetics (Heredit) plays a role?

Date:
MON TUE WED THU FRI SAT SUN

Behavioural Genetics

↓
Twin studies

Identical
(monozygotic)

Fraternals
(dizygotic)

- confirms same findings

- Genetic >> environment

(for personality)

(Minnesota twin expt) - identical more related on big 5 parameters.

culture of ~~EST~~ Personality
not individual
64 countries

(IBM employees)

Hofstede's dimensions of cultural Personality

Individualism/ Collectivism
(west vs east)

Power distance

(selected few/distributed to all)

Masculinity/femininity

- assertive-competitive vs caring

Uncertainty Avoidance

↓ tolerance?
(Japan)

Personality Assessment

different methods
(more eclectic view)

different context/purpose

o) Interviews - unstructured & natural flowing, comments in between of client & psychologist

Problems • lie / distortion of truth / misremember / social acceptable cover / own prejudices.
freed thought children were sexually molested always, dream than reality

• Halo effect :- favorable / unfavourable impression - 1st meeting
(clothing / personal appearances can also cause this)

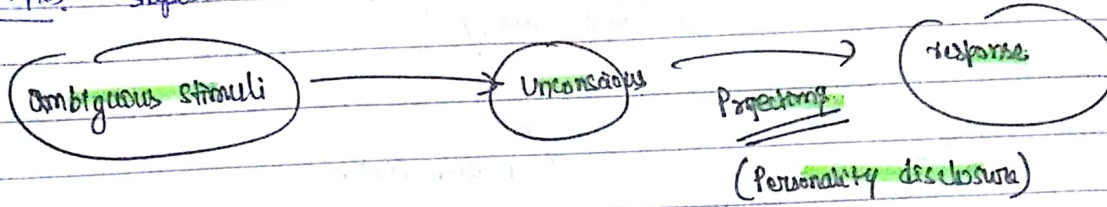
Projective Tests

Date:

MON TUE WED THU FRI SAT SUN

→ psychoanalysts - projection of one unacceptable thoughts

examples: shapes in cloud (Horse / Horse) → Ambiguous → interpretation.



a) The Rorschach Inkblots (10 inkblots 5 black 5 colored inks - white background)

people asked to look & say whatever it looks like to them. (predetermined categories)
now converted to 10 → personality, mental disorders.

b) The TAT (Thematic Apperception Test) - no pictures - black & white (story tell)

others: sentence completion, draw a person etc test.

issues: subjective - not reliable, is it valid? Any standard grading scale
Answers can differ on mood, looks outdated? not objective

Behavioral Assessments

- direct observation: ordinary day behavior - natural setting → observe further
interpret

- rating scales: ratings for specific behavior

- frequency count: - certain behavior within time limits.

good in Attention deficit disorder → multiple observation & correlate.

critic: Long time - environmental set up bias + observer effect
(knowing that being watched)
never happens (particular behavior)

Personality Inventories

- NEO-PI on 5 factor model

Date:

MON TUE WED THU FRI SAT SUN

Treat therapist

Yes | No | Can't decide

• lack of open ended question - objective | All gets same question

example: Cattell's 16 PF | MBTI (Myers Briggs Type Indicator) [MBTI]

(S/I)

4 dimensions

(T/F)

• sensing — intuition
 (on senses) (hunches)
 (detailing) (metaphors)

• Thinkers — feelers
 (verified by fact) (emotional reaction | personal value)

(I/E)

(P/J)

• Introvert — Extrovert

• Perceiving — Judging

↓
all dimensions check

↓
spontaneous
don't look back

(4x4 matrix)

ex: ISTJ (Introvert - sensing - Thinker - Perceiving)

Useful: in career counselling & decision making

MMPI 2

(Minnesota Multiphasic Personality Inventory version 2)

- tests all abnormal patterns in personality (567 statements)

- example I am often very tense | I am being plotted against (T/F/Can't say)

10 clinical scales

- any | schizophrenic

validity scales (8)

(Honesty checking)

Advantage:

- standardized
- computerized

- validity / reliability superior

items repeated in different form - can't fake

ex: I am always happy (5 ways to test)

• observer bias / interpretation bias not

Problems: validity scale - good check against cheating but not perfect

→ Human nature: - As a test taker you
(being tired)

Date:

MON	TUE	WED	THU	FRI	SAT	SUN
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

color for products

marketing psychology

Internet tests: - five factor test

color test (click colored objects - mood (attention etc))

→ color card test (8 card to begin with)

↳ does not look scientific enough.

Danger: - no specialist to help you out (no person-to-person contact),
not authentic, wrong results can cause worry.