Analyzing Personality

- **Personality:**
  - Personality research methods:
    - Personality tests
    - Self-report inventories

- **Projective tests:**
Analyzing Personality

- The Barnum effect:

Important figures in the history of Personality research:
- Walter Mischel
- Epstein
Analyzing Personality

Evaluating personality theories involves using the following five guidelines:

1. 
2. 
3. 
4. 
5.

Trait Approaches

Traits:
- Gordon Allport:

Raymond Cattell:
- Surface Traits
- Source Traits
Trait Approaches

- Eysenck:

![Trait Approaches Diagram](image)

How many traits?
- The most common names for the “Big Five” are
  1) 
  2) 
  3) 
  4) 
  5) 

Advances in the technology of genetics and neuroscience have led to an increase in the ability to detect genetic and neurological bases of complex behavior.
- Heritability of the Big Five?
- Long-term stability?
The idea that physical and biological factors hold a key to personality has a long history.

- Hippocrates:
- Phrenologists:
- William Sheldon:
  - Three body types:

The study of identical twins reared apart allows researchers to identify the effects of heredity independently of environmental factors.

Heredity plays a role in a wide range of personality characteristics as evidenced by heritability estimates between:
Biological Factors in Personality

- The evolutionary perspective:
  - David Buss:

The Psychodynamic Perspective

- The backbone of Freud's theory:
  - Psychic determinism:
  - Two key instincts:
    - Eros
    - Thanatos
  - Three levels of consciousness:
    - Conscious
    - Preconscious
    - Unconscious

The Psychodynamic Perspective

- According to Freud the mind consists of three separate but interacting elements:
  - the id
  - the ego
  - the superego.
  - This model compares the mind to an iceberg.
The Psychodynamic Perspective

- The id:
- The ego:
- The Superego:
  - conscience
  - ego ideal

A never-ending battle?
What happens when it boils over?
Defense Mechanisms:
Freud’s theory of personality development:

- Psychosexual stages:

Five stages of psychosexual development are:

1. Oral:
2. Anal:
3. Phallic:
   - Oedipal/Electra Complex
   - Penis envy
4. Latency:
5. Genital:

Freud’s most outspoken critics:

- Freud’s emphasis on the id and the role of sexual motives...
- These individuals are frequently referred to as neo-Freudians.
  - Carl Jung:
    - Introversion:
    - Extraversion:
  - Karen Horney:
  - Alfred Adler:

Problems with Freud’s theory?

1.
2.
3.

The good parts of Freud’s Theory:

1.
2.
The Behavioral Perspective

- B. F. Skinner:
  - Traits?
  - If not traits. Then what?

The Social-Cognitive Perspective

- Rotter's Social learning theory:
  - Expectancy
  - Internals
  - Externals
  - Locus of Control

The Social-Cognitive Perspective

- Albert Bandura:
  - Reciprocal Determinism:
The Social-Cognitive Perspective

The Humanistic Perspective

- Humanistic psychologists:
  - Focus:
  - Phenomenological psychologists:
    - Abraham Maslow:
      - A Third force?
      - Hierarchy of Needs:
        - Self Actualization
    - Carl Rogers:
      - Self:
      - Self-Concept:
      - Regard:
        - Conditional Regard:
        - Unconditional Positive Regard:
  - Phenomenological psychologists:
    - Phenomenological psychologists:
      - Phenomenological psychology
The Humanistic Perspective

- Real self:
- Ideal self:
- Maladjustment: