9. Personality
We will now study personality.

We will cover the theories and approaches of personality, research methods and aspects that impact personality.
9. Personality

The sections in this unit are:

9.1 Assessment techniques

9.2 Growth and adjustment

9.3 Personality theories and approaches

9.4 Self-concept, self-esteem

9.5 Research methods: idiographic, nomothetic
9.1 Assessment Techniques
Self-report inventories

- MMPI-2 (587 questions)
  • reliable and valid
  • lie scale- “faking good”
Projective tests

- projection to assess unconscious
- Rorschach Inkblot Test
- Thematic apperception test (TAT)
9.2 Growth and Adjustment
Personality growth
- proactive
- conscious process
- self-development

Personality adjustment
- reactive
- coping with challenges of life
- cultural components
9.3 Personality Theories and Approaches
Psychoanalytic approach: Sigmund Freud

- Motives behind behavior: sex and aggression
- Id: biological
  - pleasure principle
- Ego: realistic
  - reality principle
- Superego: social
  - morality principle
Psychoanalytic approach:

Sigmund Freud

• Anxiety
  – conflict over how to behave
  – defense mechanisms

• Psychosexual stages (see Module 8.2)
  – anal, oral, phallic, latent and genital
  – Electra and Oedipal complex
    • castration anxiety and penis envy
Humanistic approach: Carl Rogers

• Person-centered theory

• Strive for Congruence:
  – True self: talents, desires, thoughts and feelings we have
  – Self concept: what we think we’re like
  – Ideal self: would like to be
Humanistic approach:

Carl Rogers

- Conditions of worth - imposed by parents; “must”, “should” vs.
- Unconditional positive regard
  - Empathic
  - Accepting and genuine
Social-cognitive approach

- How people think about themselves and relate to the world around them

- Reciprocal determinism
  - how people think, behave and interact with their environment determines consistency of behavior

- Cognitive dissonance
Trait / Individual-difference approach

- Measuring ways people differ
- Self-report questionnaires
Trait / Individual-difference approach

- The Big Five
  - factor analysis
  - OCEAN
    - Openness,
    - Conscientiousness
    - Extraversion
    - Agreeableness
    - Neuroticism
Psychological Personality Traits

Personality

- Openness
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism
9.4 Self-concept, Self-esteem
Self-concept

- self image, self consciousness

- understanding of unchanging characteristic

- social, physical, psychological
Self-esteem

- extent accept or approve of self
- how much value self
- reaction of others, comparison with others, social roles, identification
9.5 Research Methods: Idiographic, Nomothetic
• Idiographic approach
  – focus on what makes us unique
  – qualitative methods
    • case studies, informal interviews, unstructured observation
  – humanistic
• Nomothetic approach
  – focus on what we share with others
  – quantitative methods
    • experiment, correlation, psychometric testing
  – behaviorists, cognitive and biological