

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**

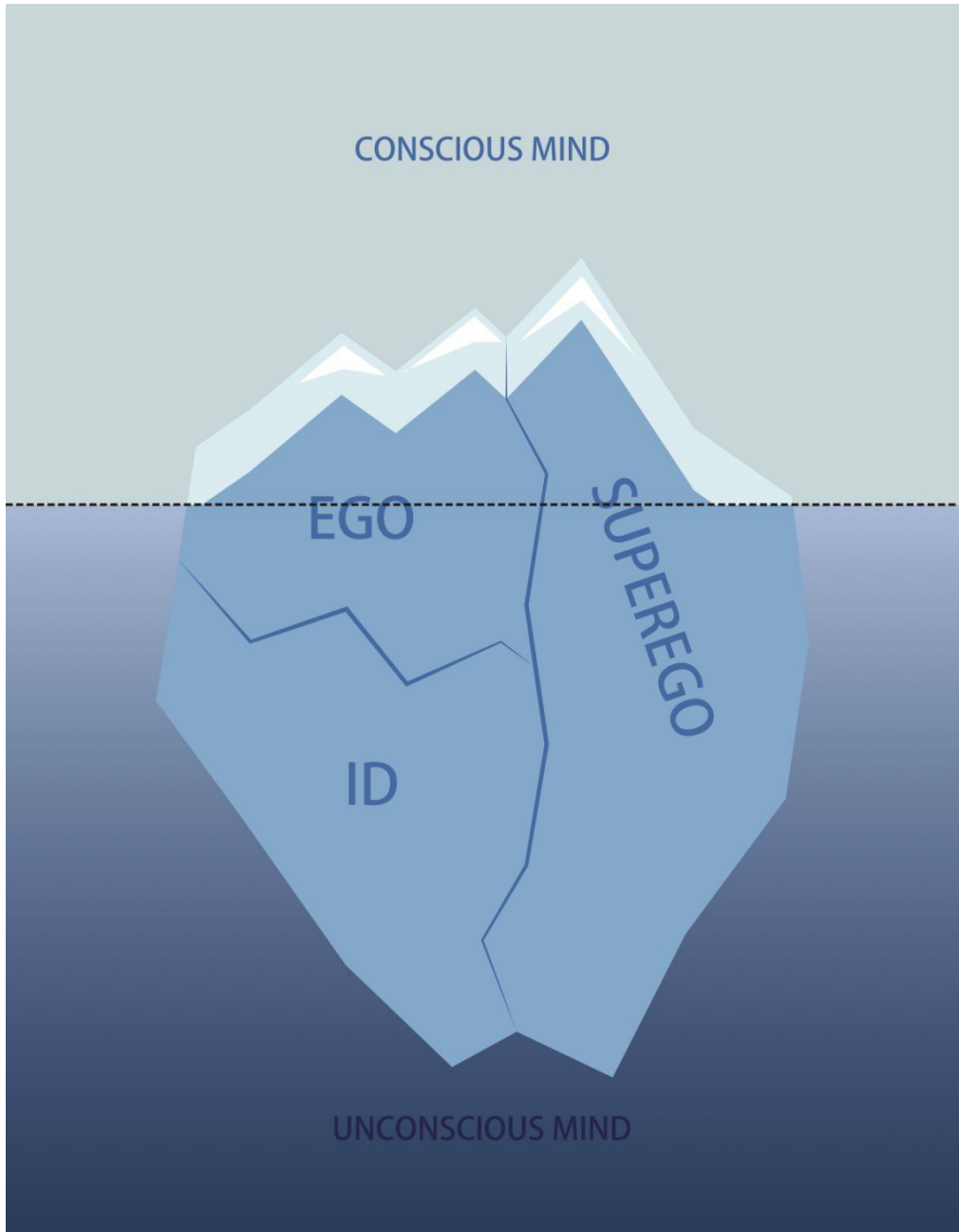
Personality adjustment

- 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



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**