Personality: Vive la Difference!

第11章人格
What Is Personality? 何謂人格

- A set of behavioral, emotional, and cognitive tendencies that people display over time and across situations

- What are some terms you use to describe the personalities of others?
Freud: Consciousness

- **Conscious level**
  - Normal awareness
- **Preconscious level**
  - Easily brought to consciousness
- **Unconscious level**
  - Hidden thoughts and desires
Freud: Structural Model

The id

- Unconscious level
- Present at birth
- Home to sexual and aggressive drive
- Governed by the *pleasure principle*
- Think Homer Simpson
The superego 超我
- Preconscious and unconscious levels
- Develops in childhood
- Home to morality and conscience
- Governed by the ego ideal 自我理想
- Think Ned Flanders

Freud: Structural Model 人格結構
Freud: Structural Model

**The ego**
- Conscious, preconscious, and unconscious levels
- Develops in childhood (before superego)
- Acts as a referee between id and superego
- Governed by the *reality principle*
Freud: Personality Development
人格發展

- We must pass through psychosexual stages 心性發展階段 successfully
  - Each stage focuses on how we receive pleasure
- Failure to pass through a stage leads to fixation 固著
  - In times of stress, we regress 退化 to that stage
Freud: Psychosexual Stages

- Oral stage (birth to 1 year) 口腔期
- Anal stage (1 to 3 years) 肛門期
- Phallic stage (3 to 6 years) 性器期
  - Oedipus and Electra complexes 戀母/戀父情結
- Latency period (6 to puberty) 青春期
- Genital stage (puberty onward) 兩性期
Freud: Defense Mechanisms

Unconscious attempts prevent unacceptable thoughts from reaching conscious awareness

- Denial
- Intellectualization
- Projection
- Rationalization
- Reaction formation
- Repression
- Sublimation
- Undoing
Freud’s Followers

- Carl Jung
  - Collective unconscious
  - Archetypes

- Alfred Adler
  - Strive for superiority
  - Inferiority complex

- Karen Horney
  - Basic anxiety
  - Privilege envy
Critiques of Freud

- Not scientific
  - Hard to test
- Too broad
  - Claims are hard to falsify
- Based on limited sample
  - Female patients
  - Upper class
  - 19th-century Vienna
Humanistic Theories

- Humanists focus on people’s positive aspects: their innate goodness, creativity, and free will
- Reaction to Freud’s emphasis on...
  - Hedonic tendencies
  - Unconscious basis of behavior
Humanistic Theories

- Abraham Maslow
  - Hierarchy of needs (需求階層)
  - Self-actualization (自我實現)
  - Csikszentmihalyi’s flow

- Carl Rogers
  - Unconditional positive regard

- Criticisms
  - Difficult to test
  - Idealistic view
Figure 13.6 Maslow’s hierarchy of needs. Needs that are low in the hierarchy must be at least partially satisfied before needs that are higher in the hierarchy become important sources of motivation.
The Humanistic Approach

Maslow’s Hierarchy of Needs

- Physiological needs
- Safety needs
- Belongingness and love needs
- Esteem needs
- Self-actualization
Personality: Traits or Situations?

- **Trait view**
  - We think and behave consistently across situations

- **Situationist view**
  - Our thoughts and behaviors change with the situation

- **Interactionist view**
  - Both traits and situations affect thoughts and behavior
Trait Theories: The Big Five

- Extraversion
  - Withdrawn
  - Outgoing

- Neuroticism
  - Stable
  - Unstable

- Agreeableness
  - Low
  - High

- Conscientiousness
  - Undependable
  - Dependable

- Openness to experience
  - Closed
  - Open
Trait Theories: Eysenck’s Three-Factor Model

- Extraversion
  - Withdrawn
  - Outgoing

- Neuroticism
  - Stable
  - Unstable

- Psychoticism/Nonconformity
  - Low
  - High
Measuring Personality: 人格測量
 Interviews and Observation

- **Interviews 會談**
  - Structured set of questions (can be modified 修正)
  - Focuses on specific thoughts and behaviors
  - Hard to generalize beyond interview

- **Observation 観察**
  - Focuses on behaviors, not thoughts
  - Works best if judge knows participant 參與者
Measuring Personality: Inventories

- Questionnaires (paper or computer)
- Produce a personality profile
- Easy to score and statistically analyze
- Social desirability
Measuring Personality: Projective Tests

- Include Rorschach and TAT
- Concerns about validity and reliability

What do you see?
Biological Influences on Personality
生理/生物層面對人格之影響

- Do horse breeds have common personality traits?
- Do dog breeds have common personality traits?
Temperament

- Innate tendencies to behave in certain ways
- Correlation between temperament at infancy and adulthood
- Shyness
- Sensation seeking
Theories of Temperament

Buss and Plomin’s four factors
- Sociability 社會性
- Emotionality 情緒性
- Activity 活動性
- Impulsivity 衝動性

Rothbart and Derryberry
- Reactivity 反應性
- Self-regulation 自我節制
Biologically Based Personality Theories

生理為基礎的人格理論

- Gray’s behavioral inhibition and activation systems
  - BIS: Right frontal lobe
  - BAS: Left frontal lobe

- Eysenck’s three-factor model
Biologically Based Personality Theories

Cloninger’s theory
- Reward dependence
- Harm avoidance
- Novelty seeking
- Persistence

Zuckerman’s theory
- Sociability
- Neuroticism-anxiety
- Impulsive sensation seeking
- Activity
- Aggression-hostility
Heritability

- Heritability of personality
  - Minnesota twin studies

- Heritability of specific behaviors
  - .5 for work and leisure interests
  - .44-.8 for happiness
Learning and Cognitive Elements of Personality

- Learning
  - Conditioning 制約
  - Social learning 社會學習

- Sociocognitive 社會認知
  - Expectancies 期待
    - Locus of control 控制信念
  - Self-efficacy 自我效能
  - Reciprocal determinism 交互決定論
<table>
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<tr>
<th>First-born or only child</th>
<th>Middle-born</th>
<th>Later-born</th>
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<tbody>
<tr>
<td>• Conscientious</td>
<td>• Less identified with family</td>
<td>• Agreeable</td>
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<tr>
<td>• Neurotic</td>
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<td>• Extraverted</td>
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<td></td>
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<td>• Open to experience</td>
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Personality and Gender
人格與性別

Female 女性
- More empathic
- More neurotic
- Greater social connectedness

Male 男性
- Greater individuality
- More aggressive
- More assertive

Nature or nurture? 天生或後天
Difficult to compare personality across cultures

Collectivism
- Focus on the needs of the group
- Chinese, African, Latin American, Arab cultures

Individualism
- Focus on needs of the individual
- United States, Canada, Great Britain, Australia