
Personality:
Vive la Difference!

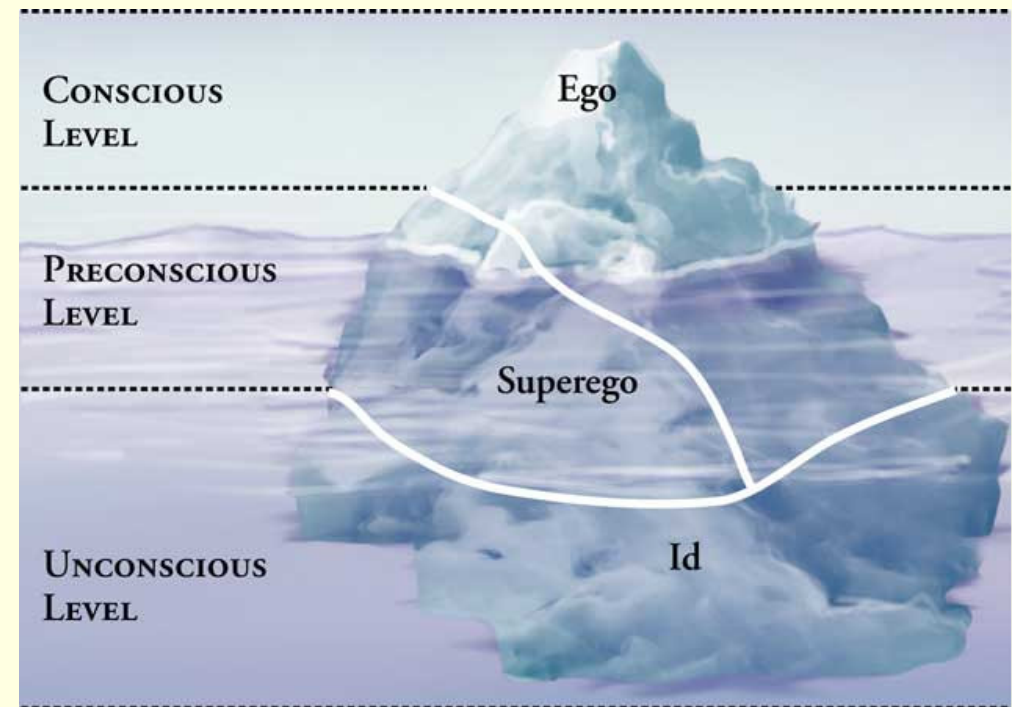
第11章人格

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佛洛伊德: Consciousness意識

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



Freud: Structural Model 人格結構

■ The id 本我

- Unconscious level
- Present at birth
- Home to sexual and aggressive drive
- Governed by the *pleasure principle* 享樂原則
- Think Homer Simpson



Freud: Structural Model 人格結構

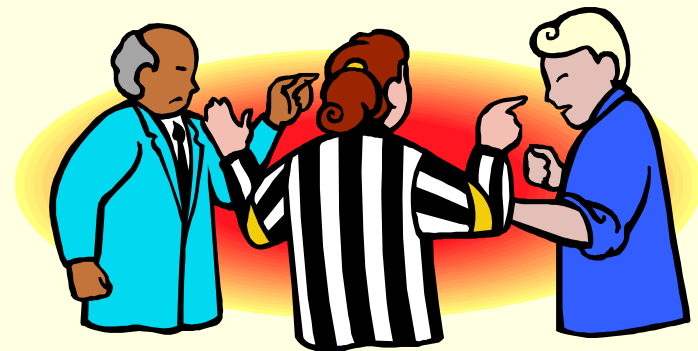
■ The superego 超我

- 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

■ The ego 自我

- Conscious, preconscious, and unconscious levels
- Develops in childhood (before superego)
- Acts as a referee 調節者 between id and superego
- Governed by the *reality principle* 現實原則



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 防衛機轉

Unconscious attempts prevent unacceptable thoughts from reaching conscious awareness

- Denial 否認
- Intellectualization 理智化
- Projection 投射
- Rationalization 合理化
- Reaction formation 反向作用
- Repression 壓抑
- Sublimation 昇華
- Undoing 抵銷



Freud's Followers

■ Carl Jung 容格

- Collective unconscious 集體潛意識
- Archetypes 原型

■ Alfred Adler 阿德勒

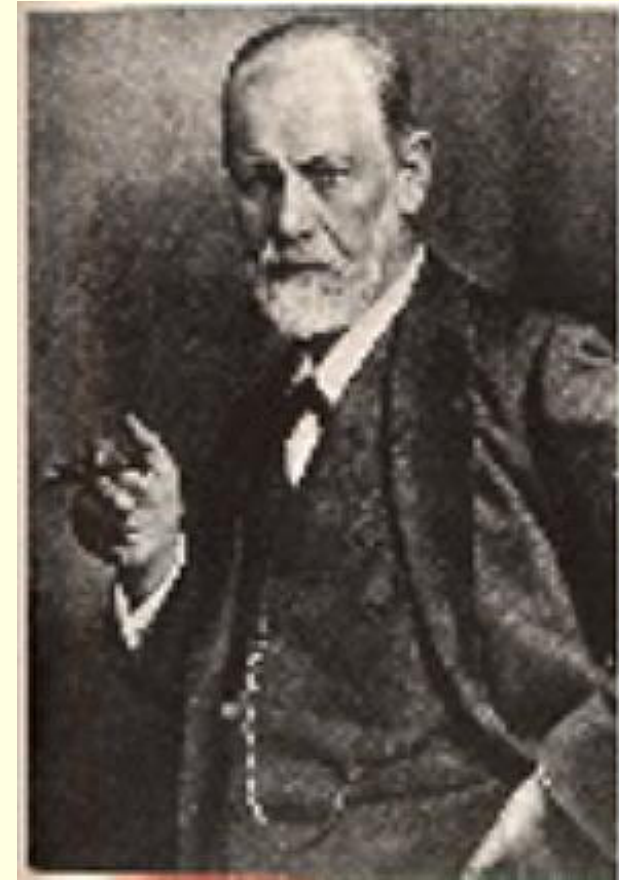
- Strive for superiority 奮求卓越
- Inferiority complex 自卑情結

■ Karen Horney

- Basic anxiety
- Privilege envy

Critiques of Freud 對佛氏之批評

- Not scientific 不科學
 - Hard to test
- Too broad 太廣泛
 - Claims are hard to falsify
- Based on limited sample 樣本有限
 - Female patients
 - Upper class
 - 19th-century Vienna



Humanistic Theories 人本理論

- Humanists focus on people's positive aspects: their innate goodness, creativity, and free will

人本論者強調人之正向光明面：人性本善,具創造力,擁有自由意志

- Reaction to Freud's emphasis on...
 - Hedonic tendencies 快樂主義傾向
 - Unconscious basis of behavior

Humanistic Theories 人本理論

■ Abraham Maslow

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

■ Carl Rogers

- Unconditional positive regard 無條件正向關注

■ Criticisms

- Difficult to test 難以驗證
- Idealistic view 觀點太理想化

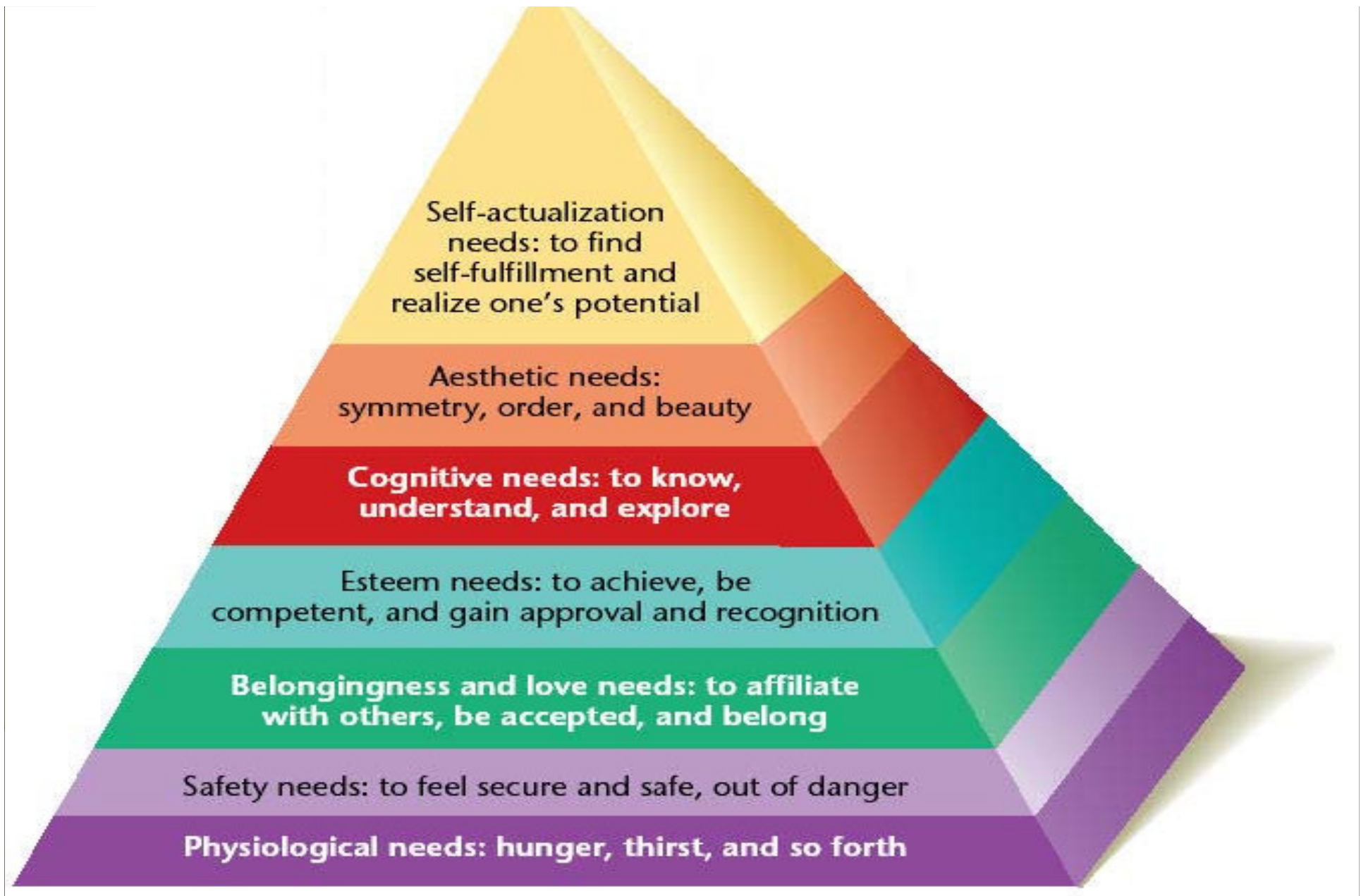
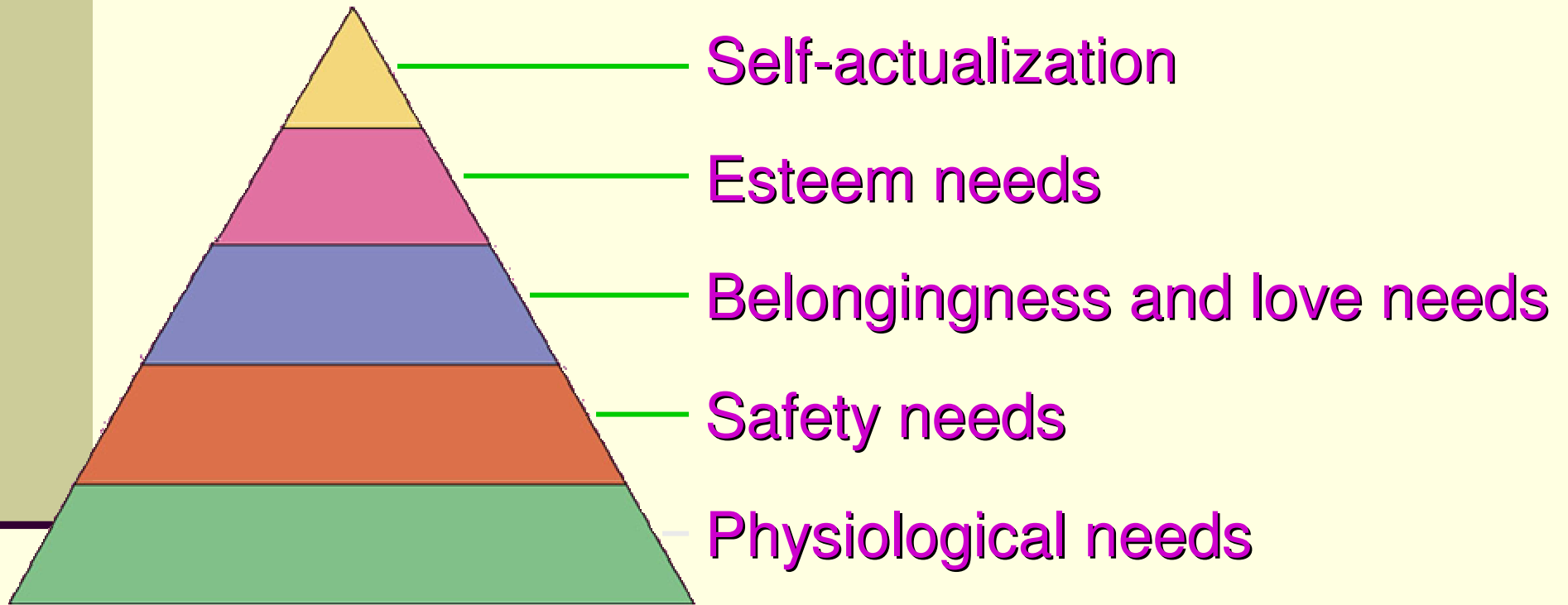


Figure 13.6 Maslow's hierarchy of needs. Needs that are low in the hierarchy must be at least partially satisfied before needs that are higher in the hierarchy become important sources of motivation.

■ The Humanistic Approach

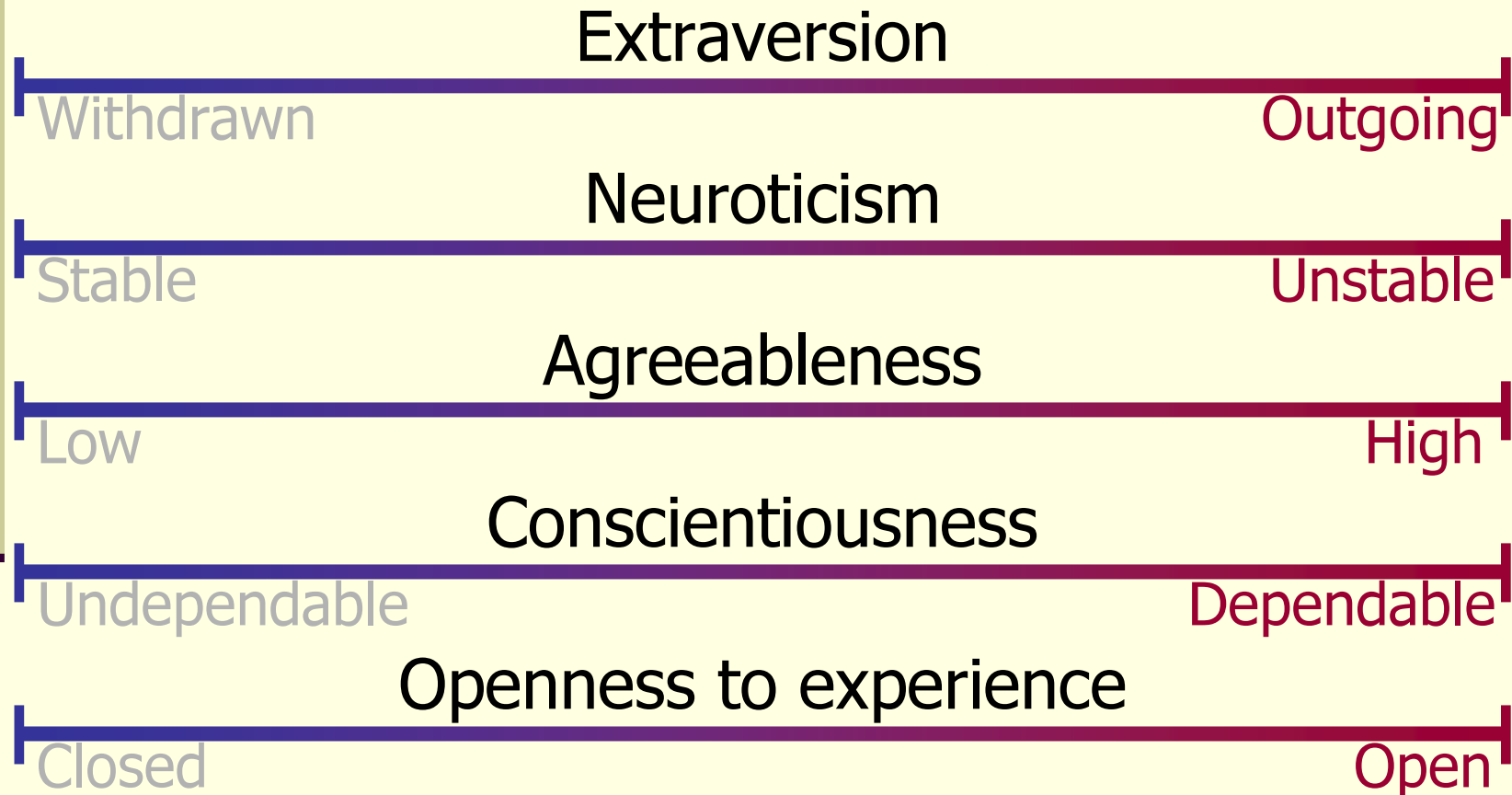


Maslow's Hierarchy of Needs

Personality: Traits or Situations? 特質或情境

- **Trait view** 特質論
 - We think and behave consistently across situations
- **Situationist view** 情境論
 - Our thoughts and behaviors change with the situation
- **Interactionist view** 互動論
 - Both traits and situations affect thoughts and behavior

Trait Theories: The Big Five



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

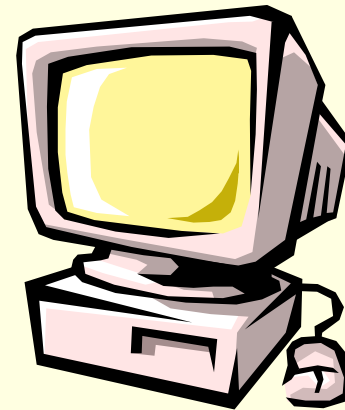
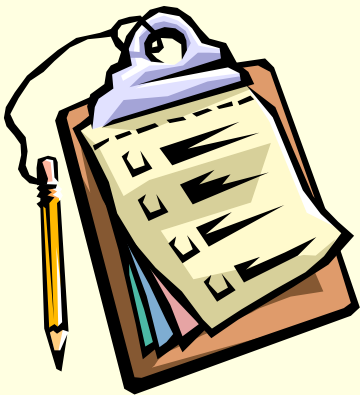
■ Observation 觀察

- Focuses on behaviors, not thoughts
- Works best if judge knows participant 參與者



Measuring Personality: Inventories 測量表

- Questionnaires (paper or computer) 問卷
- Produce a personality profile
- Easy to score and statistically analyze
容易計分及做統計分析
- Social desirability 社會期待



Measuring Personality: Projective Tests 投射測驗

- Include Rorschach and TAT

包含：羅夏克墨漬測驗 主題統覺測驗

- Concerns about validity and reliability

關切測驗之效度與信度問題



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 氣質

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

Theories of Temperament

氣質理論

- 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

生理為基礎的人格理論

- **Cloninger's theory**
 - Reward dependence
 - Harm avoidance
 - Novelty seeking
 - Persistence
- **Zuckerman's theory**
 - Sociability
 - Neuroticism-anxiety
 - Impulsive sensation seeking
 - Activity
 - Aggression-hostility

Heritability 遺傳

- Heritability of personality
 - Minnesota twin studies
- Heritability of specific behaviors
 - .5 for work and leisure interests
 - .44-.8 for happiness



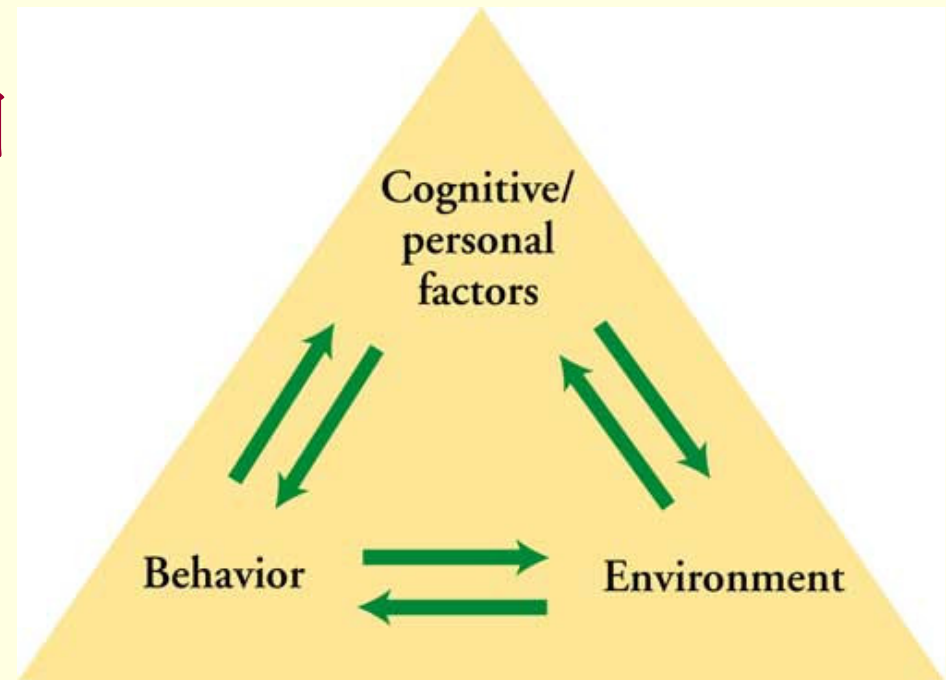
Learning and Cognitive Elements of Personality

■ 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



Personality and Birth Order

人格與出生排序

| First-born or only child | Middle-born | Later-born |
|--|--|---|
| <ul style="list-style-type: none">•Conscientious•Neurotic | <ul style="list-style-type: none">•Less identified with family | <ul style="list-style-type: none">•Agreeable•Extraverted•Open to experience |

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

Personality and Culture 人格與文化

- Difficult to compare personality across cultures
- Collectivism 集體主義
 - Focus on the needs of the group
 - Chinese, African, Latin American, Arab cultures
- Individualism 個別主義
 - Focus on needs of the individual
 - United States, Canada, Great Britain, Australia