

# PERSONALITY

1. Concept of Personality;
2. Personality Structure;
3. Personality Approaches;
4. Eysenck's Theory of Personality;
5. The Five Factor Model of personality.



# 1. Personality

"Personality" can be defined as a dynamic and organized set of characteristics possessed by a person that uniquely influences his or her cognitions, motivations, and behaviors in various situations

## *Derivation of the word*

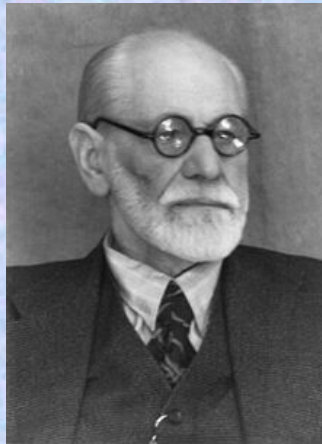
The word "personality" originates from the Latin *persona*, which means mask. Significantly, in the theatre of the ancient Latin-speaking world, the mask was not used as a plot device to *disguise* the identity of a character, but rather was a convention employed to represent or *typify* that character.



## 2. Personality structure



- **S.Freud's view**



- **K.Platonov's view**



## **Freud's view: personality is made up of three parts:**

**The Id:** a primitive part of the personality that pursues only pleasure and instant gratification.

**The Ego:** that part of the personality that is aware of reality and is in contact with the outside world. It is the part that considers the consequences of an action and deals with the demands of the Id and Superego.

**The Superego:** contains our social conscience and through the experience of guilt and anxiety when we do something wrong, it guides us towards socially acceptable behaviour.



**Three Parts of Personality**  
(according to Freud)

## **K.Platonov** asserts that personality has 4 substructures

1. Personality Attitude (moral qualities, orientations, relationships with others). It is determined by persons social being.

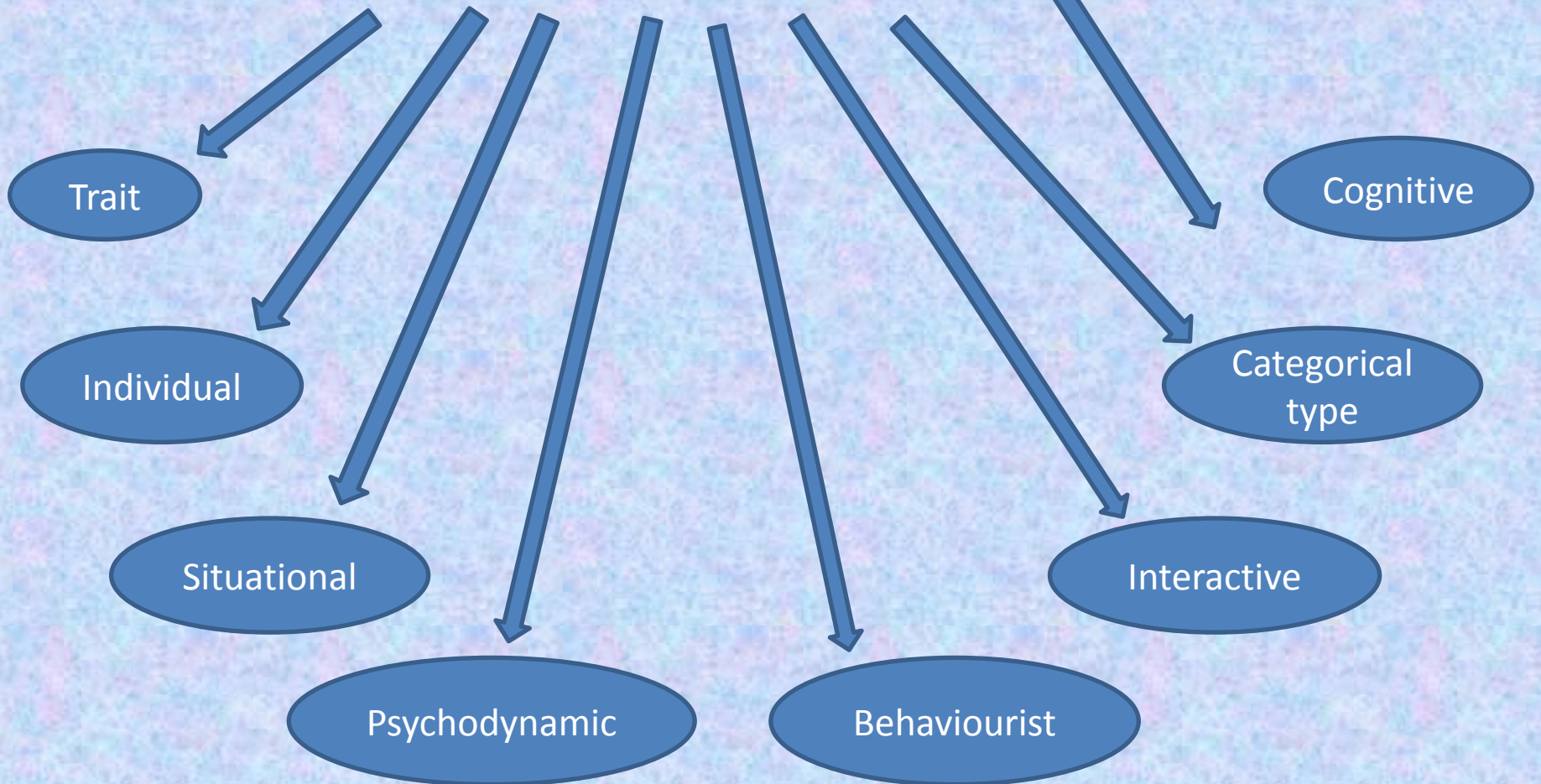
2. Experience (knowledge, skills, habits). It is acquired in the process of learning and upbringing.

3. Reflection forms (individual peculiarities of psychic process formed and manifested during social life).

4. Biologically conditioned personality psychic functions (personality properties, sex and age peculiarities).



# 3. Personality Approaches



# Categorical Type Approach

People are fitted into broad categories, with each type being qualitatively different from others e.g. type A or B; introvert or extrovert.



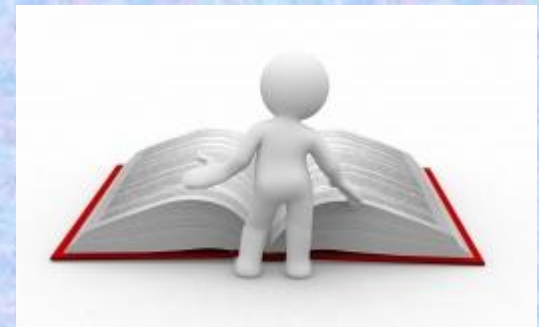
# Trait Approach

A descriptive approach in which people are defined according to how much of each of a list of traits they have, e.g. high conscientiousness, low introversion.



# Behaviorist Approach

Views personality as merely a reflection of the person's learning history - they simply repeat the responses that have been reinforced in the past.



# Cognitive Approach

Sees beliefs, thoughts, and mental processes as primary in determining behavior across situations.



# Psychodynamic Approach

Based on Freud's work and sees personality as determined by intrapsychic structures (i.e. the id, ego, and superego) and by unconscious motives or conflicts from early childhood.



# Individual Approach

Emphasizes higher human motives and views personality as the individual's complete experience rather than as having separate parts.



# Situational Approach

Suggests that personality is not consistent but is merely a response to the situation. We learn to behave in ways that are appropriate to the situation through reinforcement.





# Interactive Approach

Combines the situational and trait approaches, so suggests that people have a tendency to behave in certain ways but that this is moderated by the demands of different situations.



## 4. Eysenck's Theory of Personality

**Hans Jürgen Eysenck (1916 – 1997)** – a German-British psychologist is best remembered for his work on intelligence and personality, though he worked in a wide range of areas.

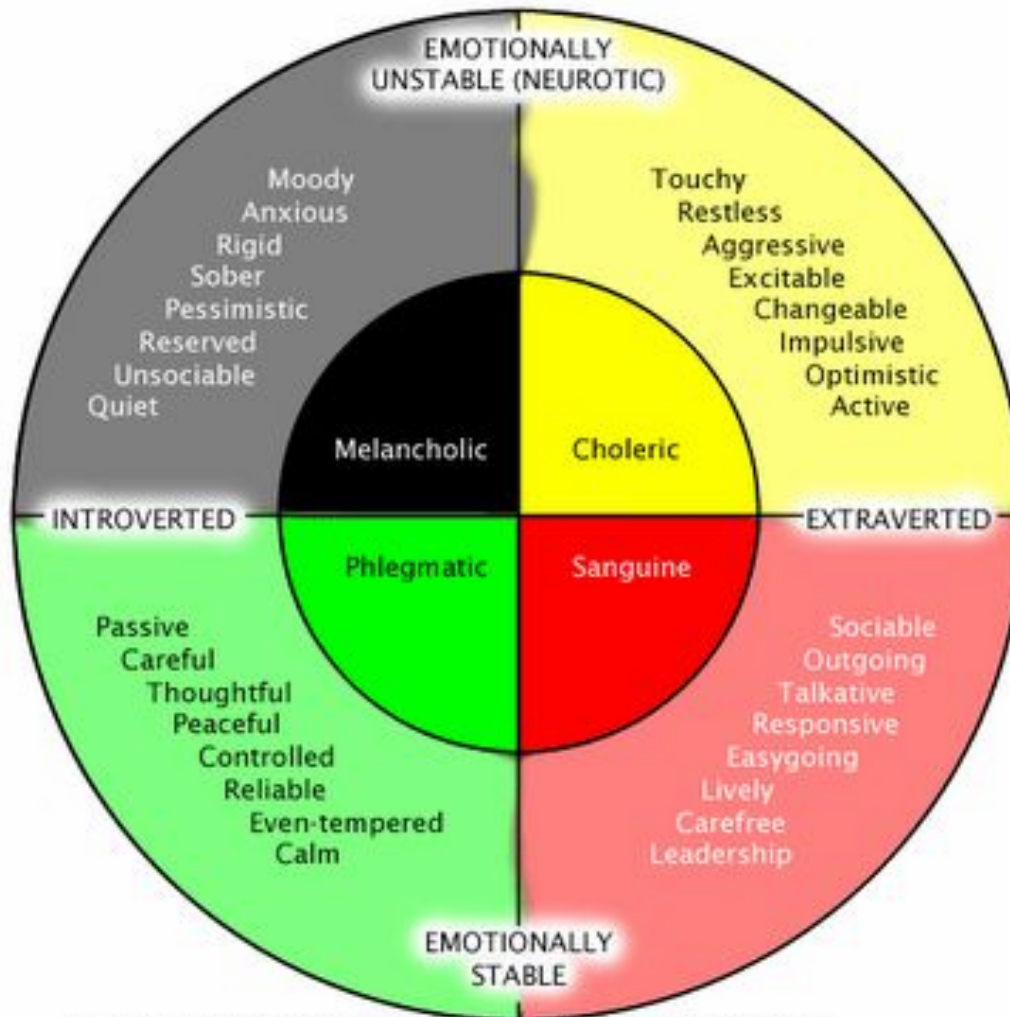


# Theory of Personality (1965)

**H.Eysenck** used complex statistical techniques to analyze and group together the hundreds of traits shown by large numbers of people (e.g. optimistic, aggressive, lazy). Initially he came up with two groupings in the form of dimensions: *introversion-extroversion* and *stability-neuroticism*.

# Theory of Personality (1965)

Then he has since added a third, *intelligence-psychoticism*, which is unrelated to the other two dimensions. Each dimension is made up of a number of traits and someone who is high on one trait is thought likely to be high on the other traits in that dimension - giving an overall type.



Eysenck, H.J and Eysenck, M.W. *Personality and Individual Differences*. Plenum Publishing, 1958.

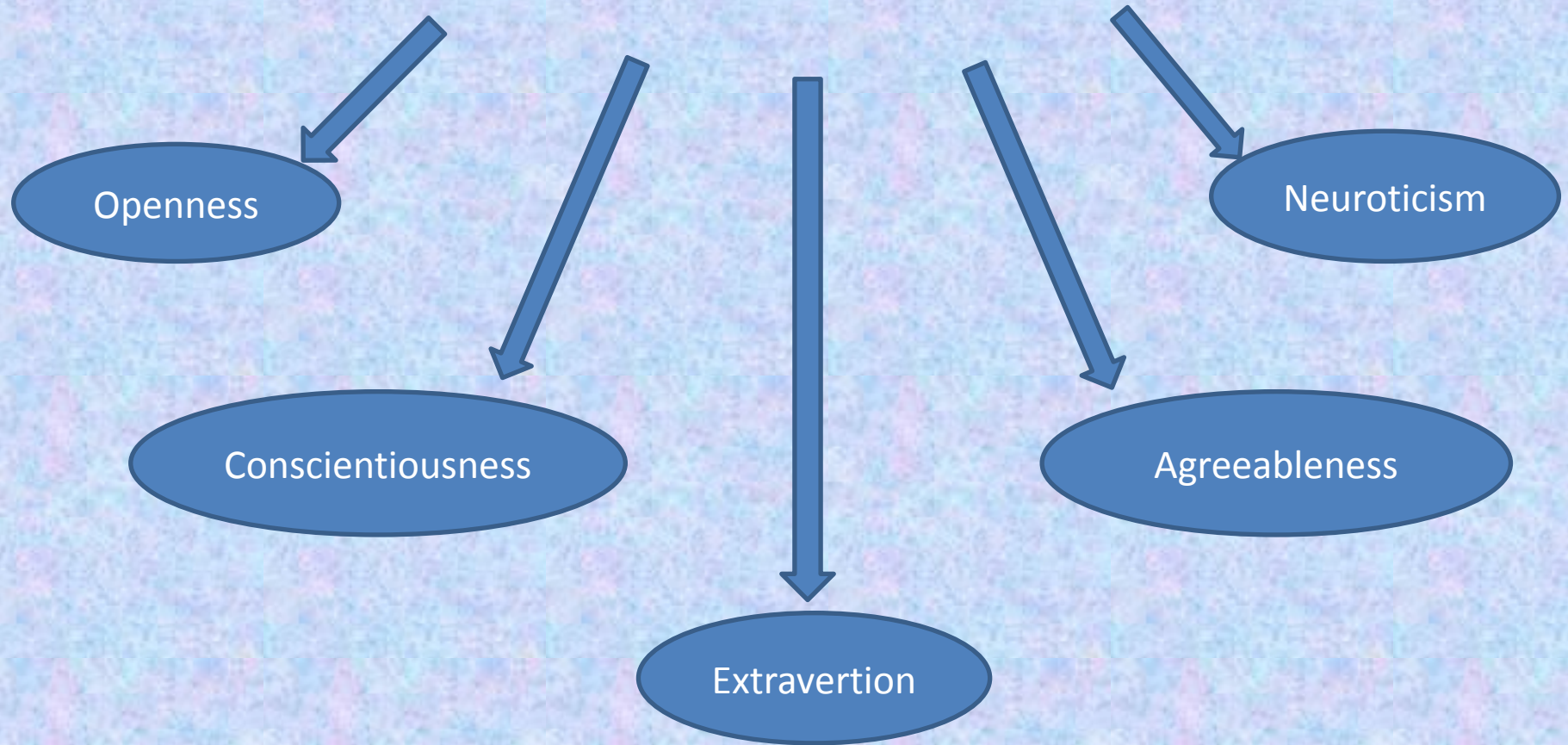
## Eysenck's Theory of Personality

## 5. The Five Factor Model of personality

The "Big five" personality traits are five broad factors or dimensions of personality discovered through empirical research. The first public mention of the Five Factor Model was by **L.L.Thurstone (1888-1955)** in his "address of the president before the American Psychological Association", Chicago meeting, September, 1933.



# “The five factors” are often called OCEAN:



## Openness to Experience

**Openness to Experience** describes a dimension of personality that distinguishes imaginative, creative people from down-to-earth, conventional people. Open people are intellectually curious, appreciative of art, and sensitive to beauty.





## Openness to Experience

People with low scores on openness to experience tend to have narrow, common interests. They prefer the plain, straightforward, and obvious over the complex, ambiguous, and subtle. Closed people prefer familiarity over novelty; they are conservative and resistant to change.

# Conscientiousness

**Conscientiousness** concerns the way in which we control, regulate, and direct our impulses. Impulses are not inherently bad; occasionally time constraints require a snap decision, and acting on our first impulse can be an effective response. Conscientiousness includes the factor known as Need for Achievement.



## Conscientiousness

**Conscientious** individuals avoid trouble and achieve high levels of success through purposeful planning and persistence. They are also positively regarded by others as intelligent and reliable. On the negative side, they can be compulsive perfectionists and workaholics.

**Unconscientious** people may be criticized for unreliability, lack of ambition, and failure to stay within the lines.

# Extraversion

Extraversion is marked by pronounced engagement with the external world. **Extraverts** enjoy being with people, are full of energy, and often experience positive emotions. They tend to be enthusiastic, action-oriented individuals. In groups they like to talk, assert themselves, and draw attention to themselves.



## Extraversion

***Introverts*** lack the exuberance, energy, and activity levels of extraverts. They tend to be quiet, low-key, deliberate, and less dependent on the social world.

An extrovert gains energy by associating with others and loses energy when alone for any period of time. An introvert is the opposite, as they gain energy from doing individual activities and lose energy from social activities.

# Agreeableness

***Agreeableness*** reflects individual differences in concern with cooperation and social harmony. Agreeable individuals have an optimistic view of human nature, and value getting along with others; they are therefore considerate, friendly, generous, helpful, and willing to compromise with others.



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## Neuroticism

Neuroticism refers to the tendency to experience negative emotions. Those who score ***high on Neuroticism*** may experience primarily one specific negative feeling such as anxiety, anger, or depression, but are likely to experience several of these emotions. People high in Neuroticism are emotionally reactive. They are more likely to interpret ordinary situations as threatening, and minor frustrations as hopelessly difficult.



# Neuroticism

At the other end of the scale, individuals who score ***low in Neuroticism*** are less easily upset and are less emotionally reactive. They tend to be calm, emotionally stable, and free from persistent negative feelings.



