
THEORIES OF PERSONALITY

Personality Theories

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graph LR; A[Personality Theories] --- B[Psychoanalytic Theory]; A --- C[Socio-psychological Theory]; A --- D[Trait Theory]; A --- E[Self Theory]
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Psychoanalytic Theory

Socio-psychological Theory

Trait Theory

Self Theory

PSYCHOANALYTIC THEORIES

- **Psychoanalysis is a set of psychological and psychotherapeutic theories and associated techniques, created by Austrian physician Sigmund Freud and stemming partly from the clinical work of Josef Breuer and others. Over time, psychoanalysis has been revised and developed in different directions. Some of Freud's colleagues and students, such as Alfred Adler and Carl Jung, went on to develop their own ideas independently. Freud insisted on retaining the term *psychoanalysis* for his school of thought, and Adler and Jung accepted this. The Neo-Freudians included Erich Fromm, Karen Horney, and Harry Stack Sullivan.**

Sigmund Freud Psychoanalytic Theory



- Ψ Freud explained behaviour by his theory of personality (Psychoanalytic Theory) and developed a treatment for abnormal behaviour called Psychoanalysis.
- Ψ The theory explains human development in terms of an innate drive (something we are born with e.g. pleasure) and early experience (the extent to which the desires were gratified)

SOCIO-PSYCHOLOGICAL THEORY

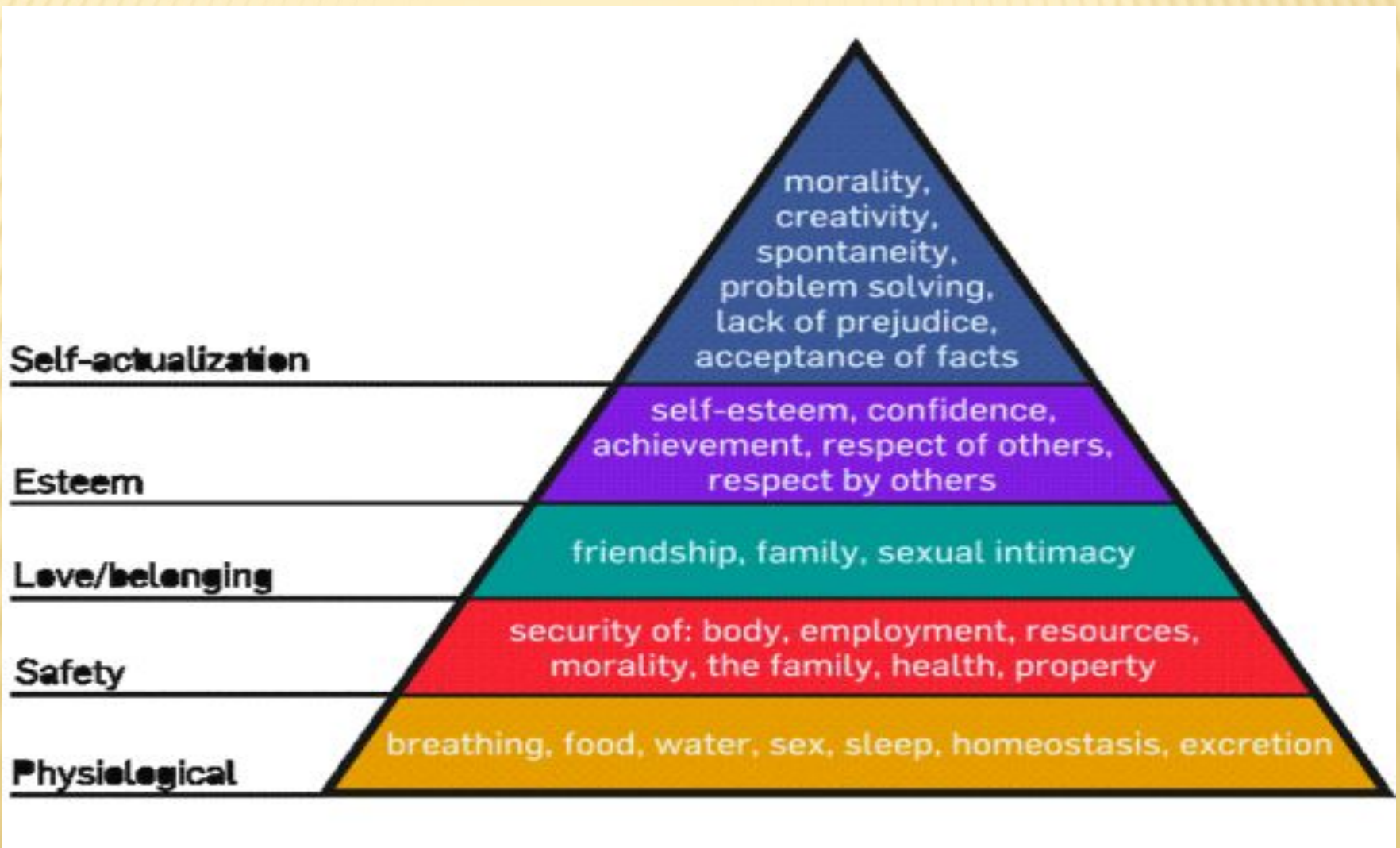
- **Social psychologists therefore deal with the factors that lead us to behave in a given way in the presence of others, and look at the conditions under which certain behavior actions and feelings occur. Social psychology is concerned with the way these feelings, thoughts, beliefs, intentions and goals are constructed and how such psychological factors, in turn, influence our interactions with others.**

FIGURE 1.1

Social psychology and some close scientific neighbours



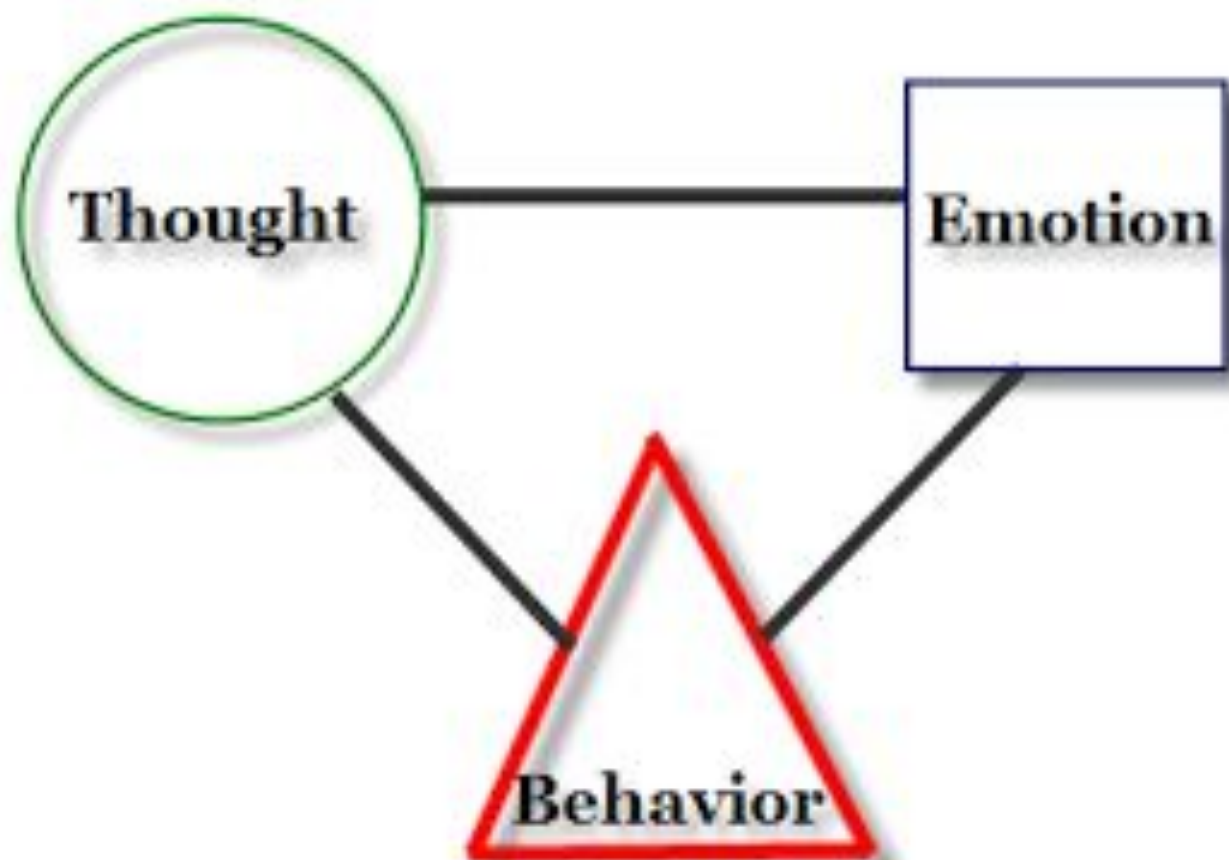
ABRAHAM MASLOW



TRAIT THEORY

- This approach assumes behavior is determined by relatively stable traits which are the fundamental units of one's personality. Traits predispose one to act in a certain way, regardless of the situation.
- These theories are sometimes referred to as psychometric theories, because of their emphasis on measuring personality by using psychometric tests.

Human Trait of Consistency



SELF THEORY

- **Self-perception theory is an account of attitude formation developed by psychologist Daryl Bem. It asserts that people develop their attitudes by observing their own behavior and concluding what attitudes must have caused it. The theory is counterintuitive in nature, as the conventional wisdom is that attitudes determine behaviors. The person interprets their own overt behaviors rationally in the same way they attempt to explain others' behaviors.**

Self-Determination Theory

Competence

need to be effective in dealing with environment

Humans' three basic needs

Autonomy

need to control the course of their lives

Relatedness

need to have a close, affectionate relationships with others

