

**What is Personality?**

Chapter 12  
Personality

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Social cognitive theorists emphasize conscious

while incorporating principles from behaviorism.

They explore the person's ability to reason; to think about the past, present, and future; and to reflect on the self.




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### Social-Cognitive Theory

- ❖ These theorists are not interested in broad traits, they investigate how more specific factors, such as beliefs, relate to behavior and performance.

and thus focus on the uniqueness of each person by examining situational behaviors.




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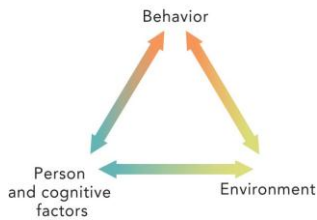
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(Albert Bandura)

- ❖ The way behavior, environment, and person/cognitive factors




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### Personal Control

- ❖ Social cognitive theorists emphasize that we can regulate and control our own behavior despite our changing environment.

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Do you believe that your destiny is controlled by *yourself* or by *external forces*?

-such as fate, god, or powerful others

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## Where do you see the control in your life?

### Internal locus of control:

- Behavior is guided by personal decisions and effort

### External locus of control:

- People place their locus of control in their environments

- Behavior is determined by luck, fate or external

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## How can we assess personality?

Assessment can be performed through  
interviews  
observations  
objective tests  
projective tests

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## Objective Personality Tests

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### Are You an Extrovert or an Introvert?

1. Are you usually carefree?
2. Do you generally prefer reading to meeting people?
3. Do you long for excitement?
4. Are you mostly quiet when you're with others?
5. Do you often do things on the spur of the moment?
6. Are you slow and unhurried in the way you move?
7. Would you do almost anything for a dare?
8. Do you hate being in a crowd that plays jokes on one another?
9. Do you enjoy wild parties?
10. Do you like the kind of work you need to pay attention to?

Eysenck & Eysenck. (1964). *Manual of the Eysenck Personality Inventory.*

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If you said YES on most odd-numbered questions and NO on the even-numbered questions – you are relatively extroverted.

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### A Self-Report Personality Inventory

How true is this of you?

Hardly at all					A Lot
1	2	3	4	5	

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|--|--|
| 1. I make friends easily.  | 8. I like to keep busy all the time.                       |
| 2. I tend to be shy.   | 9. I am very energetic.                                    |
| 3. I like to be with others.   | 10. I prefer quiet, inactive pastimes to more active ones. |
| 4. I like to be independent of people.                               | 11. I tend to cry easily.                                  |
| 5. I usually prefer to do things alone.                              | 12. I am easily frightened.                                |
| 6. I am always on the go.  | 13. I tend to be somewhat emotional.                       |
| 7. I like to be off and running as soon as I wake up in the morning. | 14. I get upset easily.                                    |
|  | 15. I tend to be easily irritated.                         |

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### Score Your Test...

- Reverse score the following items: 2, 4, 5, and 10
  - Add up scores 1-5
  - Add up scores 6-10
  - Add up scores 11-15
  
- Scores 1-5 – related to sociability
  - women average: 15-20; men average: 13-19
- Scores 6-10 – related to activity level
  - women average: 13-20; men average: 13-19
- Scores 11-15 – related to emotionality
  - women average: 11-18; men average: 9-16

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A projective test presents individuals with an ambiguous stimulus and asks them to describe it or tell a story about it—in other

Projective techniques also require content analysis. \_\_\_\_\_

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### The Rorschach Test

- The test consists of 10 cards, half in black and white and half in color, which the individual views one at a time.
  - The person taking the Rorschach test is asked to describe what he or she sees in each of the inkblots.

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## Thematic Apperception Test

❖ The TAT was developed by Henry Murray and Christiana Morgan in the 1930s.

including events leading up to the situation described, the characters' thoughts and feelings, and the way the situation turns out.

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## TAT

❖ the TAT is used in research on people's need for achievement, affiliation, power, intimacy, unconscious defense and cognitive styles in addition to clinical settings

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## What's Next?

❖ Psychological Disorders

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