

Chapter 6(b)

PERSONALITY AND CHARACTER BUILDING

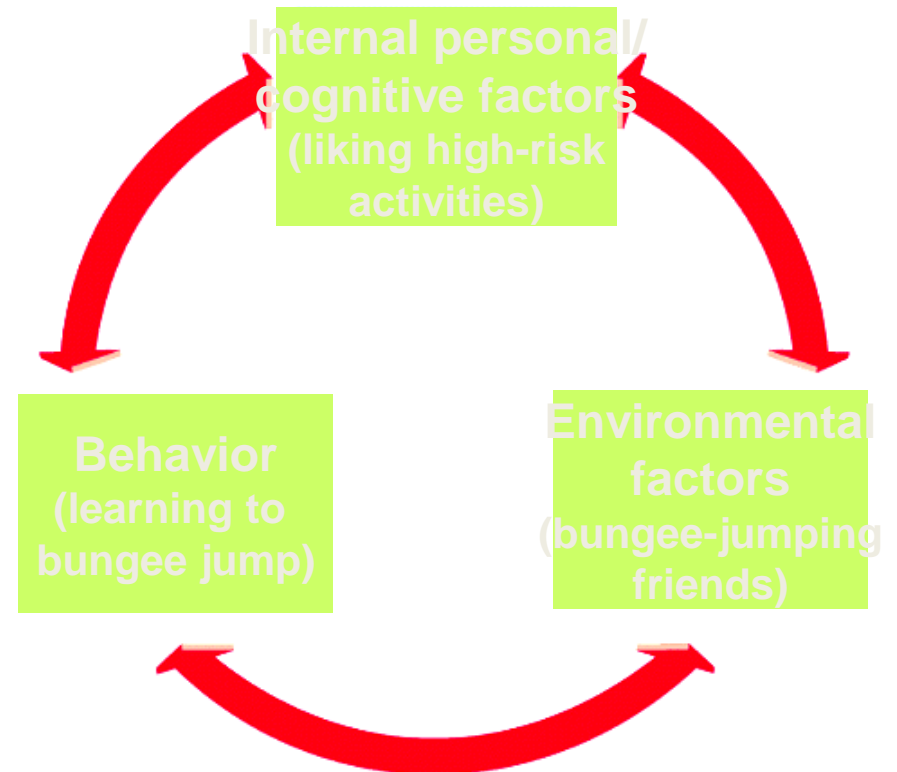
by

Hasmadi bin Hassan
PBMSK

hasmadi@ump.edu.my

Learning Approach

- Skinner: Personality is a collection of learned behavior patterns.
- **Social cognitive approach:** The theory that emphasizes the influence of a person's cognitions – thoughts, feelings, expectations, and values – in determining personality.



- **Biological and Evolutionary Approaches:**
The theory that important components of personality are inherited.
 - Example: Study of twins.



Humanistic approach

- The theory that people are basically good and tend to grow to higher levels of functioning.



The Four Perspectives on Personality

Perspective	Behavior Springs From	Assessment Techniques	Evaluation
<i>Psychoanalytic</i>	Unconscious conflicts between pleasure-seeking impulses and social restraints	Projective tests aimed at revealing unconscious motivations	A speculative, hard-to-test theory with enormous cultural impact
<i>Trait</i>	Expressing biologically influenced dispositions, such as extraversion or introversion	(a) Personality inventories that assess the strengths of different traits (b) Peer ratings of behavior patterns	A descriptive approach criticized as sometimes underestimating the variability of behavior from situation to situation
<i>Humanistic</i>	Processing conscious feelings about oneself in the light of one's experiences	(a) Questionnaire assessments (b) Empathic interviews	A humane theory that reinvigorated contemporary interest in the self; criticized as subjective and sometimes naively self-centered and optimistic
<i>Social-cognitive</i>	Reciprocal influences between people and their situation, colored by perceptions of control	(a) Questionnaire assessments of people's feelings of control (b) Observations of people's behavior in particular situations and enduring traits	An interactive theory that integrates research on learning, cognition, and social behavior, criticized as underestimating the importance of emotions

Assessing Personality

- **Psychological tests:** Standard measures devised to assess behavior objectively and used by psychologists to help people make decisions about their lives and understand more about themselves.
- Must have **reliability** (measurement consistency) and **validity** (measure what they are designed to measure).
- Based on **norms** (standards of test performance that permit the comparison of one person's score on the test to the scores of others who have taken the same test)

Self-report Measures of Personality

- Minnesota Multiphasic Personality Inventory-2 (MMPI-2): A test used to identify people with psychological difficulties as well as to predict such behavior as job performance
 - Test standardization: A technique used to validate questions in personality tests by studying the responses of people with known diagnoses.

Projective Methods

Projective personality test: A test in which a person is shown an ambiguous stimulus and asked to describe it or tell a story about it.

Rorschach test: A test by developed by Swiss psychiatrist Hermann Rorschach that consists of showing a series of symmetrical stimuli to people and then asking them to say what the figures represent to them.



- **Thematic Apperception Test (TAT):** A test consisting of a series of ambiguous pictures about which the person is asked to write a story.



Behavioral assessment

Direct measures of an individual's behavior used to describe characteristics indicative of personality.

- Can be carried out naturalistically by observing people in their own settings.
- Carried out objectively, quantifying behavior as much as possible.