

A

Seminar report

On

Personality

Submitted in partial fulfillment of the requirement for the award of degree
Of MBA

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Preface

I have made this report file on the topic; **Personality**; I have tried my best to elucidate all the relevant detail to the topic to be included in the report. While in the beginning I have tried to give a general view about this topic.

My efforts and wholehearted co-corporation of each and everyone has ended on a successful note. I express my sincere gratitude towho assisting me throughout the preparation of this topic. I thank him for providing me the reinforcement, confidence and most importantly the track for the topic whenever I needed it.

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Introduction to Personality

Personality = an individual's characteristic patterns of thoughts, emotion, and behavior

- Plus the psychological mechanisms (hidden or not) behind those patterns

Definition:

- Personality is defined as the unique pattern of relatively stable **behaviours** and **mental processes** that characterize an individual and how he or she interacts with their environment
- Influenced by **genetics** (dispositions or temperament 40 – 60%)
- Influenced by **environment** (development in the context of family and culture)
- We often use vernacular terms to describe personality like intelligent, extroverted, conscientious, pleasant, moody, etc.

How is Personality Measured?

Projective Test - elicits an individual's response to abstract stimuli

Behavioral Measures - personality assessments that involve observing an individual's behavior in a controlled situation

Self-Report Questionnaire - assessment involving an individual's responses to questions

Myers-Briggs Type Indicator (MBTI) - instrument measuring Jung's theory of individual differences.

Approaches to Personality:

- Descriptive (Trait theories)
- Biological or genetic (Dispositional theories)
- Learning (Behavioural and Cognitive social learning theories)
- Psychodynamic
- Humanistic , Existential or Phenomenological

Early approaches to understanding personality:

- Initial attempts to identify personality traits involved studying the English language for terms describing human behaviour
- There are approximately 18,000 terms describing behaviour (5% of the English language)

Dispositional theories:

- Earliest theories of personality were dispositional theories - personality made up of various behavioural tendencies, dispositions or temperaments
- Dispositional theories originate with Hypocrites - the ancient Greek considered to be the father of modern medicine
- Hypocrites proposed Humoural theory
- Humoural theory states that the body consists of 4 basic humours or fluids: blood, phlegm, black bile, yellow bile

- The relative proportion of each humour in anyone's body determines disposition or temperament

Body fluid	Temperament	Characteristics of too much
blood	Sanguine	optimistic, hopeful
phlegm	phlegmatic	Calm
black bile	melancholic	Depression
yellow bile	Choleric	hot headed, irritable

Modern dispositional theories:

Sheldon (1940-1950) believed that personality and physique were related

Physique	Description	Characteristics	Examples
Endomorphic	soft, round	viscerotonic (relaxed, sociable)	
Mesomorphic	Muscular	energetic assertive	
Ectomorphic	thin, tall, fragile	cerebrotonic (restrained, fearful, introverted, artistic)	

Problems with dispositional theories:

- too simplistic
- generate stereotypes and prejudices
- provide very little explanation as to why one has a particular personality
- assume personality stable (most stable traits have $r = 0.5 - 0.7$)

Other Modern theories of personality:

- Trait theory
- Psychodynamic theory
- Learning theory (Behavioural and Cognitive social learning)
- Humanistic theory (Phenomenological, Existential)

- Difficult to find someone who is totally committed to any specific theory – today personality theorists tend to be eclectic

Trait theory:

- Personality and behaviour controlled by a wide variety of relatively stable personality traits e.g., dependency, aggressiveness, gentleness, thoughtfulness
- Trait theory is really an expression of an empirical methodology
- Trait theory in its purest form does not provide a mechanism for explaining behaviour, only a set of descriptions of behaviour
- Personality determined by a combination of traits
- Trait theories largely based on factor analytic studies, a statistical technique for determining intercorrelations amongst item (trait) variables
- Different statistical criteria for establishing trait factors can lead to different numbers of personality factors being identified
- Cattell for example identified 16 personality factors and Gall 37

Eysenck (1960's):

- Eysenck was a Trait theorist who extended Trait theory beyond being simply an empirical description of personality

- He believed personality traits based primarily on learning (classical and operant conditioning) and to a lesser extent on genetic factors
- Eysenck identified 2 primary dimensions to personality by means of factor analysis
 - emotional stability
 - introversion/extroversion (inward Vs outward view on world)
- Introverts more easily conditioned and develop behaviours that show susceptibility to conditioning e.g., anxiety and depression

Big Five:

Acronym OCEAN

- Openness to experience
- Conscientiousness
- Extroversion
- Agreeableness
- Emotional stability (neuroticism)

Psychodynamic Theories:

Freud

- Developed an individualized approach to studying personality called psychoanalysis
- Psychoanalysis is the most comprehensive and influential theory of personality ever created
- Approaches taken by others since Freud have been very much influenced by him - psychiatrist such as Benjamin Spock and his book Baby and Child Care had huge influences on child rearing in the 1950's
- Freud started by examining people using hypnosis but ended up developing technique known as Free Association
- Detected consistent themes he believed were manifestations of unconscious wishes and fears
- Viewed the mind like an iceberg - only a small portion of it is above the waterline or in this case within the realm of consciousness awareness
- **Pre-conscious:** - information not currently on our mind but which could be brought into consciousness if called upon to do so
- **Unconscious:** - largest portion of psyche – the storehouse of all impulses, wishes and inaccessible memories which influence our thoughts and behaviours
- Freud's approach based on a model of the human psyche consisting of Id, Ego, Superego
 - **Id** is unconscious basic impulses, drives - present in the newborn

- **Ego** is part of the psyche that take reality into account
- **Superego** is conscience – learned parental value system

- Personality determined by interpsychic events and conflicts (psychic determinism)
- Not always obvious what is going on but all behaviours mean something even if we're not aware of the meaning
- This idea of psychic determinism is seen as a key feature of Freud's approach
- Psychic determinism means all actions and thoughts have specific causes for Freud these are usually referred to unsatisfied drives, unfulfilled goals and wishes
- Dreams, slips of the tongue, humour (what we find funny) and forgetting all reflect forbidden impulses and unfulfilled wishes
- According to Freud, specific stages of psycho sexual development in children are closely linked to personality development
- **Stages:** Oral, Anal, Phallic, Latency, Genital
- Fixation at various stages influences personality

Problems with Psychodynamic theories:

- Freud's concepts are elaborate abstractions that can't be easily tested
- Techniques considered unreliable and validity is questionable
- Small number of case studies - Freud accused of using himself as subject and that he used the same subjects over and over

Learning and social learning theories:

- Learning theory focuses on behaviour as a result of past experiences and interactions with the environment
- Different personalities are explained in terms of one's unique learning history
- These histories are based on classical conditioning and on patterns of reinforcement and punishment experienced through operant learning

- **Cognitive social learning theory** is an extension of learning theory which stresses the influences of cultural values and associated cognitions (ways of thinking about the world)
- For Cognitive social learning theory, reinforcers don't have to be external but can be learned and internalized, e.g., expectations, habits and beliefs (self regulating)
- One of the most important self-regulating traits is locus of control (to what extent does an individual perceive control over circumstances in their lives as opposed to circumstances in their lives controlling them)

Humanistic Theory:

- Started in the 1960's as a response to the Psychoanalytic, Behavioural and Genetic views of personality
- Abraham Maslow (1908 – 1970), Rollo May (1909 – 1994), Carl Rogers (1902 – 1987)
- Personality shaped less by genetics and experience and more by our uniquely human capacity to shape our own futures
- The basic premises of Humanistic theory are freedom of choice and free will
- The focus is on developing to our fullest potential as human beings – striving for meaning, challenge, productivity and excellence
- Humanistic theory stresses the subjective experience of self, and not external forces, as the primary frame of reference for behaviour
- Unlike Psychoanalysis which takes a relatively dark view of human nature, Humanism looks at human nature from very positive perspectives (joy, laughter, happiness, love and peak experiences)
- Existential or Phenomenological theory focuses on the subjective self in relation to life's difficult issues such as such as moral standards, suffering and death

Criticisms:

- Difficult to test the assumptions of the Humanistic approach
- Definitions of many terms (self actualization) are vague

Tests of personality:

MMPI (Minnesota Multi Phasic Inventory):

- Developed in 1943, latest version 1989
- Original version was a psychiatric interview with 550 statements to which one answers **yes** or **no**
- statements about:
 - emotionality
 - attitudes
 - physical symptoms
 - psychological symptoms
- MMPI used to study normals but in this respect is limited

California Psychological Inventory (CPI):

- Developed to study normals, because of limitations with MMPI
- Scales of:
 - dominance
 - sociability
 - responsibility
 - socialization

Q sort:

- 100 personality traits on cards
- Person goes through a sorting procedure

Projective Tests: Rorschach - ink blots

Scored on:

- **Location** - is the response all or part of the ink blot
- **Determents** - response to the shapes of the ink blots including texture
- **Content** - what the response represents
- **Frequency** of occurrence of theme

Projective Tests: Thematic Apperception Test (TAT)

20 pictures to investigate:

- Recurrent themes
- An individual's expression of needs
- An individual's expression of motives
- An individual's perceptions of interpersonal relationships

Reference

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