A

Seminar report

On

Personality
Submitted in partial fulfillment of the requirement for the award of degree
Of MBA
I would like to thank respected Mr.…….. and Mr. …….. for giving me such a wonderful opportunity to expand my knowledge for my own branch and giving me guidelines to present a seminar report. It helped me a lot to realize of what we study for.

Secondly, I would like to thank my parents who patiently helped me as I went through my work and helped to modify and eliminate some of the irrelevant or un-necessary stuffs.

Thirdly, I would like to thank my friends who helped me to make my work more organized and well-stacked till the end.

Next, I would thank Microsoft for developing such a wonderful tool like MS Word. It helped my work a lot to remain error-free.

Last but clearly not the least, I would thank The Almighty for giving me strength to complete my report on time.
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 coorporation of each and everyone has ended on a successful note. I express my sincere gratitude to ............who 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.
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 behaviors 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

<table>
<thead>
<tr>
<th>Body fluid</th>
<th>Temperament</th>
<th>Characteristics of too much</th>
</tr>
</thead>
<tbody>
<tr>
<td>blood</td>
<td>Sanguine</td>
<td>optimistic, hopeful</td>
</tr>
<tr>
<td>phlegm</td>
<td>phlegmatic</td>
<td>Calm</td>
</tr>
<tr>
<td>black bile</td>
<td>melancholic</td>
<td>Depression</td>
</tr>
<tr>
<td>yellow bile</td>
<td>Choleric</td>
<td>hot headed, irritable</td>
</tr>
</tbody>
</table>

Modern dispositional theories:

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

<table>
<thead>
<tr>
<th>Physique</th>
<th>Description</th>
<th>Characteristics</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endomorphic</td>
<td>soft, round</td>
<td>viscerotonic</td>
<td>(relaxed, sociable)</td>
</tr>
<tr>
<td>Mesomorphic</td>
<td>Muscular</td>
<td>energetic assertive</td>
<td></td>
</tr>
<tr>
<td>Ectomorphic</td>
<td>thin, tall, fragile</td>
<td>cerebrotonic</td>
<td>(restrained, fearful, introverted, artistic)</td>
</tr>
</tbody>
</table>

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


• 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 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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