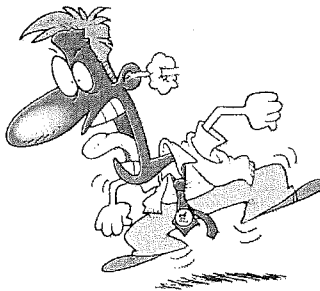


## Chapter 14

# Personality

Sigmund Freud



For this chapter, we will be looking at Personality in relation to Psychology. This chapter emphasizes your individuality. Your individual personality is your characteristic pattern of thinking, feeling, and acting. If your behaviour pattern is strikingly distinctive and consistent- if you are always outgoing, whether at a party or in a classroom- people are likely to say that you have a 'strong' personality.

Chapter 14 explores the **FOUR** major perspectives on personality:

1. The Psychoanalytic Theory (*Sigmund Freud*)
2. The Trait Perspective
3. The Humanistic Perspective
4. The Social Cognitive Perspective

Psychoanalytic theory emphasizes the unconscious and irrational aspects of personality. Trait theory led to advances in techniques for evaluating and describing personality. Humanistic theory draws attention to the concept of self and to human potential for healthy growth. The social-cognitive perspective emphasizes the effects of our interactions with the environment. The text first describes and then evaluates the contributions and shortcomings of each perspective. In addition, within each section is a brief description of some of the techniques used by the perspective in analyzing personality.

### Definition of Personality:

- the totality of somebody's attitudes, interests, behavioral patterns, emotional responses, social roles, and other individual traits that endure over long periods of time
- the distinctive or very noticeable characteristics that make somebody socially appealing
- an individual regarded as epitomizing particular character traits
- somebody who is famous, especially an entertainer or a sportsperson
- somebody who is very unusual and distinctive