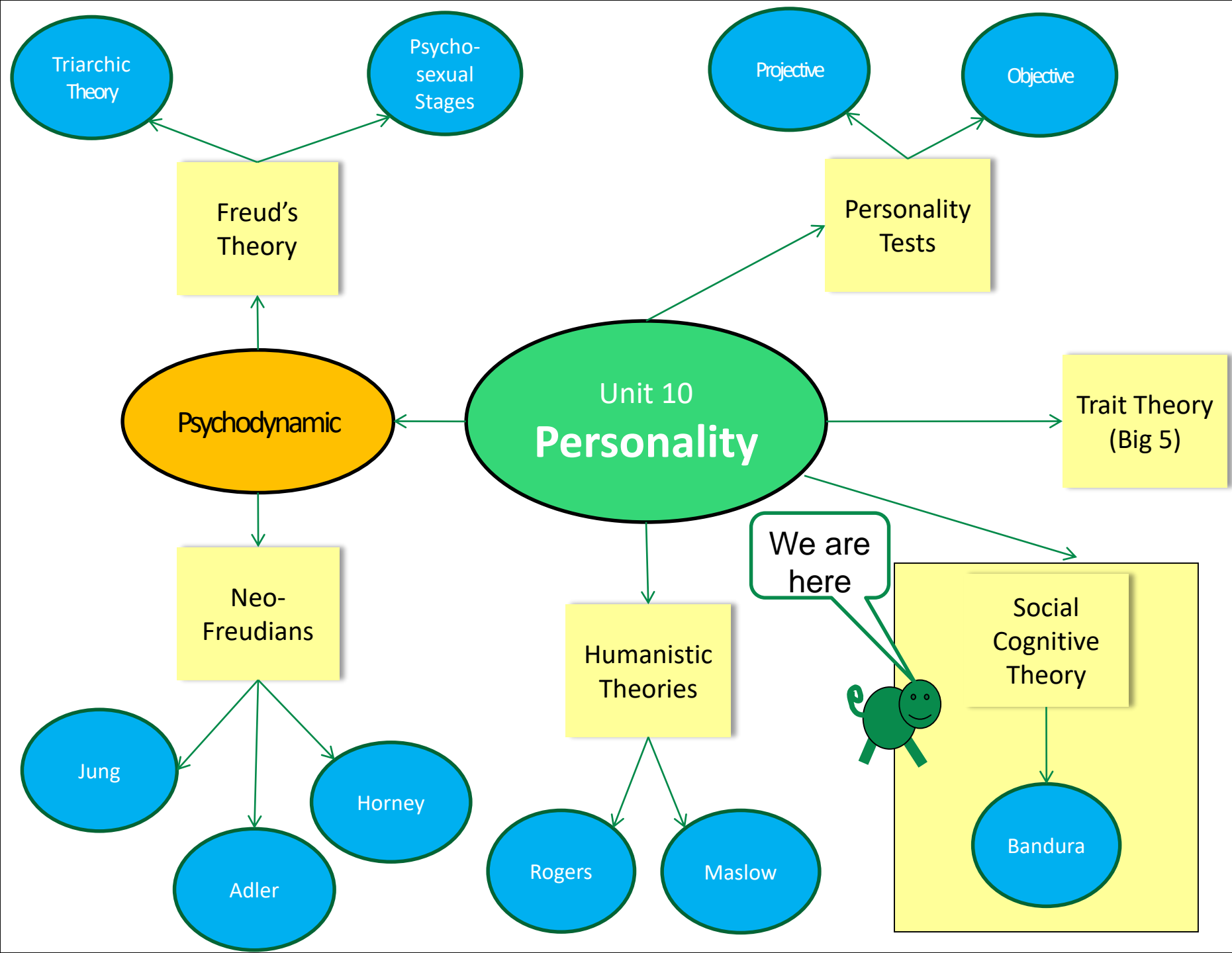# Unit 10: Personality

Essential Task 10-4:Compare and contrast the psychoanalytic, humanistic and Cognitive-Social Learning Theory with specific attention to Bandura's *expectances, performance standards, self-efficacy, locus of control, and learned helplessness.*

# OA

1. Describe what Psychoanalysis approach focus on in personality development?

2. Describe what Humanistic approach focus on in personality development?

3. Describe what Trait approach focus on in personality development?

4. Describe each approaches weakness or criticisms:

# Schools

Personality Theories

– **The psychoanalytic perspective** – emphasizes the importance of unconscious processes and the influence of early childhood experiences

– **The humanistic perspective** – emphasizing the self and the fulfillment of a person's unique potential

– **The social cognitive perspective** – emphasizing learning and conscious cognitive processes,

– **The trait perspective** – emphasizes the description and measurement of specific personality differences among individuals

# Personal Control

- Self-control is the ability to control impulses & delay gratification.
  - PREDICTS: good adjustment, better grades & social success
  - REQUIRES: effort, attention & energy

# Personal Control

- Internal vs. External locus of control
  - External locus of control - the perception that chance or outside forces beyond your personal control determine your fate.
  - Internal locus of control - the perception that you control your own fate.

# Cognitive-Social Learning Theories in Personality

- <span style="color:red">Albert Bandura</span>

- We each have a set of personal standards that grew out of our own life history and thus shape our behavior.

- In this light, behavior is seen as the interaction of <u>cognition</u>, <u>learning</u>, and the current <u>environment</u>.

- [https://www.youtube.com/watch?v=Yo4WF3cSd9Q](https://www.youtube.com/watch?v=Yo4WF3cSd9Q)
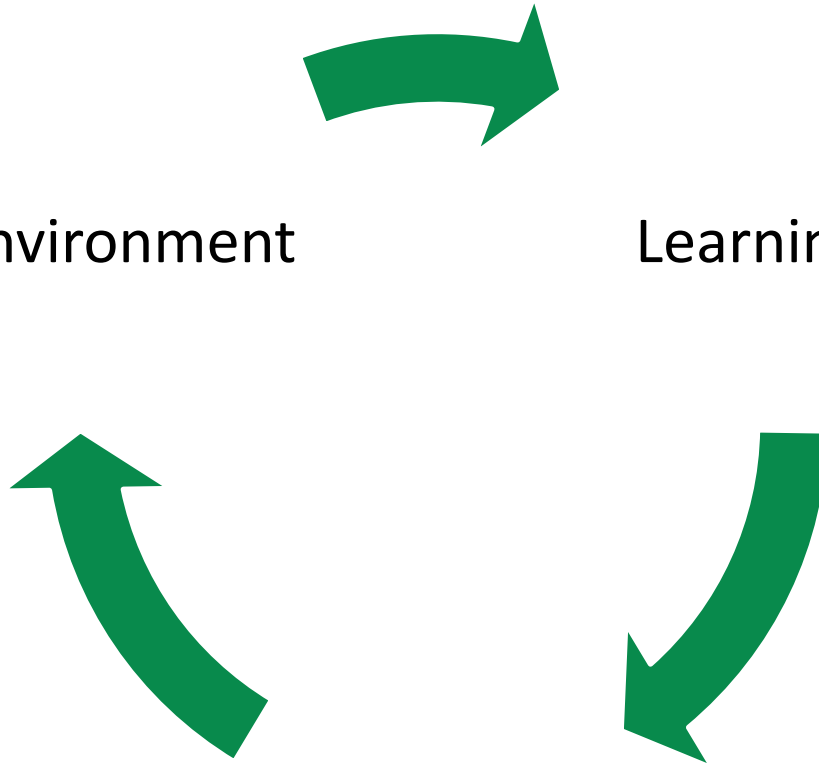
1. Describe the Marshmallow test.

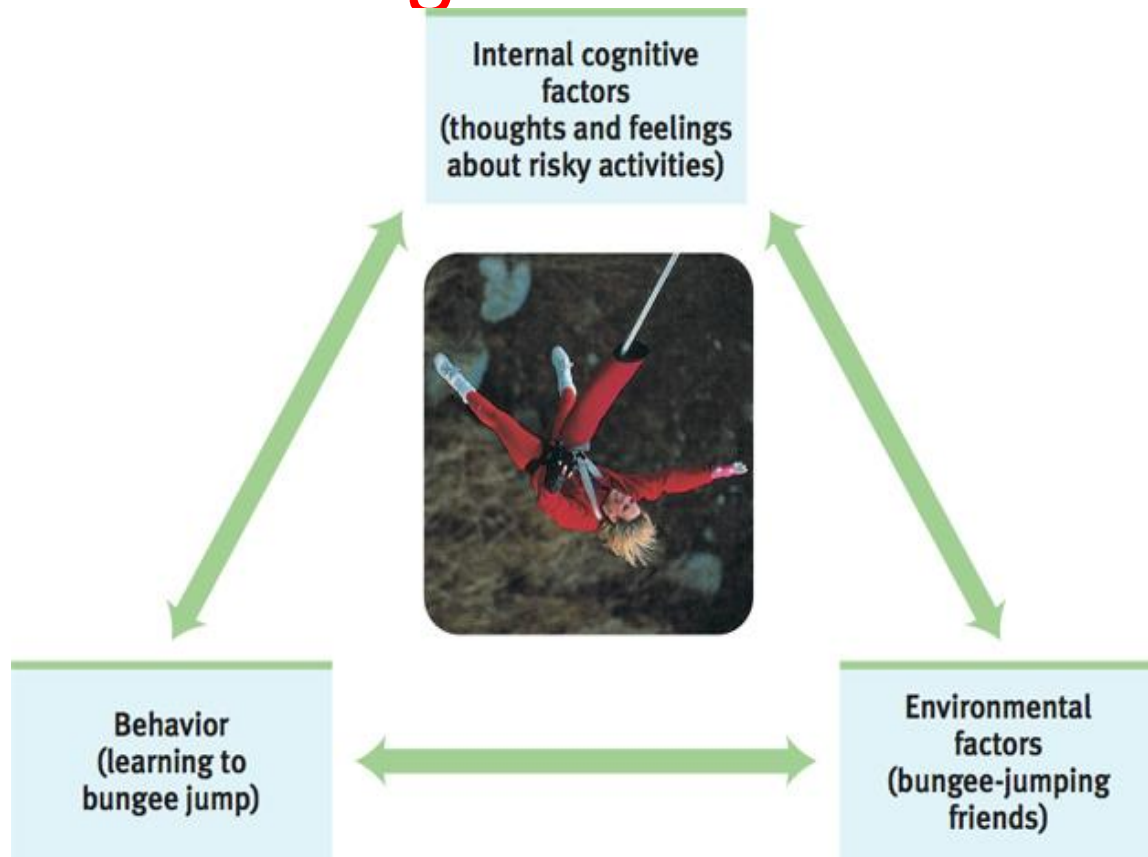# Cognitive-Social Learning Theories in Personality

Environment

Learning

Cognition

# Albert Bandura:

**Reciprocal determinism** is the interacting influences of <u>behavior</u>, <u>internal cognition</u>, & <u>environment</u>. Interlocking & mutual.

Internal cognitive factors
(thoughts and feelings about risky activities)

Behavior
(learning to bungee jump)

Environmental factors
(bungee-jumping friends)

# Expectancies

- What a person expects from a situation or from their own behavior

- people evaluate situations based on these

- Expectancies are formed from personal preferences/past experiences

- The actual feedback will in turn mold future expectancies

# Self-efficacy

- The expectancy that your efforts will be successful

- individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments
  - Confidence
  - Sense of control

- NOT SELF ESTEEM! Our self concept or how we evaluate our self
  - This "Humanistic" term is no longer a focus in therapies

# Collective Efficacy

- Our perception that with collaborative effort out group will obtain its desired outcome.

  - How confident are you in your group to get things accomplished?

# Socio-Cognitive Theory Personal Control

- Personal Control – the extent to which people perceive control over their environment rather than feeling helpless.
  - Two ways to study personal control
    - Correlate people's feelings of control with their behaviors & achievements
    - Experiment by raising & lowering people's sense of control & noting the effects

# Personal Control

People who feel helpless & oppressed often **perceive** control as external & may develop

- **Learned helplessness** or passive resignation … they give up easily.

# **Personal Control**

- **Tyranny of Choice-** Too many choices actually makes up unhappy
  - Too much choice brings information overload & a greater likelihood that we will feel regret over some the un-chosen options
  - Excess of freedoms contributing to a decreasing life satisfaction, increased depression & sometimes paralysis

*Optimis*

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st



"We just haven't been flapping them hard enough."

S.GROSS

# Type A & Type B

- Type A: constant sense of urgency, higher stress, competitive, need for control and organization  More prone to anger.

- Type B: easy going, lower stress, and works steadily.  Less prone to anger