

Albert Bandura (1925-)



- **Background**
 - **Canadian**
 - **Graduate school-Iowa**
 - **Teaching at Stanford**

- **Main Theme:**

- **Reciprocal Determinism - the interaction/ interlocking of the person, behavior and environment as determinants of personality**
- **Expressions of inherent individual differences in cognitive capabilities**
- **Memory, differentiation, generalization**

Who you are is affected
by the environment and
vise-versa.

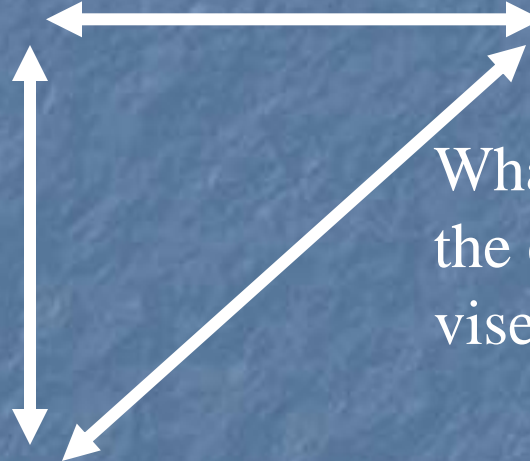
Person

Environment

What you do affects
what you think and
believe and vise-versa

What you do affects
the environment and
vise-versa

Behavior



- **Main Ideas:**
 - **Observational Learning/Modeling**
 - **Learning/Performance depends upon reinforcement**
 - **Attentional processes—observing the behavior**
 - **Retention processes—remembering it**
 - **Motor reproduction processes—performing the behavior**
 - **Motivational processes—wanting it**

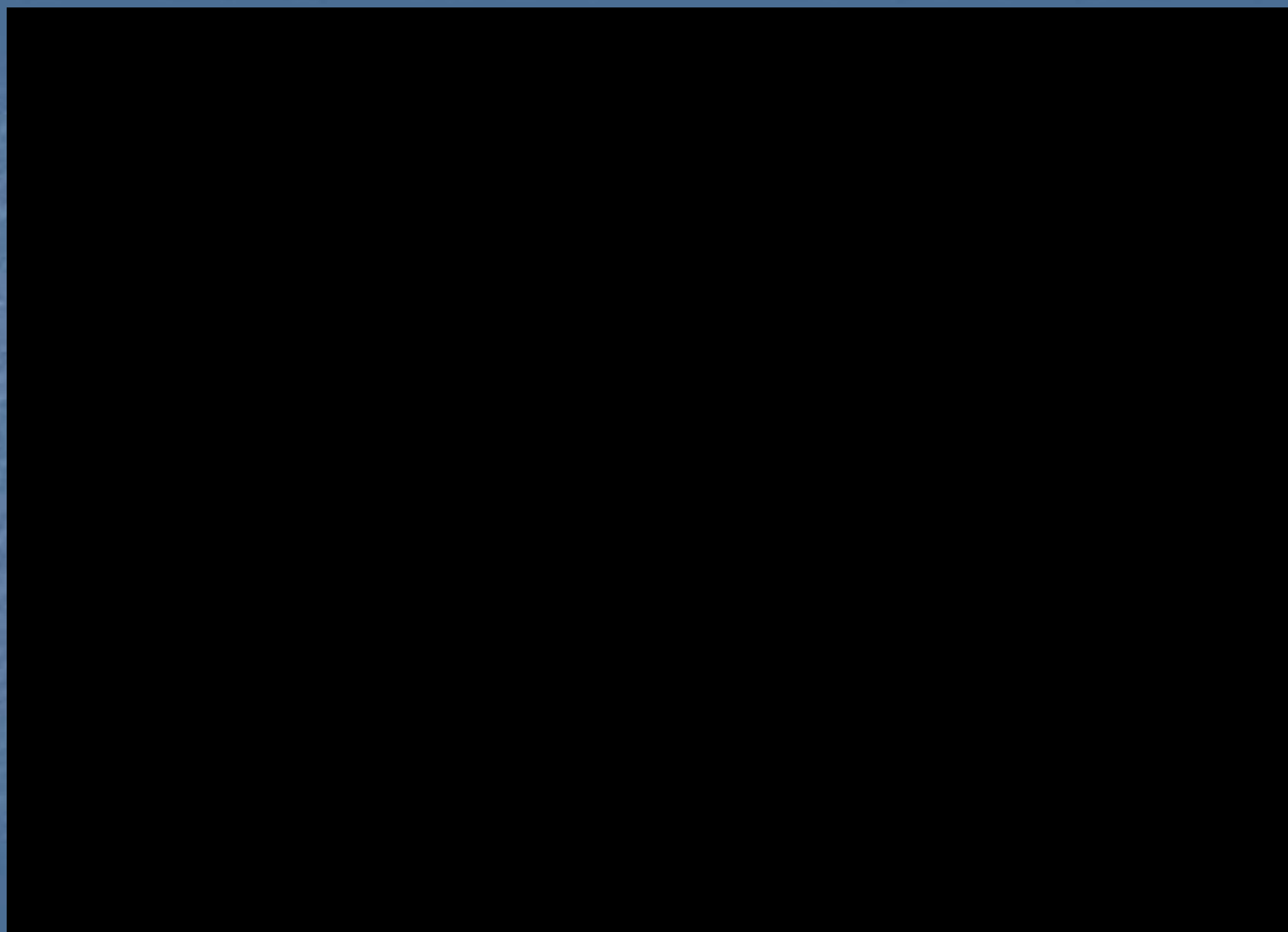
Needs:

- **Reinforcement Values** - how satisfying the goal of the need is to the person
- **Reinforcement Expectancy** - how likely she/he thinks the attainment of the goal is
- **Behavior Potentials** - summarized the implications of the other two components for actual performance and also specifies the set of actions that such performance would entail

Study - cartoon - symbolic modeling

- **Bobo doll**
- **In Person, Video, Cartoon**
 - **Symbolic modeling has about the same impact as live models.**
- **At times less imitation in the model-punished condition**
- **Effects of television**
- **Performance of learning is brought about more by the expectation of receiving reinforcement.**

- **Girls behaved less aggressive compare to boys**
- **We tend to be more influenced by models who are similar to us.**
- **Children showed more aggression toward the Bobo doll when they were shown either through direct or vicarious modeling to act aggressively.**



- **If we want to eliminate aggression we need to have individual corrective effort and group action aimed at changing current societal practices.**
- **Vicarious modeling - children's' tendency to imitate movies and cartoons as often as live models.**

- **Development:**
 - **A function of Modeling**
 - **Difference between learning and performance**

William Sheldon (1898-1977)



- **Main Theme:**
 - The expression of personality type based upon one's somatotype
 - Not the first to do this
 - Constitutional Type Theorist
 - Based upon physique

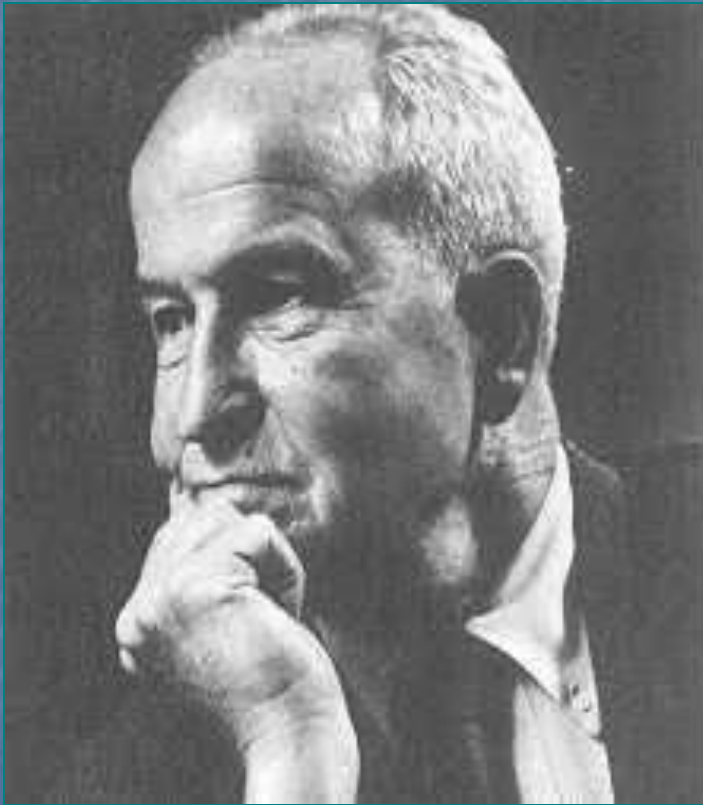
- **Endomorph - Viscerotonia - 7-1-1**
 - Round, robust physical development
 - Comfort, affection, even tempered, extraverted
- **Mesomorph - Somatotonia - 1-7-1**
 - Muscle development, athlete
 - Love of physical adventure and risk taking
 - More Aggressive, Assertive, Lust for Power
- **Ectomorph - Cerebrotonia - 1-1-7**
 - Fragile, linear
 - Bookworms, introverted
 - Largest brain/central nervous system

- **Constitutional Theorist – based on body make-up**
- **Ponderal Index - height divided by the cube root of weight**
- **Trunk Index - chest/trunk divided by stomach/trunk**
- **Dysplasia - disharmony between the three physique components**
 - **Fat stomach, skinny legs and arms**

- **Scale ratings/Somatotype**
 - **Correlational studies– .87–anything wrong here?**
 - **Males more mesomorphic**
 - **Females more endomorphic**
 - **Is this sexist?**

- **Development:**
 - **Based upon somatotype**
 - **Body Build is generally invariant over the life of organism**
- **Too simplistic**
- **Personality much more complex**
 - **Influenced, in part, by Phrenology**
- **Wouldn't it be nice if we could do this?**
 - **NO—not enough variation**

Henry Murray (1893-1988)



- **Main Theme:**
 - **Similar to Freud.**
 - **Not all functioning of the person an attempt to avoid conflict.**
 - **At times we actually seek conflict**

- **Prepotency of Needs.**
- **Needs - a significant determinant of behavior.**
 - **“An entity that organizes perception, apperception, action, etc. in such a way as to transform in a certain direction an existing, unsatisfying situation.”**
 - **It is a theoretical construct.**
 - **Similar to a motive.**

- **Viscerogenic/Psychogenic**
- **Overt/Covert**
 - **immediate/ restrained**
- **Focal/Diffuse**
 - **Linked to a specific object(s)**
- **Proactive/Reactive**
 - **In person/activated from environment**

- **Proceedings - Subject-subject interaction or subject-object interaction.**
 - **Observable and time-limited interaction among people or between people and objects with motives (or needs) operating in such interactions**
 - **Basic unit of data.**

- **Press - Environmental "thing" that facilitates or inhibits an individual's goal. What it can do to or for the individual.**
 - **Beta Press – Perceived – determines much behavior.**
 - **Alpha Press - Reality.**
- **Thema is a Need-Press unit**
 - **They are more molar when compared to just a need or a press.**

- **Thematic Apperception Test (TAT)**
 - **Tell a story about what is going on in a picture.**

- **ID - Similar**
 - **Not all instincts selfish**
- **Ego - Similar**
 - **Extension of nondefensive nature of the ego**
- **Superego - Similar.**
 - **Not fixed in childhood as much as Freud suggested.**

Development:

- **Psychosexual**
- **Similar to Freud but stops with Phallic**
- **No latency and no genital**
- **Adds two stages as well**
 - **Claustral (intrauterine):**
 - **No real pleasure center**
 - **Sleeps curled in a ball**
 - **Passive dependency on mother.**
 - **Complex - denial, passive, withdrawal.**

- **Eurethral (between oral and anal):**
 - **Urinary apparatus is the pleasure center.**
 - **Complex - similar to anal type, competitiveness/ acquiescence.**

Gordon Allport (1897-1967)



- Freud
- “And was that little boy you?”
- Doctorate at age 24
- Trait theorist
- Criticism
 - Describes rather than explains

Main Theme:

To function in a manner expressive of the self or proprium and to satisfy needs necessary for biological survival.

No two people have exactly the same traits or personality. We have a unique pattern of traits that cannot be explained as a simple combination of traits.

Propriate Functioning - expressive of self.

- **Self or ego most important**
 - **Major theme in his work**
- **Cannot separate from social influence**
 - **Phenomenologically defined.**
- **More important, human, and extraordinary.**
- **Sense of body, self-identify, self-esteem, self-extension, rational coping.**
- **Proactive - influences the world**

Opportunistic Functioning-must be satisfied first.

- **Food, water, air**
- **After satisfied, attempt to express self or proprium becomes paramount.**
- **Biological characteristics.**
- **Reactive-influenced by the world.**
- **Temperament—biologically based differences in personality**
- **No real conflict between the two functionings.**

Traits - Personal Dispositions.

- **Develop over time with experience but are relatively stable**
- **Neuropsychic structure-particular to individual.**
- **Has capacity to render many stimuli functionally equivalent.**
- **Can initiate and guide consistent (equivalent) forms of adaptive and stylistic behavior**

- **Can be either:**
 - **Dynamic-motivational.**
 - **Expressive-stylistic.**
- **Can be either:**
 - **Individual–possessed only by one person, unique**
 - **Common–possessed by many each to a varying degree**

- **Unique traits: individualizes-unique to each person–no two persons ever have precisely the same trait.**
- **We can infer traits from language (dictionary), behavior, documents, personality measurements**
- **Can traits be inconsistent?**
 - **Why?**
- **Many traits influence behavior–are we always introverted? No!**

- **Cardinal-Major, master motive, only one if any**
 - **Don Juan, Religiosity, Napoleonic**
 - **Very rarely does a person have a cardinal trait**
 - **The eminent trait, the ruling passion**
- **Central-letter of recommendation.**
- **Secondary-Preferences.**
 - **Peripheral to the person**
 - **Sweaters, asparagus**
- **If Cardinal changes.**

Development:

- **Opportunistic at birth-requires nurturance and affection.**
- **Becomes more propriorate with time and maturation**
- **If biological needs satisfied easily, propriorate functioning develops.**

- **First year - Initial signs of a sense of body.**
- **1-2 - Beginnings of self-identity and then self-image.**
- **2-3 - Ego-enhancement Working on self-esteem, capacity for pride**

- **3-4 - Ego-extension identity with personal possessions. "My toy!"**
 - **Continues into adulthood**
- **4-6 - Self-image evaluation of our present abilities, status and roles and our aspirations for the future**
- **6-12 - Rational Agent - rational coping of proprium become apparent.**
 - **Solves problems**
- **Adolescence - Propriate striving or ego involved motivation which is directed and intentional.**

- **Adulthood - The Knower--cognitive integration of previous seven aspects of the self into a unified whole**
- **Stages similar in qualitative changes**
- **Similar to Piaget**

Functional Autonomy-shifting from opportunistic to propriorate functioning

- **Interests and values have become internalized – mature individual**
 - **Money for work into wanting to do a good job for the sake of value**
 - **“A behavior pattern originally instrumental to satisfaction of a biological need can persist as a fully independent aspect of living even after the biological need is no longer an important force.”**

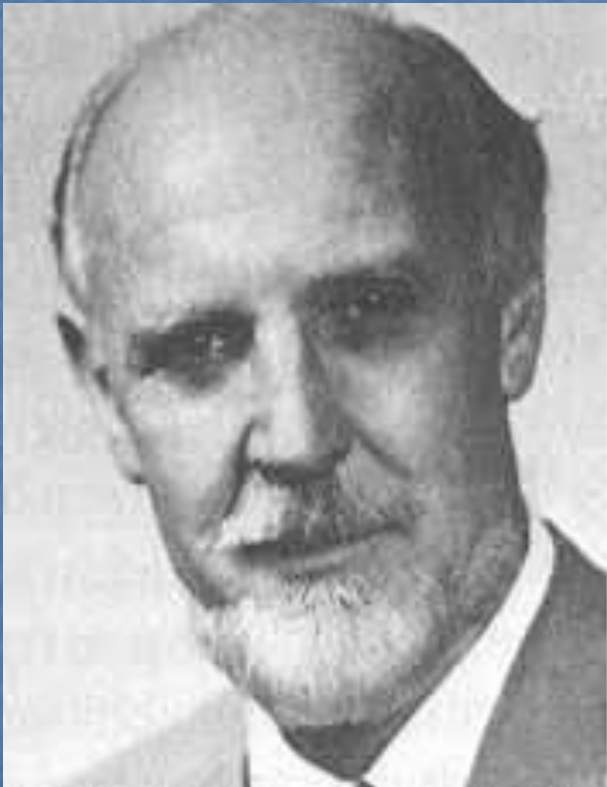
- **A given behavior can may become an end or goal even though it was initially used for biological reasons.**
- **Healthy people can function without much help.**
- **Thus, traits should be understood in terms of the present, rather than in terms of their origins or past.**
 - **Traits today they are different compared to the past.**

- **Personality changes little after about the age of 30**

Normal Adult

- **Extension of the sense of self–autonomous interests**
- **Warm human interactions**
- **Emotional security and self-accepting**
- **Realistic perception, skills and assignments**
- **Self-objectification with insight and humor**
- **Unifying philosophy of life – Highest level of personality integration**

Raymond B. Cattell (1905-1998)



- IPAT—Institute for Personality and Ability Testing (1949)
- The expression of personality through traits of personality which allow prediction of behavior.
- Trait theorist--thus, he is nomothetic.

- **Traits—enduring dimensions of personality; patterns of observations that go together, multivariate**
 - **Source—Cardinal, robust, one source of variation – underlying variable which determines behavior**
 - **Surface—Central, observed, may not be enduring – inferred from observable behavior – measured more reliably**

- **Types of Traits:**
 - **Ability–intelligence nature and nurture important**
 - **Fluid–innate ability to learn-fluid–depends of educational opportunities of the person, might be related to working memory**
 - **Crystallized–the effects of education**
 - **Culture Fair Intelligence Test (Fluid Intelligence)**

- **Cattell believed about 80% of variation in intelligence due to heredity (is fluid) and only 20% due to environment (is crystallized)**

- **Temperament–constitution or inherited source traits - biologically determined**
 - **What the person is like**
- **Dynamic–Motivational, some are innate and some are learned**
- **Erg–Constitutional, dynamic source trait**
 - **Biologically based drives–hunger, anger, curiosity, fear, pride, pity.**
- **Metaerg–Sociocultural, dynamic source trait**
 - **Learned–love of country, esteem of a particular person**

- **Sentiments—a general metaerg—acquired attitude structures, formed early in life and are enduring**
 - **Sentiments about home, family, religion**
- **Attitude—specific responses--interest of a certain intensity in a particular course of action with respect to a particular object**

- **Subsidiation**—In general, metaergs are subsidiary to ergs and attitudes are subsidiary to sentiments.
 - **Attitudes are subsidiary to sentiments which are subsidiary to ergs**
- **Self - Principle organizing force in the person's personality**
- **Dispositional Rigidity – traits resist change**

- **Types of data:**
 - **L Data—life record, GPA, letters of recommendation**
 - **Q Data-questionnaire/rating of self, MC and T/F—16PF**
 - **Subject can lie or distort**
 - **T Data-objective tests, indirect purpose**
 - **Projective techniques, finger tapping, blood pressure**
- **All these types of data are important to help determine actual personality**

- **R-Technique—nomothetic, several people at one time—Cattell used this**
- **P-Technique—idiographic, one person over long period,**
- **Specification Equation—predicting behavior from traits, situations, etc.**
 - **Do you think it can be done?**
 - **Can we really specify all we need to know?**

- **16PF (Personality Factors):**
 - **A reliable measure of personality**
 - **Source traits of Normal Individuals (inferred)**
 - **Can detect neurotic and psychotic**
 - **Factor Analysis – uses correlations**
 - **Anxiety defined as intercorrelated variables**
 - **Factor - descriptive statistic**
 - **Orthogonal Factor - not correlated with each other**

- **Criticism - derived factors psychologically meaningless and are therefore useless**
- **Specification equations – able to allow us to predict behavior in a given situation.**
- **Being neurotic (ill) was influenced by heredity.**

Big Five Factor "Theory"

P. Costa and R. McCrae

- **Will include these questions in the Cattell section. Only a couple.**
- **Describing personality on the basis of five different factors each with six facets.**
- **Describes and does not explain.**
- **Different from Cattell? No really. Just using five.**

- **Lexical approach—uses factor analysis of the words people use most to describe personality.**
- **Constitute the major dimensions of personality**
- **Five very broad personality traits**
- **OCEAN**

- **Extraversion**

- **Dominance versus submissiveness or surgency**

- **Talkative, passionate, active, dominant, sociable**

- **Quiet, unfeeling, passive**

- **Facets: Warmth, gregariousness, assertiveness, activity, excitement seeking, positive emotions**

- **Agreeableness**
 - **Social adaptability and likeability**
 - **Good-natured, soft-hearted, trusting**
 - **Irritable, ruthless, suspicious**
 - **Facets: Trust, straightforwardness, altruism, compliance, modesty, tender mindedness**

- **Neuroticism**
 - **Troubled by negative emotions**
 - **Worrying, emotional vulnerable, anxious**
 - **Facets: Anxiety, hostility, depression, self consciousness, impulsiveness, vulnerability**

- **Conscientiousness**
 - **Dependability**
 - **Creative, imaginative, prefers variety**
 - **Uncreative, down-to-earth, prefers routine**
 - **Facets: Competence, order, dutifulness, achievement striving, self- discipline, deliberation**

■ **Openness**

- **Fantasy, aesthetics, feelings, actions, ideas, values**
- **Conscientious, hardworking, ambitious**
 - **Facets: Fantasy, aesthetics, feelings, actions, ideas, values.**

- **Each factor has components to it called facets that can be measured separately.**
- **All facets that belong to one of the Big Five correlate positively with the factor and all facets within that factor.**