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

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

What you do affects the environment and vise-versa.
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 compared 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 lens 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.

- 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
  - Claustrophal (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 propriate with time and maturation.
- If biological needs satisfied easily, propriate 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 propriate 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
Subsidation—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 – usees 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 factory 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.