Historical Perspectives on Personality: The Psychoanalytic Perspective, Techniques in Psychoanalysis, Personality Structure, Psychosexual Stages of Development, Defense Mechanisms

1. Describe what is meant by personality, and explain how Freud’s treatment of psychological disorders led to his study of the unconscious.
2. Describe Freud’s view of personality structure in terms of the interactions of the id, ego, and superego.
3. Identify Freud’s psychosexual stages of development, and describe the effects of fixation on behavior.
4. Discuss how defense mechanisms serve to protect the individual from anxiety.

Personality

“Characteristic pattern of thinking, feeling and acting.”

Four major perspectives on Personality

- Psychoanalytic - unconscious motivations
- Trait - identifies personality dimensions that account for our consistent behavior patterns
- Humanistic - inner capacity for growth
- Social-Cognitive - emphasizes how we shape and are shaped by our environment

Psychoanalytic Perspective

“first comprehensive theory of personality”

University of Vienna 1873
Voracious Reader
Medical School Graduate

(1856-1939)

Specialized in Nervous Disorders

Some patients’ disorders had no physical cause

Psychoanalytic Perspective

“first comprehensive theory of personality”

Q: What caused neurological symptoms in patients with no neurological problems?

Hypnosis

“Psychoanalysis”

Unconscious

Free Association

The Unconscious

“the mind is like an iceberg - mostly hidden”

Conscious Awareness
small part above surface

Unconscious
below the surface (thoughts, feelings, wishes, memories)

Repression
banishing unacceptable thoughts & passions to unconscious

Dreams & Slips
*Burger Slips Study

Freud & Personality Structure

“Personality arises from conflict b/w aggressive, pleasure-seeking impulses and social restraints”
Freud & Personality Structure

**Id** - energy constantly striving to satisfy basic drives
- Pleasure Principle

**Ego** - seeks to gratify the Id in realistic ways
- Reality Principle

**Super Ego** - voice of conscience that focuses on how we ought to behave
- Moral principle; voice of conscience that focuses on how one ought to behave
  - strives for perfection, judges our actions, and produces feelings of pride or guilt
  - superego and id are often in direct opposition
  - ego struggles to balance the 2

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Freud & Personality Development

"personality forms during the first few years of life, rooted in unresolved conflicts of early childhood"

**Psychosexual Stages**
- **Oral** (0-18 mos) - centered on the mouth (erogenous zone)
- **Anal** (18-36 mos) - focus on bowel/bladder elim.
- **Phallic** (3-6 yrs) - focus on genitals (Oedipus/Electra Complex) (Identification & Gender Identity)
- **Latency** (6-puberty) - sexuality is dormant
- **Genital** (puberty on) - sexual feelings toward others

Strong conflict can fixate an individual at Stages 1, 2, or 3
- people who were overindulged or deprived during the oral stage may become orally fixated
  - sarcasm, biting nails, smoking, and overeating due to oral fixations

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Defense Mechanisms

When the inner war gets out of hand, the result is **Anxiety**

Ego protects itself via Defense Mechanisms

- **Repression** - banishes certain thoughts/feelings from consciousness (underlies all other defense mechanisms)
- **Regression** - retreating to earlier stage of fixated development
- **Reaction Formation** - ego makes unacceptable impulses appear as their opposites
- **Projection** - attributes threatening impulses to others
- **Rationalization** - generate self-justifying explanations to hide the real reasons for our actions
- **Displacement** - divert impulses toward a more acceptable object
- **Sublimation** - transform unacceptable impulse into something socially valued (means of handling "death instinct")

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Defense Mechanisms Cont’d

Methods (which operate unconsciously) the ego uses to avoid recognizing ideas or emotions that may cause personal anxiety

- **Compensation** - emphasizing personal strengths in one area to shift focus from failure in another area
- **Denial** - refusing to accept an obvious situation because of the emotional pain it causes
- **Identification** - associating with people or groups that are of higher status with the purpose of increasing your own status
- **Intellectualization** - describing painful or emotional personal events in academic or philosophical terms
Historical Perspectives on Personality: Projective Tests, Neofreudians, Jung, Adler, Horney, Issues w/ Psychoanalytic Theory; Humanistic Perspective-Maslow, Rogers, Self-Actualization, UPR, Issues w/ Hum

5. Explain how projective tests are used to assess personality.
6. Discuss the contributions of the neo-Freudians, and describe the shortcomings of Freud's ideas.
7. Describe the humanistic perspective on personality in terms of Maslow's focus on self-actualization and Rogers' emphasis on people's potential for growth.
8. Describe humanistic psychologists' approach to personality assessment, and discuss criticisms of the humanistic perspective.

How can we assess personality? (i.e., the unconscious)

Objective Tests?
No - tap the conscious

Projective Tests?
Yes - tap the unconscious

Thematic Apperceptions Test (TAT)
Rorschach Inkblot Test

Assessing the Unconscious-TAT

Assessing the Unconscious-Rorschach
(10 ambiguous inkblots)
Q: What makes a good test?
A: **reliability** - consistent results
**Validity** - measuring what it says it measures
- projective tests are not reliable or valid
- in fact, the same person can be given the same test by 2 different people and get completely different results
- there is no universal scoring method

**Neo-Freudians**
- they placed more emphasis on the role of the conscious mind both in interpreting experience and in coping with the environment
- also doubted that sex and aggression were all-consuming motivations
- **Alfred Adler**
  - agreed that childhood was very important
  - said *social tensions* (not *sexual*) were the key to personality development
  - Adler said that our behaviors as children are driven by efforts to conquer childhood feelings of inferiority (*inferiority complex*)
- **Karen Horney**
  - sought to balance Freud’s masculine biases
Neo-Freudians Cont’d

KAREN HORNLEY
- said childhood anxiety, caused by a dependent sense of helplessness, triggers our desire for love and security
- disagreed with Freud’s idea of penis envy and that women have a weak superego

CARL JUNG
- said unconscious was more than repressed thoughts and feelings
- he said we have a collective unconscious
- a common reservoir of images and symbols derived from our species universal experiences
- explains why people in different cultures share certain myths and images (i.e., Mother figure as nurturer)
- Myers-Briggs Personality Inv is based on Jungian trait typology

Evaluating the Psychoanalytic Perspective

Were Freud’s theories the “best of his time” or were they simply incorrect?

Current research contradicts many of Freud’s specific ideas

Sex rep can’t cause psych dis b/c sex rep dec but psych dis orders have inc

Development does not stop in childhood

Slips of the tongue are likely competing “nodes” in memory network

Dreams may not be unconscious drives and wishes

Freud’s Ideas as Scientific Theory

Theories must explain observations and offer testable hypotheses

Few Objective Observations Few Hypotheses

(Freud’s theories based on his recollections & interpretations of patients’ free associations, dreams & slips o’ the tongue)
- people rarely repress traumatic events

Does Not PREDICT Behavior or Traits

Freud’s Defense

<<However>>
- Freud never claimed that psychoanalysis was predictive science! He claimed that looking backwards, psychoanalysis could find meaning in our state of mind
- Freud did remind us of our propensity for evil
- Talk therapy

The Humanistic Perspective (60’s)

Maslow’s Self-Actualizing Person
- Focused on “Healthy” rather than “Sick”
- Individual as greater than the sum of test scores

Roger’s Person-Centered Perspective

Maslow & Self-Actualization

Self-Actualization
the process of fulfilling our potential

Studied healthy, creative people like
- Abe Lincoln, Tom Jefferson & Eleanor Roosevelt

Noted they had similar characteristics:
- Self-Aware & Self-Accepting
- Open & Spontaneous
- Loving & Caring
- Problem-Centered not Self-Centered
- Secure in who they were & focused on mission in life
Rogers’ Person-Centered Perspective

People are basically good with actualizing tendencies.

Given the right environmental conditions, we will develop to our full potentials.

Genuineness, Acceptance & Empathy nurture our growth

Self Concept – central feature of personality (+ or –)

Other ways to nurture growth:
- Unconditional Positive Regard (UPR) - accepting a person regardless of who they are or what they do
- Empathy - sharing and mirroring another’s feelings and reflecting their meanings

Humanistic therapy employs this in <<Active Listening>>

- Self-concept is central to personality (all thoughts and feelings about ourselves),
- If positive, we perceive the world positively
  >>> goal of human therapy: help others to know, accept & be true to themselves

Eval. of Humanistic Perspec

- Criticisms – vague and subjective (self actualized indiv are open, spontaneous, loving, etc – what does this mean?)
- Maslow used his own heroes to define self-actualization (what if he had used Bin Laden, Stalin, Hitler, etc.)
- Fails to appreciate the reality of the human capacity for evil
- Rogers believed only the environment can make people evil, others disagree
- Rogers states that given the right growth-promoting conditions, indiv won’t choose evil
- Individualism espoused by Humanists can yield self-indulgence

Contemporary Research on Personality

- Discuss psychologists’ descriptions of personality types, and describe research efforts to identify fundamental personality traits.
- Explain how personality inventories are used to assess traits, and identify the “Big Five” personality dimensions.
- Discuss research regarding the consistency of behavior over time and across situations.
**Trait Perspective**

*No hidden personality dynamics... just basic personality dimensions*

**Traits** - people’s characteristic behaviors & conscious motives

How do we describe & classify different personalities? *(Type A vs Type B or Depressed vs Cheerful?)*

*Myers-Briggs Type Indicator* — 126 question personality inventory
- used a lot in companies to assign work groups and in career counseling
- people usually agree with the results about themselves

**Are There “Basic” Traits?**

*What trait “dimensions” describe personality?*

- Combination of 2 or 3 *genetically determined* dimensions
- Expanded set of factors “The Big 5”

- Extraversion/Introversion
- Emotional Stability/Instability

**Gordon Allport**

<<Hippocrates actually the 1st trait theorist>>

- **Allport** pioneered trait theory of personality after visiting Freud and being disenchanted with psychoanalytic theory
- Allport recognizes that some traits are more closely tied to the proprium (one’s self) than others. **Central traits** are the building blocks of your personality. When you describe someone, you are likely to use words that refer to these central traits: smart, dumb, wild, shy, sneaky, doopy, grumpy.... He noted that most people have somewhere between five and ten of these.

- **Secondary(situational) traits**, ones that aren’t quite so obvious, or so general, or so consistent. Preferences, attitudes, situational traits are all secondary. For example, “he gets angry when you try to tickle him,” “she has some very unusual sexual preferences,” and “you can’t take him to restaurants.”

**Gordon Allport Cont’d**

**Cardinal traits** are the traits that some people have which practically define their life. Someone who spends their life seeking fame, or fortune, or sex is such a person. Often we use specific historical people to name these cardinal traits: Scrooge (greed), Joan of Arc (heroic self-sacrifice), Mother Teresa (religious service), Hitler (political ruthlessness), and so on. Relatively few people develop a cardinal trait. If they do, it tends to be late in life.

**William Sheldon**

- **Somatotype Theory 1954**
- 3 body types
  - Endomorph (fat) – friendly and outgoing
  - Ectomorph (thin) – shy & secretive
  - Mesomorph (muscular) - aggressive

**Carl Jung**

- **Myers-Briggs is based on Jungian Typology**
- 126 Questions
- 4 dimensions
- Feeling v Thinking
- Introverted v Extroverted
- Intuition v Sensing
- Judging v Perceptive
Hans Eysenck
- focused on the relationship b/w 2 genetically influenced personality dimensions
  1. extraversion-introversion
  2. emotional stability-instability
- introverts tend to be imaginative and look inward for ideas and energy
- extroverts tend to be active, self-expressive and feed off the energy of others
- Bio basis for personality type-ext normal brain arousal is low, also PET shows less activity in Lt Frontal Lobe (less inhibition)
- Recent addition 3. Psychoticism v non-Psychoticism
- Psychotics are solitary, are detached from others in interpersonal relationships lack feelings, caring, empathy and sensitivity

Hippocrates
- Hippocrates (c400 BCE) & the ancient Greeks were really the first to think of personality traits leading to four “types,” based on what kind of fluids (called humors) they had too much or too little of. This theory became popular during the middle ages.
- The sanguine type is cheerful and optimistic, pleasant to be with, comfortable with his or her work. According to the Greeks, the sanguine type has a particularly abundant supply of blood (hence the name sanguine, from sanguis, Latin for blood) and so also is characterized by a healthful look, including rosy cheeks.
- The choleric type is characterized by a quick, hot temper, often an aggressive nature. The name refers to bile (a chemical that is excreted by the gall bladder to aid in digestion). Physical features of the choleric person include a yellowish complexion and tense muscles.
- The phlegmatic temperament. These people are characterized by their slowness, laziness, and dullness. The name obviously comes from the word phlegm, which is the mucus we bring up from our lungs when we have a cold or lung infection. Physically, these people are thought to be kind of cold, and shaking hands with one is like shaking hands with a fish.
- Finally, there’s the melancholy temperament. These people tend to be sad, even depressed, and take a pessimistic view of the world. The name has, of course, been adopted as a synonym for sadness, but comes from the Greek words for black bile. Now, since there is no such thing, we don’t quite know what the ancient Greeks were referring to. But the melancholy person was thought to have too much of it!

Raymond Cattell
- Raymond Cattell used factor analysis to come up with his theory of personality
- identified 2 different types of traits
  1. surface traits – obvious personality traits (argumentativeness, competitiveness)
  2. source traits – underlying personality traits that give rise to surface traits (aggressiveness)
- argued that clusters of surface traits are centered around a single source trait
- Cattell identified 16 source traits from which all other personality traits come

The Trait Perspective
- Hans and Sybil Eysenck use two primary personality factors as axes for describing personality variation

The Big Five Personality Dimensions
- 5 personality dimensions because some say Eysneck's 2 are not enough
  1. Openness
  2. Conscientiousness
  3. Extraversion
  4. Agreeableness
  5. Neuroticism/ emotional stability
- considered by most psychologists to be the best approximation of the basic trait dimensions
- Q: How stable are these traits?
  A: pretty stable once you reach adulthood
- Q: How heritable are they?
  A: assumed to be about 50%
The Big Five

**Emotional Stability**
- Calm/Anxious
- Secure/Insecure

**Extraversion**
- Sociable/Retiring
- Fun Loving/Sober

**Openness**
- Imaginative/Practical
- Independent/Conforming

**Agreeableness**
- Soft-Hearted/Ruthless
- Trusting/Suspicious

**Conscientiousness**
- Organized/Disorganized
- Careful/Careless

Assessing Traits

**How can we assess traits?**

(aim to simplify a person’s behavior patterns)

**Personality Inventories**

ex. Minnesota Multiphasic Personality Inventory (MMPI)
- used to assess abnormal personality tendencies and emotional disorders
- unlike projective tests, personality inventories are scored objectively—computers often used to administer them—this does not always guarantee validity
- some people are good at faking answers and can create any impression they want
- <<Lie Scale built in>> they even know how to answer items meant specifically to catch liars
- self-report personality tests are the most widely used method of assessing traits (David Funder thinks peer reports are superior to self-reports)

Assessing Traits

**Personality Inventories**

MMPI is **Empirically Derived**—a test developed by testing a pool of items and then selecting those that discriminate between groups.

Binet dev 1st iq test through ED

**The Trait Perspective**

- **Minnesota Multiphasic Personality Inventory (MMPI) test profile**

**Before treatment**
- no scores in the clinically significant range

**After treatment**
- scores lie within the clinically significant range

- **Hypochondriasis**
  - concern with body symptoms
- **Depression**
  - pessimism, hopelessness
- **Hysteria**
  - seeks symptoms to solve problems
- **Psychopathic deviancy**
  - disregard for social standards
- **Paranoia**
  - delusions, suspiciousness
- **Psychasthenia**
  - anxious, guilt feelings
- **Schizophrenia**
  - withdrawn, bizarre thoughts
- **Hypomania**
  - interactive, excited, impulsive
- **Masculinity/femininity**
  - interests like those of other sex

Evaluating the Trait Perspective

- **person-situation controversy**
  - are people’s personality traits consistent over time and situations or do they change depending on the situation they are in?
  - correlational studies have shown that the older you get the more consistent your personality becomes across different situations
  - however, consistency of specific behaviors is another matter
  - ex. Hartshone and May 1928
  - studied thousands of children who were given the chance to lie, cheat, and steal while at home, at play, and at school
  - Q: Were the kids consistently honest or dishonest?
  - A: Neither, most kids would deceive in some situations and be honest in others

Evaluating the Trait Perspective Cont’d

- **Walter Mischel** (1968) criticized trait theory after finding that there was only a +.3 correlation b/w traits and their respected behaviors and argues that personality theorists should consider relationships b/w traits and situations rather than just stable traits & behavior is not as consistent as trait theorists claim
- Seymour Epstein says true personality tests don’t predict your behavior in a given situation, but they do predict your average behavior across many situations of children who were given the chance to lie, cheat, and steal while at home, at play, and at school
  - Q: Were the kids consistently honest or dishonest?
  - A: Neither, most kids would deceive in some situations and be honest in others
Consistency of Expressive Style

- in unfamiliar, formal situations our traits may remain hidden as we check social cues to see how to act
- in familiar, informal situations, we let it all hang out
- Depaulo (1992) wanted to evaluate people’s voluntary control over their experiences
- asked people to act as expressive or inhibited as possible when stating opinions
- FOUND: inexpressive people, were less expressive than expressive people, even when they fake expressiveness
- expressive people, were less inhibited than inexpressive people, even when faking inhibitedness
- in other words, it’s hard to act like someone you are not

Consistency of Expressive Style Cont’d

TO SUM UP
- immediate situations do influence our behavior

The Barnum Effect
- “we’ve got something for everyone”
- It is the tendency for people to accept very general or vague characterizations of themselves and take them to be accurate.
  – horoscopes, palm reading, etc.

Social-Cognitive Perspective

Behavior learned through conditioning & observation

What we think about our situation affects our behavior

Interaction of Environment & Intellect

Social-Cognitive Perspective

- focus on how we and our environment interact
- A. Reciprocal Influences
  - Albert Bandura (BOBO DOLL Fame) called the process of interacting with our environment: reciprocal determinism
  - the interacting influences between personality and environmental factors

Social-Cognitive Perspective 15-4 (text ref 623-631)

Social-Cognitive Perspective: Bandura, Reciprocal Determinism, Seligman, Locus of Control, Learned Helplessness

15-3 cont’d 10. Explain how personality inventories are used to assess traits, and identify the “Big Five” personality dimensions.
11. Discuss research regarding the consistency of behavior over time and across situations.
12. Describe the social-cognitive perspective on personality, and discuss the important consequences of personal control, learned helplessness, and optimism.
13. Describe how social-cognitive researchers assess behavior in realistic situations and evaluate the social-cognitive perspective on personality.
Social-Cognitive Perspective

Bandura's Social-Cognitive Theory focused on interaction between how we think and how we act. Reciprocal determinism attributes human functioning to the interactions of behaviors, personal variables and the environment (we are architects and products of our environment).

- **Personal variables** (motivation & ability to succeed)
- **Environmental events** (parental encouragement, access to funds)
- **Behavior** (going to college which in turn affects the opportunities you have later in life which may affect personal variables as well, i.e., level of happiness)

Outcomes of Personal Control

**Learned Helplessness**

- Uncontrollable bad events
- Perceived lack of control
- Generalized helpless behavior

Important Issue
- Nursing Homes
- Prisons
- Colleges

Social-Cog Perspec

- Learned Helplessness versus Personal Control
- people who feel helpless or oppressed often perceive control as external
- Seligman (1975, 1991)
- by strapping dogs into harness and giving them electric shocks he taught the dogs that they were helpless to avoid the shocks
- he then put the dogs in a similar situation where they could escape, but they didn’t even try
- this happens to people also that are repeatedly faced with tragic events
- known as learned helplessness
- basically people give up because they think everything is outside their own control

Social-Cognitive Perspective

- Learned Helplessness

Uncontrollable bad events
- Perceived lack of control
- Generalized helpless behavior

Internal personal/cognitive factors (liking high-risk activities)

Behavior
- Learning to bounce (ump)

Environmental factors
- Bouncing (ump)

Social-Cognitive Perspective

- our sense of personal control also shapes our personality
- Rotter behavior doesn’t solely depend on external stimuli and reinforcements
- Must look at meaning that the individual assigns to personal experiences – if they consistently interpret situations in a certain way, that mental inclination is part of the individual’s personality
- unlike Skinner who solely focused on behavioral aspects of personality, Rotter was also interested in the cognitive aspects
- internal locus of control – believe that causes of behavioral consequences originate within the individual
- external locus of control – causes of behavioral consequences originate in the environment
Social-Cognitive Perspective

- **Positive Psychology:** the scientific study of optimal human functioning; aims to discover and promote conditions that enable individuals and communities to thrive (Seligman)

- **Optimism**
  - students who attribute bad grades to poor teachers, textbooks, or exam questions usually never improve their grades because in their mind studying does not help
  - optimists live longer than pessimists and don’t get sick as much
  - “success requires enough optimism to provide hope and enough pessimism to prevent complacency”

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Social-Cognitive Perspective

- **Assessing Behavior in Situations**
  - social-cognitive researchers explore the effect of differing situations on people’s behavior patterns and attitudes
  - put someone in a situation to see how they react to the situation
  - believe the best way to predict future behavior is not a personality test or an interviewer’s intuition—it’s the person’s past behavior in similar situations (recall: interviewer illusion and structured interview from Ch 12)
  - for job interview purposes, if you can’t check the person’s past behavior create situations they made need to be able to handle and see how they react

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Social-Cognitive Perspective

- **Evaluating the SCP**
  - one criticism is that the theory focuses so much on the situation that it fails to appreciate the person’s inner traits

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Reciprocal Determinism

- **Personal/Cognitive Factors**
- **Environment Factors**
- **Behavior**

- **Internal World + External World = Us**

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Personal Control

- **Internal Locus of Control**
  - You pretty much control your own destiny

- **External Locus of Control**
  - Luck, fate and/or powerful others control your destiny

- **Methods of Study**
  - Correlate feelings of control with behavior
  - Experiment by raising/lowering people’s sense of control and noting effects
Outcomes of Personal Control

Learned Helplessness

- Uncontrollable bad events
- Perceived lack of control
- Generalized helpless behavior

Important Issue
- Nursing Homes
- Prisons
- Colleges

Social-Cognitive Perspective

- Positive Psychology
  - the scientific study of optimal human functioning
  - aims to discover and promote conditions that enable individuals and communities to thrive

Exploring the Self

- Hazel Markus studied the concept of possible “selves”
- includes the selves we dream of becoming and the selves we fear becoming
- said these possible selves motivate us by laying out specific goals and calling forth the energy to work towards them
- the self is a pivotal center of personality

Exploring the Self

- from our self-focused perspective we too readily presume that others are noticing and evaluating us – called the spotlight effect
- ex. a group of Cornell students were forced to wear Barry Manilow T-shirts to class
- feeling very self-conscious, the students estimated that 50% of the other students would notice the shirt as they walked in the door
- only 23% actually did
- in other words, fewer people notice us than we presume

Exploring the Self

- Benefits of self esteem - feeling of self-worth
- people who feel good about themselves have fewer sleepless nights, don’t give in to pressure to conform, less likely to use drugs, more persistent at different tasks, less shy and lonely, and just plain happier
- Liabilities: p611

- Self Efficacy - One’s belief in his or her own ability.
  (Bandura Study)
**Exploring the Self**

- What is the difference b/w Self-Concept, Self-Esteem, and Self-Efficacy??????
- **Self-concept** — beliefs about oneself
- **Self-esteem** — extent to which you believe yourself to be capable and worthy
- **Self-efficacy** — fairly specific beliefs about those things at which one excels (Bandura Study-vid)

**Exploring the Self**

- **Culture and self-esteem**
  - most people assume that ethnic minorities, handicapped, and women have lower self-esteem than others of the majority population
  - overwhelming evidence says this is not true
  - ex. black children and young adults actually have slightly higher self-esteem than whites of the same age group
  - Why is this?

**Exploring the Self**

- 3 reasons according to Crocker and Major
  - 1. they value things at which they excel
  - 2. attribute problems to prejudice
  - 3. they compare themselves to members of their own group, not the majority population

**Exploring the Self**

- **self-serving bias** — our readiness to perceive ourselves favorably
  - people accept more responsibility for good deeds and successes than for bad deeds and failures
  - most people view themselves as better than average
  - Culture and the Individual Self:
    - **Individualism** — giving priority to your own goals, and defining identity in terms of personal attributes rather than group identification
    - **Collectivism** — giving priority to group goals, and defining one’s identity as to your relationship to the group (self-effacing bias)

**Exploring the Self**

<table>
<thead>
<tr>
<th>Value Contrasts Between Individualism and Collectivism</th>
<th>Individualism</th>
<th>Collectivism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept</td>
<td>Self</td>
<td>Self</td>
</tr>
<tr>
<td>Life task</td>
<td>Independent</td>
<td>Independent</td>
</tr>
<tr>
<td>What matters</td>
<td>Me—personal achievement and fulfillment; rights and liberties</td>
<td>We—group goals and solidarity; social responsibilities and relationships</td>
</tr>
<tr>
<td>Coping method</td>
<td>Change reality</td>
<td>Accommodate to reality</td>
</tr>
<tr>
<td>Morality</td>
<td>Defined by individuals (self-based)</td>
<td>Defined by social networks (duty-based)</td>
</tr>
<tr>
<td>Relationships</td>
<td>Many, often temporary or casual; confrontation acceptable</td>
<td>Few, close and enduring; harmony valued</td>
</tr>
<tr>
<td>Attributing behaviors</td>
<td>Behavior reflects one’s personality and attitudes</td>
<td>Behavior reflects social and roles</td>
</tr>
</tbody>
</table>

**The Modern Unconscious Mind**

- Schemas do control percep & interp
- Priming stimuli
- “alien-hand syndrome”—rt hemisp activity driving spilt brain pat it hand to carry out inst that subject cannot verbalize
- Parallel processing
- Implicit memory
- Certain Emotional activation that precedes conscious analysis (Richard Lazarus)
- Self-Concept & Stereotypes that influence info processing
The Modern Unconscious Mind

- Terror-Management Theory
  - Faith in one’s worldview and the pursuit of self-esteem provide protection against a deeply rooted fear of death
  - Supports Freud’s idea that we defend ourselves against anxiety
  - Idea w/ TMT is that one source of anxiety is from awareness of our vulnerability