

# Personality

What makes us who we are?

Psychology 305A; Lecture 2

## Methods Part 2 Begin Psychoanalysis: Freud (Part 1)

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## Class Updates

- **Instructor: Professor Jessica Tracy**
- **TA's:**
  - Zak Witkower; [zak.witkower@psych.ubc.ca](mailto:zak.witkower@psych.ubc.ca)
  - Cathy Zhang (NOTE THIS IS NEW INFORMATION!); [cathyxijuan@psych.ubc.ca](mailto:cathyxijuan@psych.ubc.ca).
  - Office hours:
    - Wed 10:30-11:30 (Cathy, Kenny 2019)
    - Fri 1:30-2:30 (Zak, Kenny 1002)

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Remember how you were going to earn an extra **½ credit** towards your course grade?

It's not too late!

- Visit [ubc-psych.sona-systems.com](http://ubc-psych.sona-systems.com)
- Complete the 30-minute survey
- Deadline is September 25

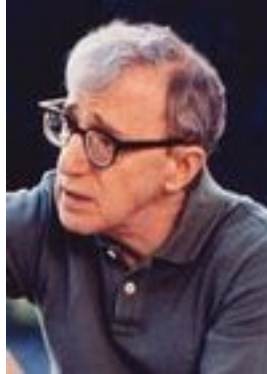


UBCPsychology



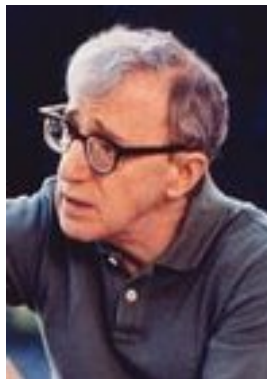
## Personality Methods Wrap-up

## Who is More Extraverted?



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## Who is More Conscientious?



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## Which Method to Use?

- **Some traits are more easily judged by observers**
  - E.g., extraversion
- **Other traits require a different method**
  - Dorm room study
    - Which traits could you best judge by seeing someone's dorm room?

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## How would you rate these people's personalities?



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## **Dorm Room Study Results**

- **Which traits are easiest to rate from observing a dorm room?**
- **Observers were most accurate in rating**
  - Openness to Experience
  - Conscientiousness
  - Extraversion
- (based on correlations with self ratings and ratings by two close peers)

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## **Evaluating Personality Measures**

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# Evaluating Personality Measures

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## Reliability

Extent to which scores on the measure are stable and replicable, vs. amount of error or randomness in the measure

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## Measuring Reliability

- **Test-retest reliability**
  - Are scores highly correlated across 2 testing times?
- **Internal consistency reliability**
  - How do the items on a single measure “hang together”?
    - Do all items measure the same construct?
  - Correlation among the items
- **Inter-rater reliability**
  - For O-Data only
  - Do multiple observers agree?

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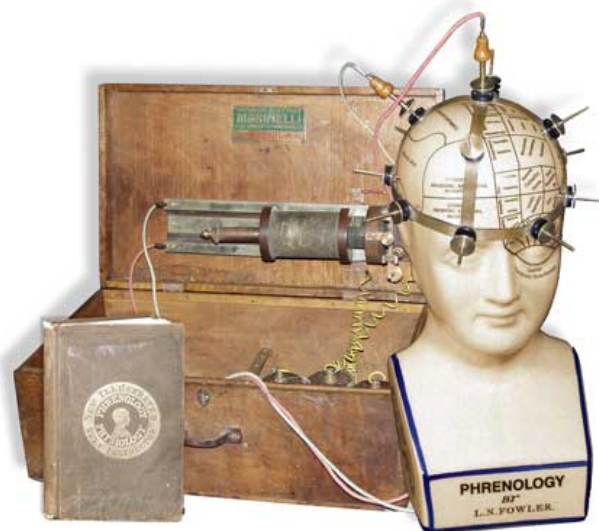
## Evaluating Personality Measures

### Validity

- Degree to which measure *assesses what it is supposed to assess*
- Bulls eye analogy
  - Reliability = are you hitting the same spot each time?
  - Validity = are you actually hitting the bulls eye?

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## Reliable but not Valid



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## Measuring Validity

- **Face validity**
  - Does it measure what you think it measures?
- **Predictive validity**
  - Does it predict an external criterion?
- **Convergent validity**
  - Relation to other measures of same variable
- **Construct validity**
  - All of the above

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## Inter-rater Reliability and Validity An Example: Measuring Height (without a ruler)

- **How tall am I?**
- **Reliability of ratings of height**
  - Average correlation between two judges = .76
  - Reliability of 5 judges is about .90
- **Validity can only be high if reliability is high**
  - Individual judges correlated .71 to .86 with actual height
  - Mean of 6 judges correlated .90 with actual height
  - If measures are more reliable, they provide a more valid assessment!
  - By combining the judgments of multiple people (or using multiple items on a personality test) we can get fairly reliable and valid measures of personality (reliabilities about .80-.90)

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# **The Psychoanalytic Approach**

## **Part 1: Freud**

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### **Why do we care about Freud?**



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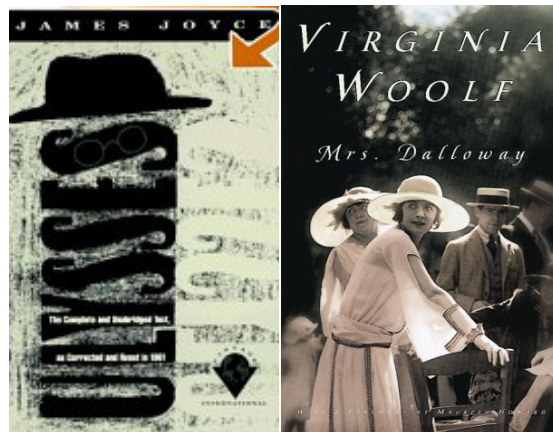
## Sigmund Freud

- **Founder/creator of psychoanalysis**
  - One of the most influential schools of thought in the 20<sup>th</sup> Century
  - Considered one of 4 major revolutions in humans' understanding of the world:
    - Copernican, Darwinian, **Freudian**, DNA
- **Influenced thinking and research in:**
  - Therapy (“talk therapy”)
  - Philosophy
  - Science
  - Humanities: modern art, literature, films

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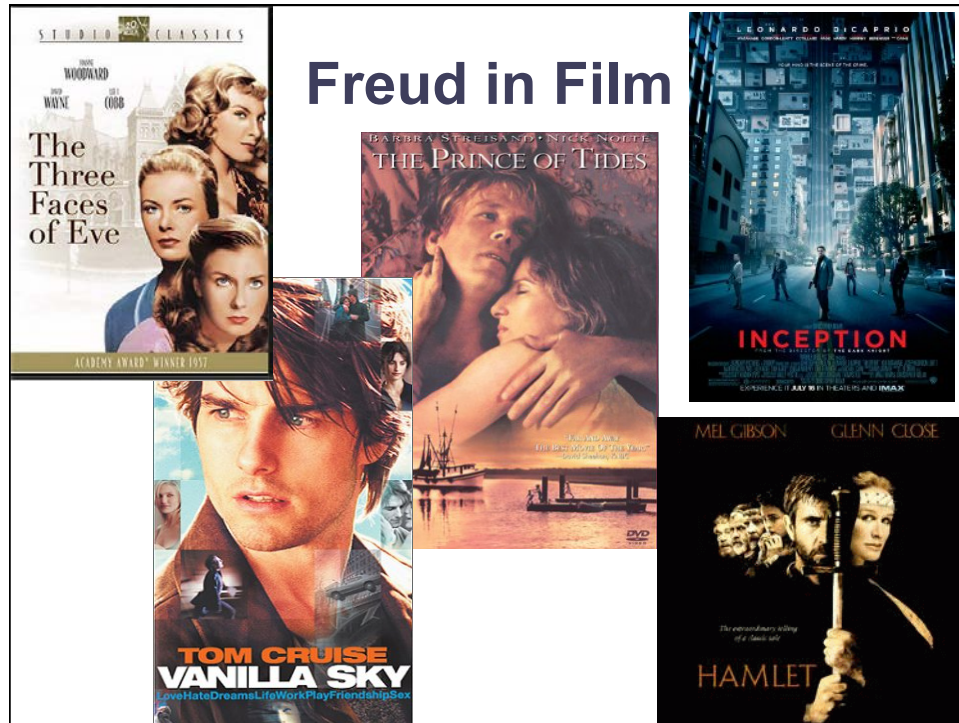


Modern artists (Dali) visually represented dream states and unconscious contents



Modern writers (Joyce, Woolf) used “stream of consciousness” style, emphasis on link between early life and adulthood

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## The origins of Freudian Theory

- **Viennese neurologist**
  - Trained as a medical doctor, but more interested in research and understanding the mind
  - Worked with famous neurologist Dr. Breuer
    - Developed the “Talking Cure”
- **They both picked up on the work of Charcot, another neurologist**

## Mental Illness in the late 19<sup>th</sup> Century

- Charcot's "Hysteria"



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## The Case of Anna O.

- Patient of Dr. Breuer, a neurologist colleague of Freud
- Numerous symptoms, contracted shortly after she nursed her father (who had TB)
  - coughing, hallucination, refusal to drink water, partial paralysis
- No physical cause
- Breuer would talk with Anna each night, and found her symptoms would improve the following day
- Anna called their talks "chimney sweeping"

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## A “talking cure”

- **After Anna refused to drink for several weeks, she revealed to Breuer that she’ d seen a dog drinking from her water glass**
- **After the revelation, asked for a drink**
- **Breuer had an epiphany!**

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## Curing Hysteria

- **The “talking cure”**
  - Physical symptom (e.g., numb arm) with no physical origin (e.g., arm nerves not damaged)
  - The Cure
    - Step 1: Hypnotize patient, or allow for free association
    - Step 2: Talk with patient to reveal psychological anxiety/neurosis
    - Step 3: Patient has “catharsis”—insight into psychological problem
    - Step 4: Physical symptom disappears

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## October, 2006, New York Times Science Times...



- **Neurologists continue to study hysteria**
- **Now called “conversion disorder”**

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## Current Research on Hysteria

- **Neurologists analyzed brain function of a woman paralyzed on left side**
  - no identifiable physical source
- **When the woman tried to move her “paralyzed leg,” her motor cortex did not activate**
- **Instead, right orbitofrontal and anterior cingulate cortex activated**
  - EMOTION brain areas
- **Emotional areas of the brain may be suppressing movement in the leg**

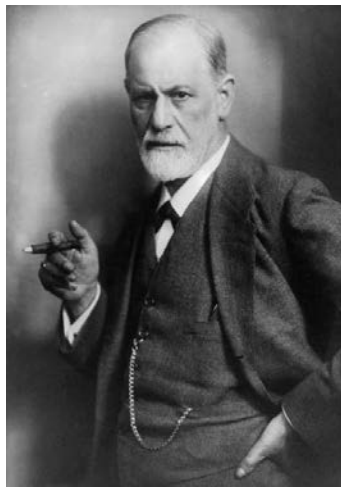
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## Neuroscientific Explanation for Conversion Disorder

- **Cause of Hysteria**
  - Emotional centers of the brain activated
  - Inhibit motor centers of the brain from coordinating movement
- **So, there is a biological basis to hysteria!**

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## Freudian Theory of Personality



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## Psychoanalytic Theory: Basic Assumptions

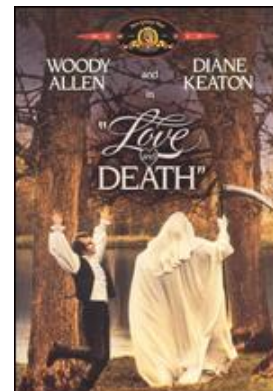
- 1. Psychological Determinism**
  - Life/sex instinct
  - Death/aggression instinct
- 2. Importance of the Unconscious**
  - Dynamic processes
  - Intrapsychic Conflict (Id, Ego, Superego)
- 3. Defense Mechanisms**
- 4. Importance of early childhood experiences**

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## Part 1. Psychological Determinism: Basic Instincts

- **Life – self preservation, sex**
- **Death – aggression, destruction**

Are Love and  
Death  
the primary  
motives  
of human  
behavior?



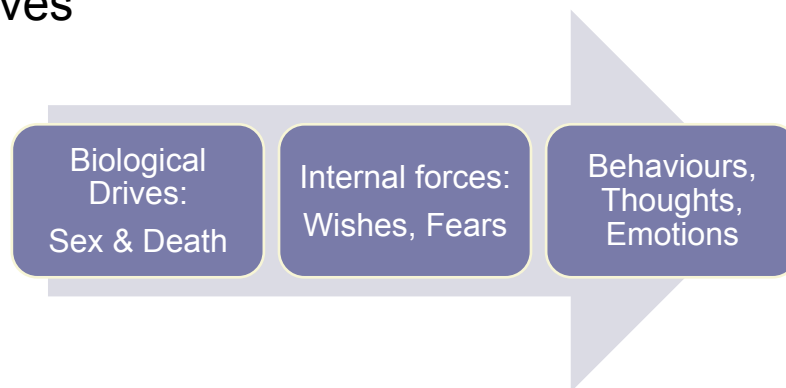


**World War I led to Freud's view that death and destruction are instinctual aspects of human nature**

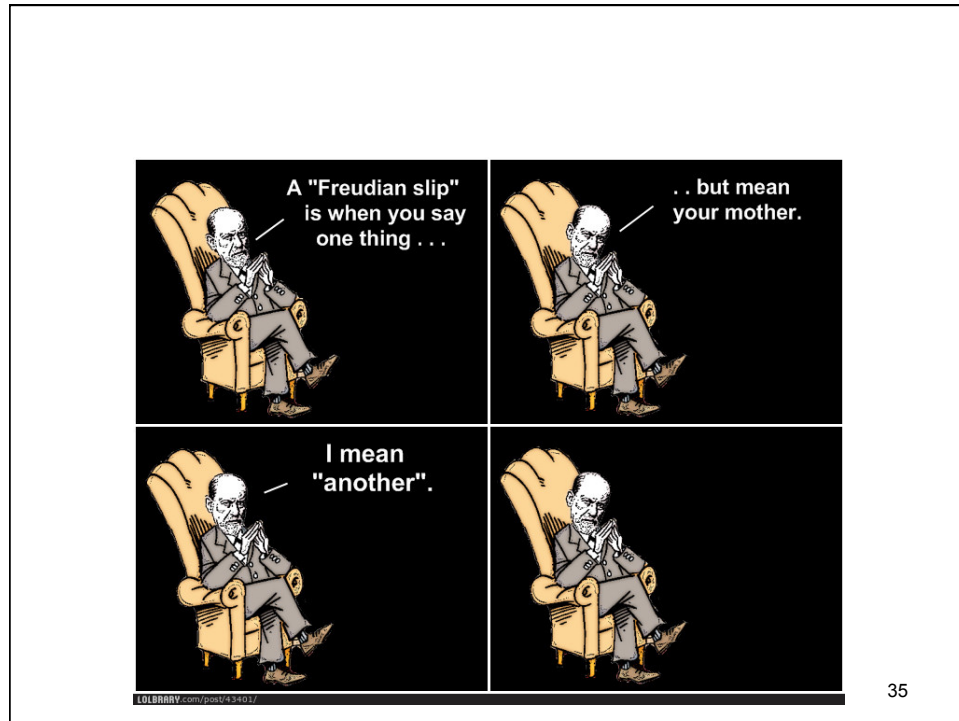


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There are no accidents; all behaviors are caused by internal drives



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## Part II: Importance of Unconscious

- **Levels of Consciousness**
  - Pre-Conscious – easily retrieved, but not currently on one's mind
    - E.g., what you had for breakfast
  - Consciousness
    - What you're thinking about RIGHT NOW
  - Unconscious
    - "The seething cauldron"
    - Repressed contents of the mind
    - Libido (sexual), aggressive instincts

## Carl Jung's Unconscious

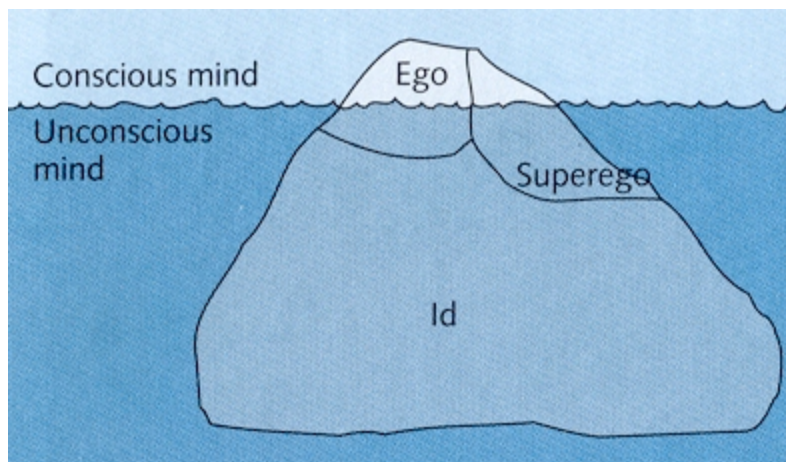


- **Student of Freud, but disagreed about the depravity of the unconscious**
- **Personal Unconscious**
  - The Freudian Unconscious
- **Collective Unconscious**
  - Contents of unconscious shared by all humanity, passed down from ancestors
  - Primordial images: archetypes
    - E.g., mother = good; dark = evil

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## Freud's Unconscious

- **Structure of personality according to Freud**

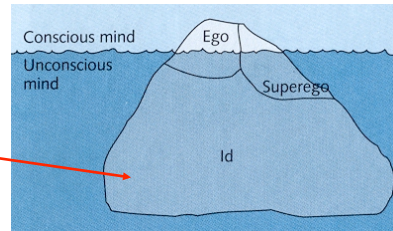


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## Freud and the Structure of Personality

- **Id**

- Infancy
- All drives and urges
- Pleasure Principle
  - Immediate gratification
- Primary Process thinking (illogical)
  - Not bound by reality
  - The language of dreams

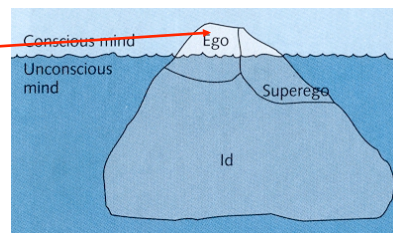


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## Structure of Personality

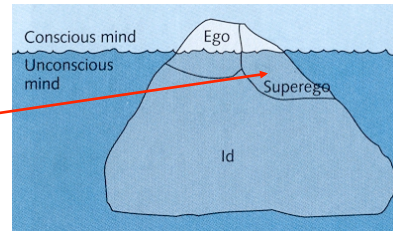
- **Ego**

- Develops at age 2
- Constrains the Id to reality
- Reality Principle
  - Direct expression of id impulses can lead to problems
  - Avoid, redirect, postpone id impulses
- Secondary Process thinking (logical)
  - Strategies for solving problems in an acceptable way



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## Structure of Personality



- **Superego**

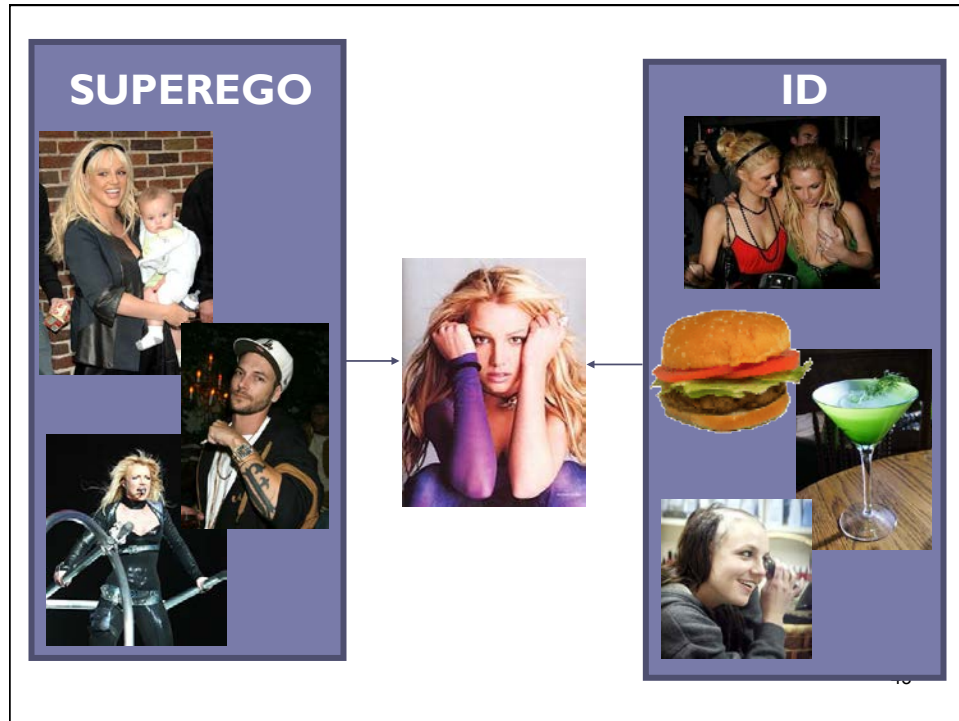
- Develops at age 5
- Internalized values, morality of parents and society
- Promotes guilt, shame, embarrassment, pride (self-conscious emotions)
- Like the Id, NOT bound by reality
  - Sets higher standards

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### CONFLICT

- Our lives are a constant negotiation of *opposing impulses* (desire/fear; love/hate)
- Id, Ego, and Superego are constantly battling to control our behavior
- Such conflicts produce *anxiety*

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## How to Cope with Anxiety?

- **Defense Mechanisms**
  - Used to reduce anxiety and distress
    - Task usually falls on the ego
  - Distort reality in some way
  - Must operate unconsciously

## Part III: Defense Mechanisms

- **Repression:**
  - Traumatic memories pushed out of awareness to avoid associated anxiety
    - Freud: Often sexual desires
    - Today: Protect from memories of childhood abuse

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## Defense Mechanisms

- **Denial**
  - Convincing yourself that a traumatic event did not occur or was not your fault
- **Rationalization**
  - Generating acceptable, logical reasons for outcomes that otherwise would not be acceptable
- **Displacement**
  - Threatening impulse or desire is redirected onto another target
    - “Taking it out on someone else”

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## Defense Mechanisms

- **Reaction Formation**
  - To stifle an unacceptable impulse, the exact opposite behaviors/desires are displayed
  - Examples?
  - “Homophobic? Maybe You’re Gay” – NYTimes
    - People who implicitly associate “gay” with “me” but say they are “straight” are more likely to show homophobia

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## Defense Mechanisms

- **Projection**
  - Seeing one’s own unacceptable qualities in others and disliking them for possessing those qualities

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## Defense Mechanisms

- **Sublimation**
  - Most adaptive defense
  - Convert unacceptable desire into acceptable behavior that still helps relieve anxiety
  - Makes life easier for the ego
  - Examples?
  - Play sports rather than beat someone up

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## Contemporary Psychoanalytic Approaches

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## What did Freud do for Psychological Science and Personality Research?

- **A talking cure**
  - “free-association,” “stream of consciousness”
  - Birth of modern therapy
- **Mind-Body connection**
  - Basic tenet of modern health psychology
- **Psychic issues may influence behavior, even when people aren’t aware of them**
- **Case Study Method**
  - Based on experiences with patients, Freud developed an elaborate theory

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## Contemporary Psychoanalytic Approach

- **Desire to keep the parts of Freudian theory that work**
  - Unconscious influences
  - Behavior reflects conflicts between desires and societal norms
  - Childhood influences adulthood
  - Unconscious (implicit) representations of self and others guide relationships
- **But cut the parts that don’t work**
  - Unconscious is all about sex
  - Psychosexual stages

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## Contemporary Psychoanalytic Research Directions

- **1. Modern View of Repression**
- **2. Cognitive View of Unconscious**
- **3. Ego Psychology**
- **4. Narcissism**
- **5. Object Relations Theory (Attachment)**

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## 1. Modern View of Repression

- **Repression**
  - Freud's view: unacceptable thoughts pushed into the unconscious
  - Many of Freud's patients were childhood victims, who only 'remembered' abuse after therapy
- **Does incest/sexual abuse during childhood lead to repression?**

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## Repressed Memories in the News

- **1990: George Franklin accused of raping & murdering Susan Nason in 1969, by his daughter Eileen, now 29**
- **Eileen claims to have witnessed, repressed, and recovered the memory**
- **Franklin convicted**
- **1996: Conviction overturned due to unreliability of repressed memories**



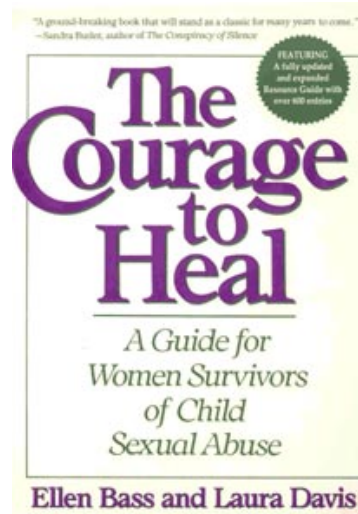
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**Should we allow convictions  
on the basis of recovered  
memories?**

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## Some therapists say: YES!

- **Repressed memories associated with depression, eating disorders, sexual dysfunction, anxiety**
- **Recovery of memories is therapeutic**



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## “The Courage to Heal”

- **“If you think you were abused and your life shows the symptoms, then you were. If you don’t remember your abuse, you are not alone. Many women don’t have memories.....this doesn’t mean they weren’t abused.”**

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## **But, Empirical Evidence says: NO!**

- **False Memory Syndrome Foundation**
  - 7,000 members
  - Founded by Pamela Freyd, accused (along with her husband) by her daughter Jennifer
  - Numerous scientist members, including leading memory researchers

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## **False Memories**

- **“Recovered-memory therapists have invented a mechanism that supposedly causes a child’s awareness of sexual assault to be driven entirely from consciousness. There is no limit to the number of traumatic events that can be repressed, and no limit to the length of time over which the series of events can occur.”**

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## Read this list of words

- Bed
- Rest
- Awake
- Tired
- Dream
- Wake
- Snooze
- Blanket
- Doze
- Slumber
- Snore
- Nap
- Peace
- Yawn
- Drowsy

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## Which of these words did you just see?

- Snooze \_\_\_\_\_
- Television \_\_\_\_\_
- Rest \_\_\_\_\_
- Sleep \_\_\_\_\_
- Bed \_\_\_\_\_
- Mother \_\_\_\_\_

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## False Memory Study

- **Researchers contacted parents about students' early life events**
- **Interviewed students and asked about fictitious event**
  - You put silly putty in teacher's desk in Gr 1
- **Interviewed again 1 week later...**
- **47% "remembered" the false event**

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## Repressed Memories

- **Traumatic events generally NOT repressed**
  - In fact, they can't be forgotten
  - Post-traumatic stress disorder in Vietnam veterans
  - Victims of incest and childhood abuse typically DO recall these events 10-15 yrs later

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## Repressed Memories: Conclusion

- **Very difficult to prove whether a recovered memory is true**
- **It is possible to implant memories of mundane events**
- **Traumatic events are *particularly* memorable, less likely to be forgotten**

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## 2. Modern view of the Unconscious: Motivated vs. Cognitive

- **There is an unconscious, but does it really have “desires”?**
  - Motivated view: We bury hidden needs/desires in the unconscious
  - Cognitive view: information perceived may become unconscious and influence us, but it's not “buried” there
    - Similar to Freud's pre-conscious

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## Cognitive Unconscious

- **Subliminal Priming**
  - Concepts may be perceived and influence us, without our even knowing it



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## Controversy about subliminal priming



But, not clear that subliminal priming of concepts actually influences BEHAVIOR

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## Priming and Advertising

- **Lipton Ice Tea study**
  - Pp subliminally primed with tea or nonsense words
  - Results:
    - Pp more likely to buy tea over other drink
    - But, ONLY if thirsty to begin with
- **Most effective priming is when product is embedded (product placement)**
  - If it's subtle, observer is engrossed in film/TV, so can't use cognitive resources to prevent the impact of the ad

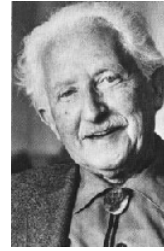
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## 3. Modern View of the Ego

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## Ego Psychology



- **Anna Freud, Erik Erikson**
  - Students of Freud
- **More complex view of ego**
- **Focus on the strengths of conscious self**
- **Control over one's environment**
  - Goal is to establish a secure identity
  - Failure to do so creates identity crisis

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## Erikson's 8 Stages of Development

- **Different from Freud's psychosexual development**
  - Cover the full lifespan
  - Allow for development during "latency" and adulthood
- **Similar to Freud's**
  - Each stage marked by conflict
  - Failure to resolve conflict leads to fixation, or *crisis*

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## 4. Narcissism: Modern research on Freudian Defenses

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### Narcissism

- **Exaggerated positive self-esteem**
- **Does the individual really believe his/her positive self-views?**
  - Narcissistic Paradox: People who seem to think they're great may feel insecure underneath
  - Narcissism is a defense
    - Reaction formation

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## Echo and Narcissus



### THE SELF-CONSCIOUS EMOTIONS THEORY AND RESEARCH

Edited by Jessica L. Tracy, Richard W. Robins, & June Price Tangney



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## Metamorphosis of Narcissus



## NARCISSISM

- **DSM characteristics: grandiosity, dominance, entitlement, superiority**
- **In normal (non-clinical) populations, characterized by self-enhancement**
  - i.e., excessively positive view of self and negative view of others
  - bragging, egotism, superiority, derogation of others, entitlement

## Classic Narcissist Armand Hammer

- **Wealthy tycoon**
- **Bought Leonardo DaVinci's book "Codex Leicester" and renamed it "Codex Hammer"**
- **"My ideas are beyond the comprehension of ordinary mortals. The brilliance of my mind can only be described as dazzling. Even I am impressed by it..."**

– After Hammer's death, Bill Gates bought back "Codex Hammer" and renamed it "Codex Leicester"

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- **"Around the time of grammar school I had this incredible desire to be recognized... I didn't care about the money, I thought about the fame, about just being the greatest. I was dreaming about being some dictator of a country or some savior like Jesus. Just to be recognized."**

- Arnold Schwarzenegger,  
1976





## What Causes Narcissism?

- **Parents over-idealize child, set up unrealistic standards**
- **Simultaneously, they excessively criticize child for failing to meet unrealistic standards**
- **“Narcissistic wound” – early humiliation experience**
- **Narcissists overcompensate for insecurities by self-aggrandizing**

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## Measuring Narcissism

**Circle the choice that most accurately describes you:**

- A. I am much like everyone else
- B. I am an extraordinary person
  
- A. I like to look at myself in the mirror
- B. I am not particularly interested in looking at myself in the mirror

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## Measuring Narcissism

- **Unrealistically positive beliefs about abilities and achievements**
  - “I can make anybody believe anything I want them to.”
  - 37% agree
- **Preoccupied with fantasies of unlimited success, power, brilliance, and beauty**
  - “If I ruled the world it would be a much better place.”
  - 45% agree
- **Strong sense of entitlement**
  - “I will never be satisfied until I get all that I deserve.”
  - 26% agree
- **Grandiose sense of self-importance**
  - “I am an extraordinary person.”
  - 55% agree

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## Narcissism and Therapy

- **Narcissists typically go to therapy for external life problems**
  - Work
    - Repeated failures
    - Not living up to their own career expectations
  - Love
    - Idealization and devaluation of romantic partners
    - Always need to be center of attention
- **Narcissistic Personality Disorder is very difficult to treat in therapy**
  - Why?

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## Research Findings on Normal-Range Narcissism

- **More first person pronoun usage**
  - I, me
- **Look in the mirror more frequently**
- **Take credit for their accomplishments but blame others for their failures**

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## Research Study: How Deep-Seated Are Narcissistic Illusions?

- **Do narcissists become less grandiose when they have the opportunity to see how others see them?**
- **Experiment: Manipulate visual perspective via video**
  - *Show* narcissists how others see them

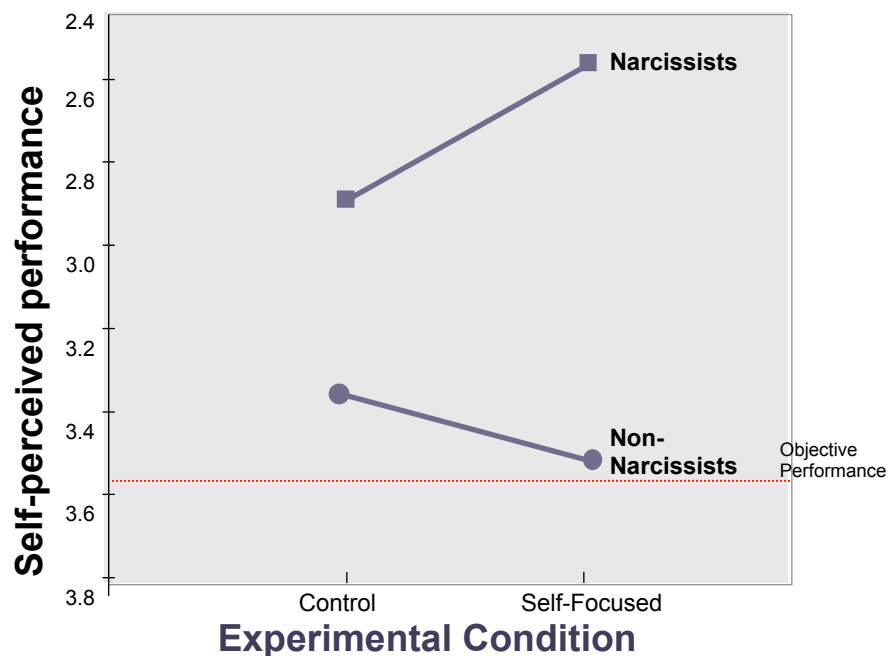
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## Method

- 1) Self-Evaluation
  - Rate self's performance relative to other group members
- 2) Objective Evaluation
  - 12 psychologists
  - 5 other group members ("peers")
  - Objective task outcome (success vs. failure)
- DV: Self-Enhancement Bias = **degree to which self-evaluation is more positive than objective evaluation**
- IV: Manipulation of Self-Focused Attention
  - Control Condition:
    - Evaluate performance immediately after group discussion
  - Self-Focused Condition:
    - Evaluate performance after viewing videotape of self participating in discussion

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### How will people rate their performance in each condition?



## Comments After Watching Self on Video

- **Narcissistic Individual**
  - "I came across more or less the way I would want to: stern but compassionate, matter of fact, business like and effective. I liked watching myself very much. Not too many surprises."
- **Non-Narcissistic Individual**
  - "I don't think I performed as well as I thought I did. The only impressions I got from watching myself on videotape were the bad ones. It was quite a sobering experience."

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## Narcissism as Pathology

- **Two types**
  - Grandiose/Malignant Narcissist
  - Fragile narcissist

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## **Grandiose/malignant narcissist**

- **Has an exaggerated sense of self-importance**
- **Appears to feel privileged and entitled**
- **Has little empathy**
- **Tends to blame own failures or shortcomings on other people or circumstances**
- **Tends to be critical of others**
- **Tends to be controlling**
- **Has little psychological insight into own motives, behavior, etc.**

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## **Fragile narcissist**

- **Tends to feel unhappy, depressed, or despondent**
- **Tends to be critical of others**
- **Has an exaggerated sense of self-importance**
- **Tends to feel anxious**
- **Tends to feel envious**
- **Is prone to painful feelings of emptiness**
- **Appears to feel privileged and entitled**
- **Tends to feel s/he is inadequate, inferior, or a failure**

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## A Real Clinical Case

- **40 year-old, college educated single male**
- **Socially isolated, impaired intimacy**
- **“Empty” depression, anhedonia, self-criticality**
- **Chronically suicidal**
- **3 hospitalizations in the last year:  
ECT, Medication did not help**
- **Pursuing Disability**
- **Living w/ parents after most recent hospitalization**
- *Overt Presentation:      Vulnerable, Low Self-Esteem*

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## More information about this case

- **Can't play guitar b/c no one pays to hear him play**
- **Feels that daily responsibilities are a “hassle” and he should not have to do them (e.g., groceries, finding a job, balancing his checkbook, filling out forms, paying taxes).**
- **Lived off a trust fund (recently depleted).**
- **Resents parents for aging and having decreasing resources.**
- **Can't hold a job because he resents lack of control over his schedule and accommodation to others' schedules.**
- **Can't tolerate listening to “other people's crap.”**
- **Everything becomes “flawed.”**
- **Often withheld information in treatment**
- *Covert Presentation:      Fragile Narcissism?*

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## **Next Class**

- **Wrap up Contemporary Psychoanalytic Approaches**
  - Object Relations Theory (Attachment)
- **Motives Approach**
- **Humanistic/Phenomenological Approach**
- **Begin Personality & Self**

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