

Personality

What makes us who we are?



Psychology 305A; Lecture 2

Personality Methods Begin Psychoanalysis: Freud (Part 1)

1

Reminders...

- **Instructor: Professor Tracy**
 - Research interests: personality, self, emotion
 - www.ubc-emotionlab.ca
 - Email: jltracy@psych.ubc.ca
 - Office hours: come see me after class, or email for an office appt.
 - Room 3515 Kenny
- **Graduate Student Teaching Assistant**
- Eric Mercadante; eric.mercadante@psych.ubc.ca
- Room 3605 Kenny
- Office hour: Tuesdays 1-2 or email for an appointment

2

On-Line Resources

- Lectures posted on-line after class (within 1 day)
- Syllabus also available on-line
- <http://ubc-emotionlab.ca/psyc305a-personality/>.
- Password to access the site: **personality**

3

Get involved in research!

- Volunteer Research Assistants needed in my lab
- Directed Studies positions too!
- 5-10 hours/week commitment
- Many studies to get involved in
- Email jeff.emoselflab@gmail.com

4

Earn an extra ½ credit towards your course grade?

It's not too late!

- Visit ubc-psych.sona-systems.com

Do it as soon as you can!

It helps you become eligible for studies!

But...deadline is October 9th, 2017

UBCPsychology



HSP Identification Number

Completed during the pre-screening

- First four digits of student ID number
- Two digits of birth month
- Two digits of birth day
- If your student ID is 1234567, and your birthday is August 1, your ID will be:
- 1234+08+01 = 12340801

UBCPsychology



Caution! Show up on time!

New no-show policy

- Once you accumulate TWO unexcused no-shows, you may no longer participate in studies
- You may cancel an appointment up to ONE HOUR before a study through the HSP system
 - Do not directly email the researcher
- If you don't cancel the appointment, you get an unexcused no-show

UBCPsychology



Personality Research Methods

Descriptive Methods

Observer Report



Observing behavior of others

Example: Why did they want to be a leader?



Observer reports of their personalities may provide answers



11

Rate Trump and Trudeau's Personalities

1-----2-----3-----4-----5
 Not at all Somewhat Very much

- **Extraversion**: sociable, outgoing, talkative
- **Agreeableness**: friendly, nice, easy to get along with
- **Conscientiousness**: goal-oriented, hard-working, diligent
- **Neurotic**: unhappy, anxious, stressed
- **Open to Experience**: open-minded, creative, flexible

12

1-----	2-----	3-----	4-----	5
Not at all		Somewhat		Very much
<u>TRUMP</u>			<u>TRUDEAU</u>	
•	E			
•	A			
•	C			
•	N			
•	O			

13

Observer Reports: Who are the Observers?

- **Parents, friends, teachers**
 - Usually collected by questionnaire or rating form
- **Trained observers**
 - Systematic observations of behavior
- **Untrained, participant-observers**
 - Class ratings of Trudeau and Trump

14

Observer-Report Data

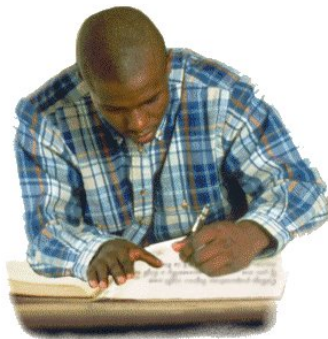
- **Advantages**
 - Capture spontaneous behaviors
 - Avoid bias of self-reports
- **Disadvantages**
 - Researcher interference
 - How naturalistic (vs. artificial) is the observation?
 - Rarity of some behaviors
 - Research on criminality
 - Observer bias & selective attention
 - Time consuming

15

Descriptive Methods

Test Data

Assessing an individual's abilities, cognitions, motivations, or behaviors, by observing their performance in a test situation



Tests may be written, physical (e.g., cardiogram), experimental, or physiological

16

Kinds of Test Data

- **Questionnaire tests**
 - E.g., IQ
- **Experimental tests**
 - Megargee (1969) study of dominance
 - Does trait dominance (high vs. low) or gender predict leadership?
 - Paired high and low dominant men and women in “box repair” task
 - 4 kinds of groups:
 - (1) high dom ♀, high dom ♂
 - (2) high dom ♀, low dom ♂
 - (3) low dom ♀, low dom ♂
 - (4) low dom ♀, high dom ♂

17

Megargee's Results

- **Same sex**
 - Male pairs?
 - High dom was leader (75%)
 - Female pairs?
 - High dom was leader (70%)
- **Co-ed pairs**
 - High dom male, low dom female?
 - Male was leader (90%)
 - High dom female, low dom male?
 - Male was still the leader! (80%)
- **Why did this happen? Would it happen today?**

18

Information Derived from Test Data

- **Physiological**
 - Individual differences in biological responses (i.e., heart rate, startle, blood pressure, etc.) to stimuli
 - E.g., startle reflex to loud noise

19

Information Derived from Tests

- **Projective techniques**
 - E.g., the Rorschach
 - Perception of the stimulus reveals something about mental state or personality

20

What do you see?



21

Test-Data

- Advantages
- **Allows measurement of characteristics not easily observable**

- Disadvantages
- **Must infer that the test measures what you think it measures**
 - Validity issue

22

Descriptive Methods

Case Studies (Life History)



Intensive examination
of a single person or
group

23

Case Study Method

- **Obtained from life history (interviews, autobiography)**
- **Other life records (Life Outcome Data)**
 - School grades
 - Criminal records
 - Work record
 - Facebook page, tweets, instagram, etc.

24

Case Study Method: An Example

- **Why did Margot in the Royal Tannenbaums become a playwright?**
- **Data sources**
 - School grades
 - Diaries, journals
 - Plays
 - Family history (e.g., divorce, sibling relationships, adoption)

25

Case Study Method

- **Advantages**
 - Rich source of hypotheses
 - Allows for studies of rare behaviors
- **Disadvantages**
 - Observer bias
 - Difficult to generalize ($N = 1$)
 - Difficult to reconstruct causes from complexity of past events

26

LOTS of data

- **Self-report**
- **Observation**
- **Test**
- **Life History**

27

Using LOTS of data

- **Example: Shyness**

28

Measuring Shyness

- **Self-Report Questionnaires**

ITEMS ON SHYNESS QUESTIONNAIRE

“I feel tense when I’m with people I don’t know well.”

“I find it difficult to talk to strangers.”

“I have trouble looking someone right in the eye.”

“I am socially somewhat awkward.”

29

Measuring Shyness through Observation:

- **Paces; shuffles feet; knees tremble**
- **Extraneous arm and hand movement**
- **No eye contact**
- **Face muscles tense**
- **Moistens lips**
- **Clears throat**
- **Breathes heavily**
- **Perspires**
- **Voice quivers; speech stammers**

30

Measuring Shyness

- **Test Measures**
 - Psychophysiology
 - Heart rate, skin conductance, etc.
 - Cortisol levels
 - Brain imaging
 - Response to novel stimuli
 - Right brain activation
 - Behavioral
 - Walking in the middle vs. side of hallway

31

Measuring Shyness

- **Life records data**
 - # of social clubs joined
 - # of dates in the past year
 - Attended school reunion

32

Example: Using LOTS of data to understand Chuck Graner



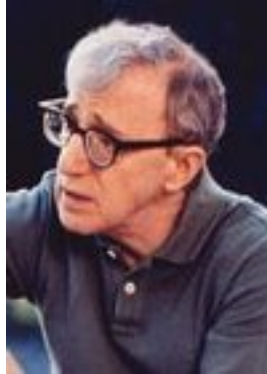
- **L-data: Life records**
 - Employment records at prison; court records related to spousal abuse
- **O-data: Observer data**
 - Ratings by Graner's ex-spouse, other prison guards, military supervisor's, his parents, etc.
- **T-data: Test data**
 - IQ scores
 - Brain imaging and other physiological measures
- **S-data: Self-report data**
 - Personality tests completed when he entered the military

LOTS of data

- **Self-report**
- **Observation**
- **Test**
- **Life History**

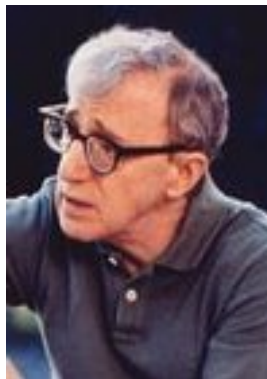
- **But which to use?**

Who is More Extraverted?



35

Who is More Conscientious?



36

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?

37

How would you rate these people's personalities?



8

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)

39

Evaluating Personality Measures

40

Evaluating Personality Measures

Reliability

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

41

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?

42

Evaluating Personality Measures

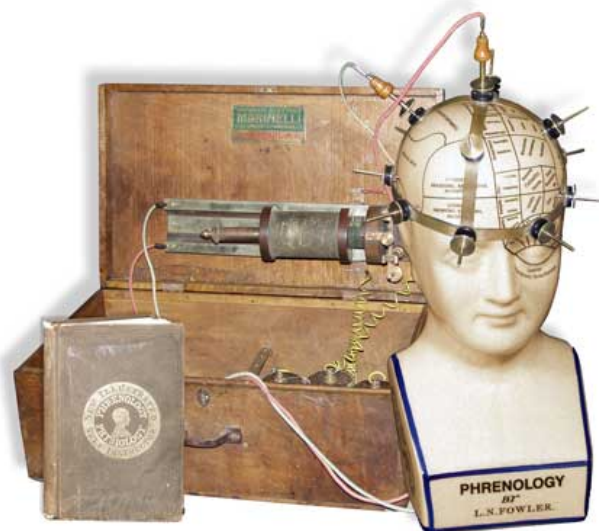
Validity

- 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?



43

Reliable but not Valid



44

Measuring Validity

- **Face validity**
 - Does it measure what you think it measures?
 - E.g., shyness questionnaire
- **Predictive validity**
 - Does it predict an external criterion?
 - Does shuffling predict self-reported shyness?
- **Convergent validity**
 - Relation to other measures of same variable
 - Self-report and observer report should be related
- **Construct validity**
 - All of the above

45

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)

46

**Best Practices in Social and
Personality Psychology**

**How do we know what we
know?**

The Problem: Incentives Structure

- **Published work is important getting a job, getting tenure, getting grants, and being viewed favorably in our field**
- **Result: scientists try to publish as much as they can**
- **Balancing act: need to stay truthful to psychological science, but also publish**
- **This results is researchers taking shortcuts and sometimes worse...**



io9 WE COME FROM THE FUTURE

Diederik Stapel Recounts How He Became One Of Science's Biggest Frauds



Robbie Gonzalez
1/23/15 7:04pm · Filed to: AFTERNOON READING

9.3K 41 8



However, other problematic practices don't constitute fraud

- **Questionable Research Practices (QRPs)**
- **Decisions in design, analysis, and reporting that increase the likelihood of achieving a positive result**
 - And a positive response from editors and reviewers

False Positive Psychology

- **How do decisions in analyses affect the final results?**
- **QRPs: Using small samples, collecting additional dependent variables, peeking at data, dropping an experimental condition**
- **If enough possibilities are entertained, the likelihood of achieving a significant result could be over 80%!**
 - For more detail, read Simmons, Nelson, & Simonsohn & Nelson, 2011 (optional!)

**Is the U.S. economy
affected by whether
Democrats or
Republicans are in
office?**

Not so simple...



- **Do you look at the number of Republicans or Democrats?**
- **Which politicians do you look at?**
- **How do you measure the U.S. economy?**
- **Should you look at it in general or excluding economic recessions?**
- **QRP: If you want to get a particular effect, keep trying...**

Questionable Research Practices

- **John, Loewenstein, & Prelec (2012) surveyed 2,155 academic psychologists about the frequency of 10 different QRPs.....**
- **Not reporting all measures, rounding off p-values, only including data that “worked out”**
- **Up to 63% admission and high levels of each being “defensible”**
- **But that was 5 years ago. Things are changing.**

What should researchers do?

- **Increase disclosure in methods, results, and hypothesis presentation**
- **Pre-register hypotheses and studies**
 - Data collection rules, analytic strategies
- **Share data**
- **Be a responsible scientist regardless of outcome**

Center for Open Science

- **Open Science Framework**
- **Founded to increase to openness, integrity, and reproducibility of scientific research**
 - Brian Nosek and Jeff Spies
- **Open source software platform for pre-registering hypotheses, archiving study materials, depositing data and syntax**

What does good research look like?

Good Research

- **Good research is open research**
 - Materials and data are shared publicly
- **Good research features experimental methods that are strong and isolate a question of interest**
- **Good research is adequately “powered” research**

Power

- **Most psychological effects are small, so you need a lot of participants**
 - Some say 200; others say it depends on what you’re studying
 - If you’re studying an effect that’s likely to be small, you need a big sample
 - E.g., Are UBC or SFU students more liberal?
 - If you’re studying an effect that’s likely to be big, a smaller sample is ok
 - E.g., Are UBC students or Texan farmer oil tycoons?

Power

- **Generally set at 80%**
 - There's an 80% chance of finding an effect that exists.
 - However, often studies are run with much lower power
 - Researchers underestimate how much data are needed
 - Effects are smaller than they think
 - It's hard and expensive to collect large samples

Gender and Height



- **Average height of men?**
 - 5ft, 9in
- **Average height of women?**
 - 5ft, 4in
- **Required sample size?**
 - 12 (total)

Gender and Weight



- **Required sample size?**
 - 92 (total)

Consuming Science

- **Be an informed consumer of science**
- **Don't believe everything you read!**
 - If an effect seems unbelievable, it just might be
- **Pay attention to sample size**
 - How big is the sample?
 - A 2,000 person study is probably more reliable than a 50 person study

Consuming Science

- **Is the study you are reading the only demonstration of this effect?**
 - Have people from other labs replicated this?
- **Did the authors make their data available?**

The Psychoanalytic Approach

Part 1: Freud

Why do we care about Freud?

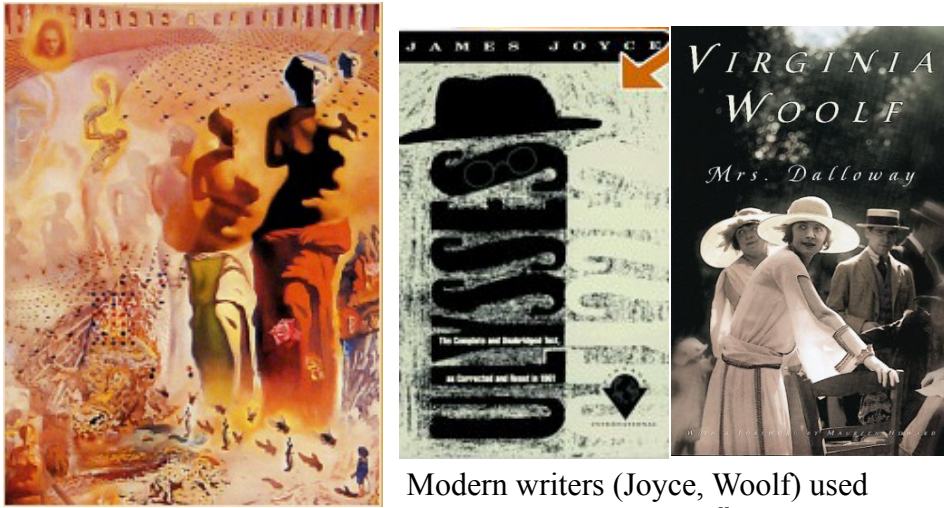


67

Sigmund Freud

- **Founder/creator of psychoanalysis**
 - One of the most influential schools of thought in the 20th 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

68

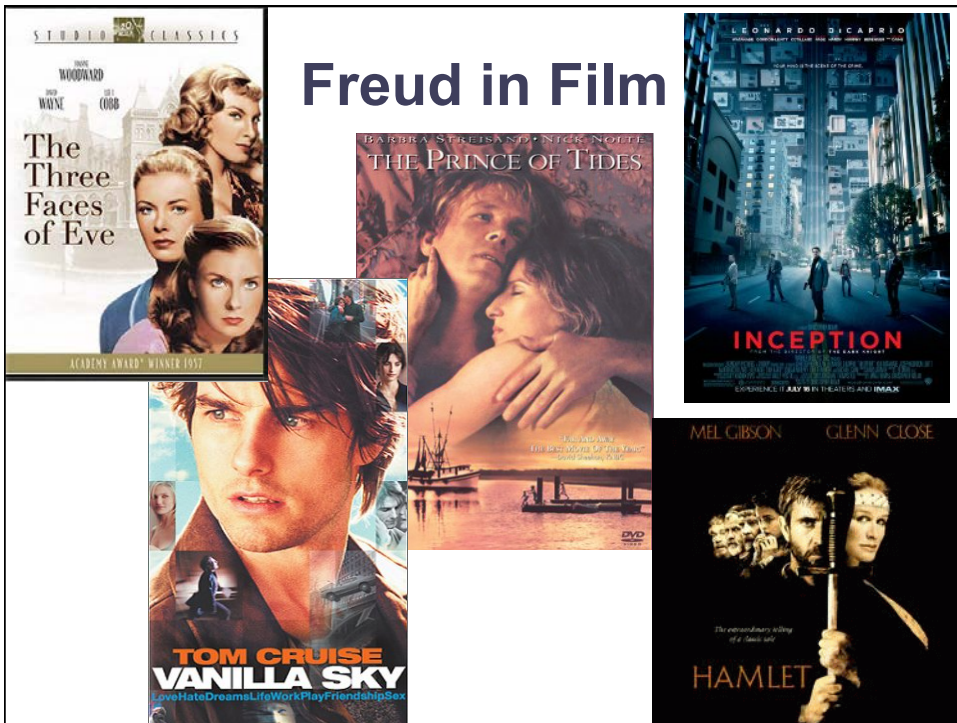


Modern artists (Dali) visually represented dream states and unconscious contents

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

69

Freud in Film



The Three Faces of Eve

THE PRINCE OF TIDES

INCEPTION

TOM CRUISE VANILLA SKY

HAMLET

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**

71

Mental Illness in the late 19th Century

- **Charcot’s “Hysteria”**



72

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”**

73

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!**

74

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

75

October, 2006, New York Times ...



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

76

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**

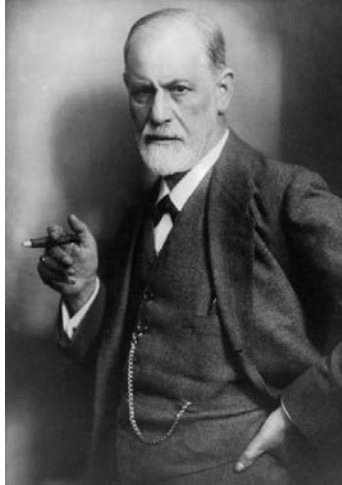
77

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!**

78

Freudian Theory of Personality



79

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**

80

Part 1. Psychological Determinism: Basic Instincts

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

Are Love and
Death
the primary
motives
of human
behavior?

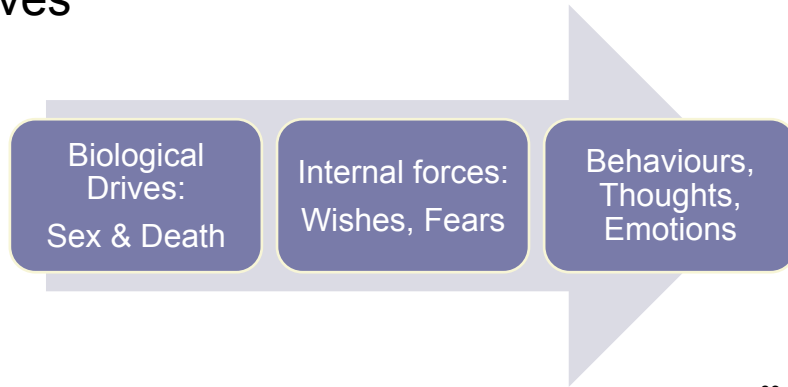


World War I led to Freud's view that death and destruction are instinctual aspects of human nature

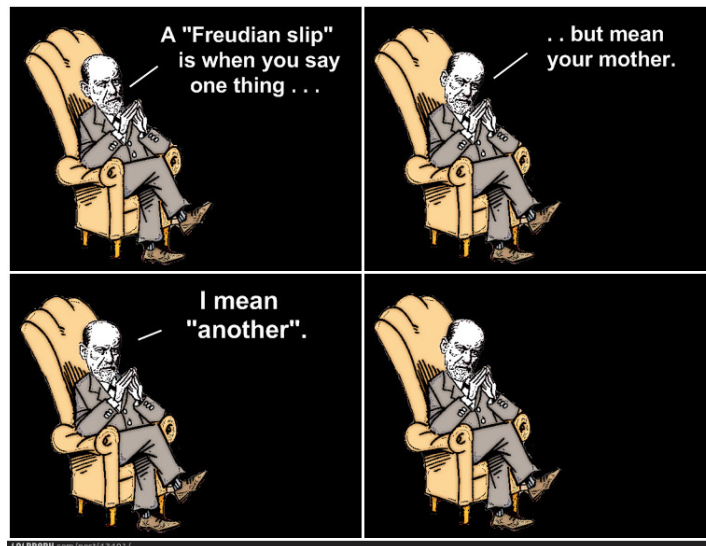


82

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



83



84

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

85

Carl Jung's Unconscious

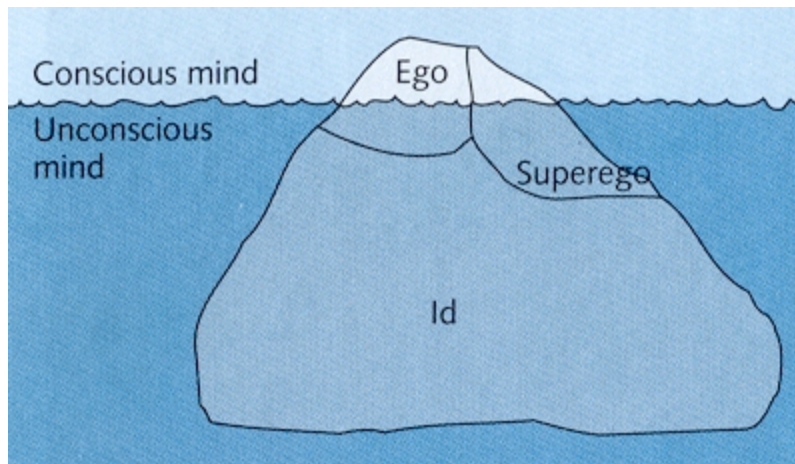


- **Student of Freud, but disagreed about the depravity of the unconscious**
- **Personal Unconscious**
 - The Freudian Unconscious
- **Collective Unconscious**
 - Contents of unconscious shared by all humanity, passed down from ancestors
 - Primordial images: archetypes
 - E.g., mother = good; dark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

86

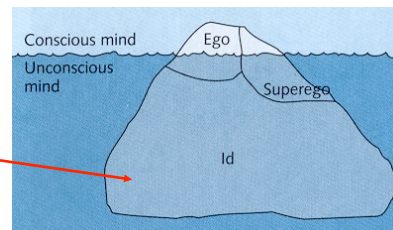
Freud's Unconscious

- Structure of personality according to Freud



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

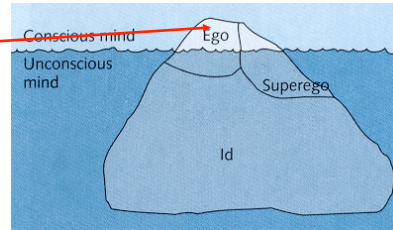


88

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

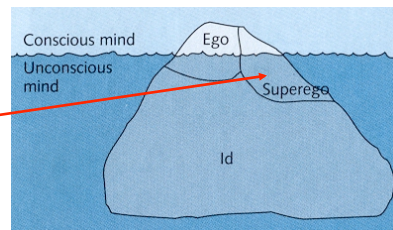


89

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

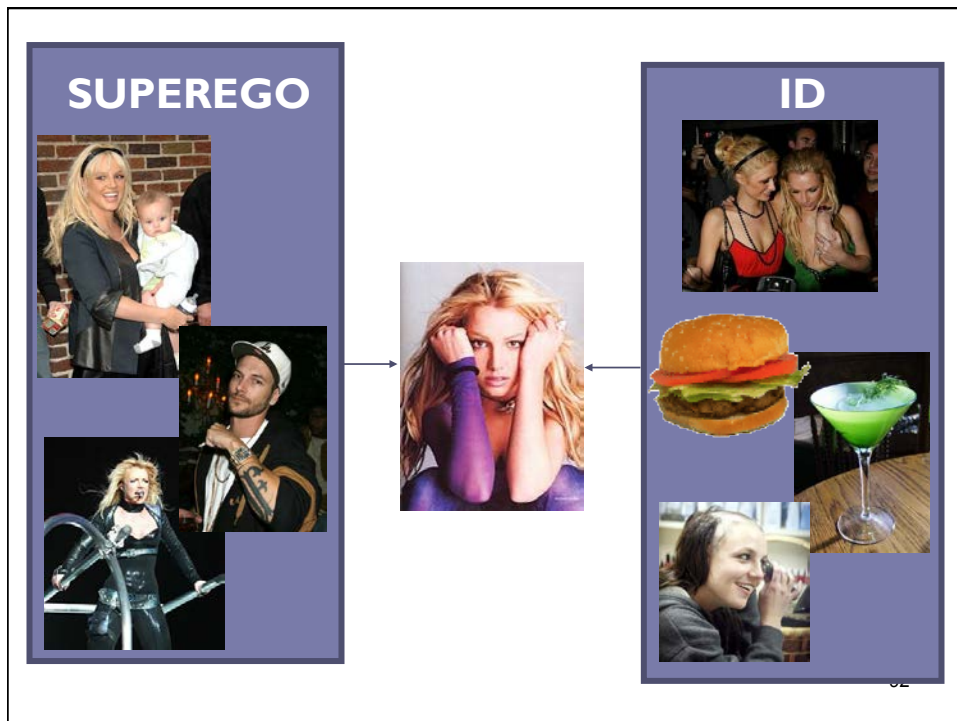


90

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*

91



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

93

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

94

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”

95

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

96

Defense Mechanisms

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

97

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

98

Next Class

- **Wrap up Contemporary Psychoanalytic Approaches**
 - Narcissism
 - Object Relations Theory (Attachment)
- **Motives Approach**
- **Humanistic/Phenomenological Approach**

99