

Personality

What makes us who we are?

Psych 305A: Lecture 26

Culture Wrap up Overview and Review!

Announcements

- HSP extended! You now have until Dec. 6 to participate in research and receive credits!
- Look online to make sure we have your credits
 - As soon as they send them to me, we'll post 'em
 - If you do not see the correct number of credits listed, please contact Conor or Simon

Exam 6 on Friday

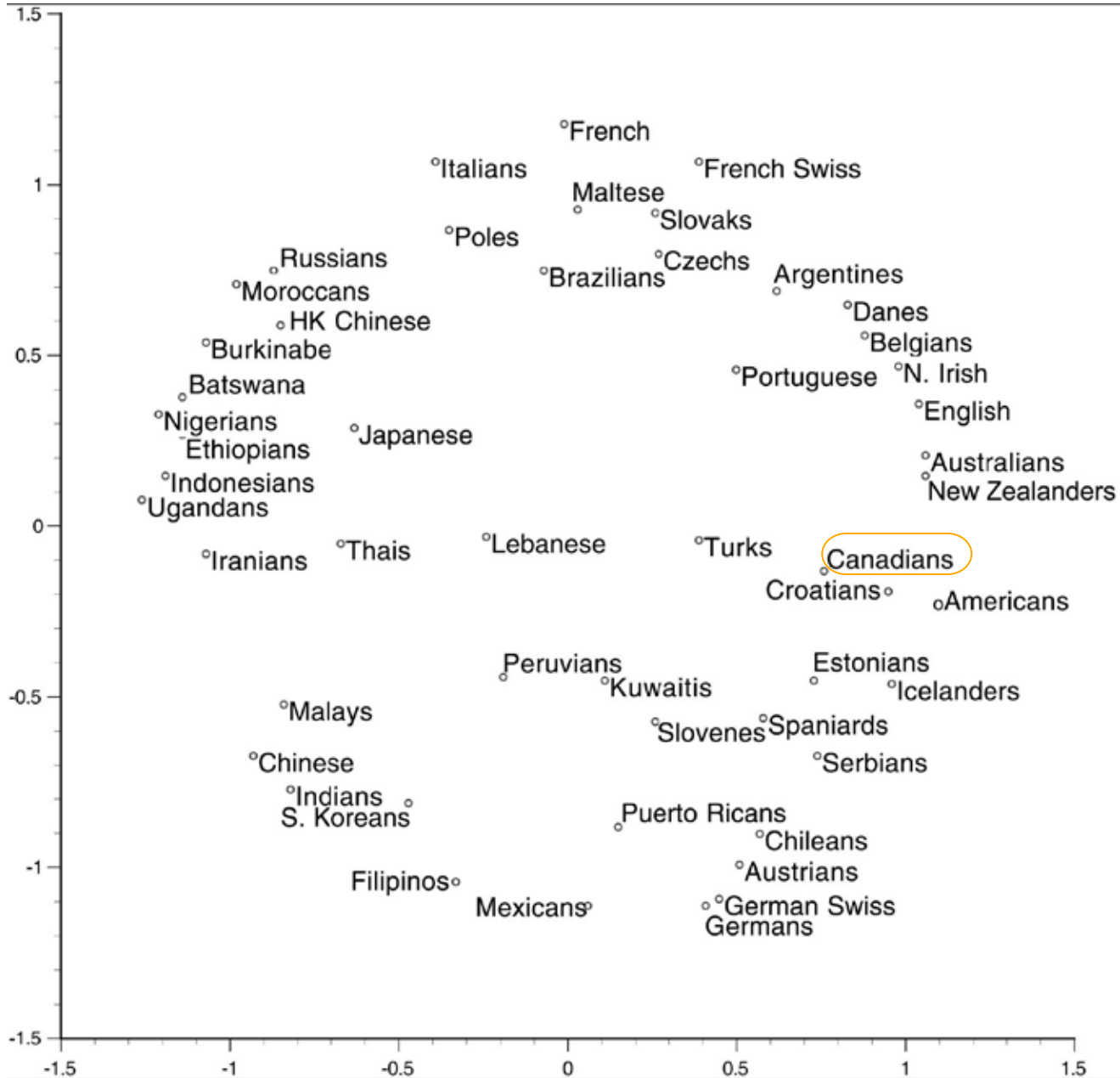
- Half MC, half essay
- Will cover:
 - Relationships and attraction
 - Gender
 - Culture
 - Overview (what we do today)
 - Also, be sure to know the broad theoretical perspectives we've covered in the class (Psychodynamic, Motive, Humanistic/phenomenological, Trait, Biological, Behaviorist, Cognitive/Learning)

How does personality differ across cultures?

- Personality Profiles of Cultures Project
 - University students from 51 cultures rated someone they knew well on the NEO-PI-R measure of the Big Five



NEUROTI-CISM



Extraversion



How does culture create national personality differences?

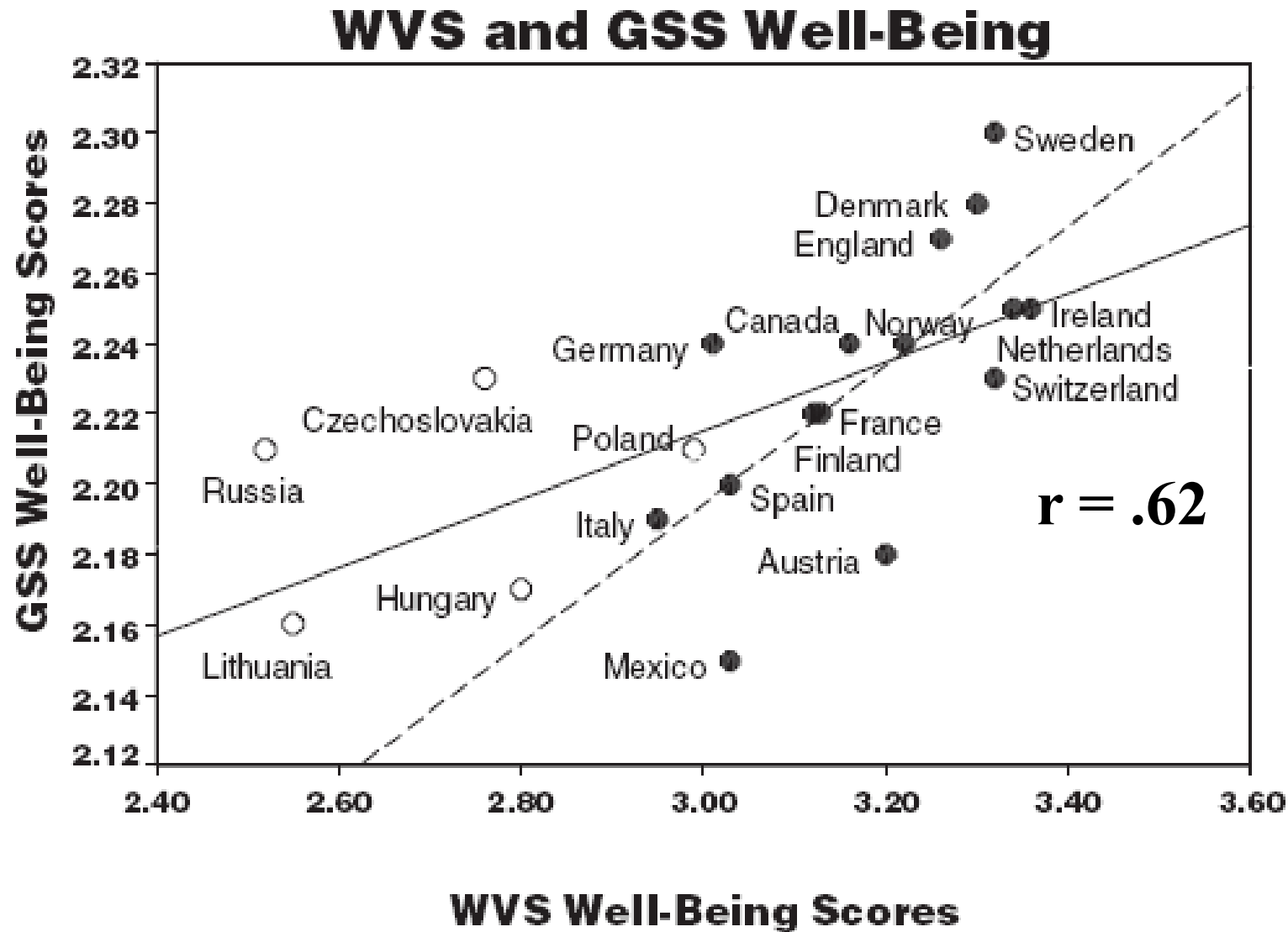
Transmitted Culture

- Culture specific ideas, values and beliefs that are transmitted to others within the culture
 - Taught to children early in life, through socialization
- Moral behavior
 - Is it wrong to:
 - Comb your hair in a thunderstorm?
 - Watch dogs mate?
 - Kill a wasp?
 - Have sex during the day?
 - If you're from certain parts of Malaysia, YES!

Transmitted Culture Affects Subjective Well-Being

- Rice & Steele (2004) compared SWB of citizens in 20 nations with SWB of Americans who had ancestors from those nations
 - General Social Survey (GSS) : US survey
 - Taken all together, how would you say things are these days—would you say that you are:
 - very happy
 - pretty happy
 - or not too happy
 - World Values Survey (WVS) : 20 nations survey
 - Taking all things together, would you say you are
 - very happy
 - quite happy
 - not very happy
 - or not at all happy

Links between SWB of culture of origin and SWB of immigrants



What causes this connection?

TABLE 2
Well-Being by Church Attendance

<i>Aggregate GSS Well-Being Scores by GSS Church Attendance</i>			
	<i>Attend Church at Least Once a Week</i>	<i>Attend Church Once a Year Attend to Almost Once a Week</i>	<i>Attend Church Less Than Once a Year</i>
Aggregate WVS well-being scores	.79 ($p < .01$)	.37 ($p < .12$)	.15 ($p < .32$)

GSS = General Social Surveys; WVS = World Values Surveys. Cell entries are z-order correlation coefficients. $N = 11$.

Biculturalism

OVERARCHING QUESTION:

How do individuals who have internalized more than one culture navigate between their different and (often opposing) cultural identities?

BEING BICULTURAL/BILINGUAL = BEING PULLED IN TWO DIRECTIONS ?

“How much is the parrot?” a woman asked. “Wow, ma’ am,” uttered the owner, “this is a very expensive parrot, because he speaks both Spanish and English.” “Oh really? Can you get him to speak in both languages?” “Sure you can. Look, it’s quite simple: If you pull the left leg he speaks English.” And he pulled the parrot’s left leg. “**Good morning,**” said the bird. “And if you pull the right leg like this, he speaks Spanish.” And the parrot said: “**Buenos Dias!**” At which point the woman asked: “What happens if you pull both of his legs, will he speak Tex-Mex?” “Noooo,” answered the parrot. “*I will fall on my ass !!*”

(Mexican American folk tale)

Variations in the compatibility and fluidity (vs. conflict and dissociation) perceived between the ethnic and mainstream cultures

“Compatible” Cultural Identities

- Unconflicted identities
- Co-exist
 - “I am both”
 - “I am Mexican-American”
- Fluid view of culture
- Complementary
 - Biculturalism as an asset (“it gives you a wider repertoire of behaviors”)

“Oppositional” Cultural Identities

- Conflicting identities
- Choose one or the other
 - “I am Chinese in America”
- Essentialist view of culture
- Dissociation
 - Biculturalism as a burden (“you have to choose and be hypervigilant as to how to behave”)

Bicultural Identity

- Who identifies as bicultural?
- What does this mean to you?

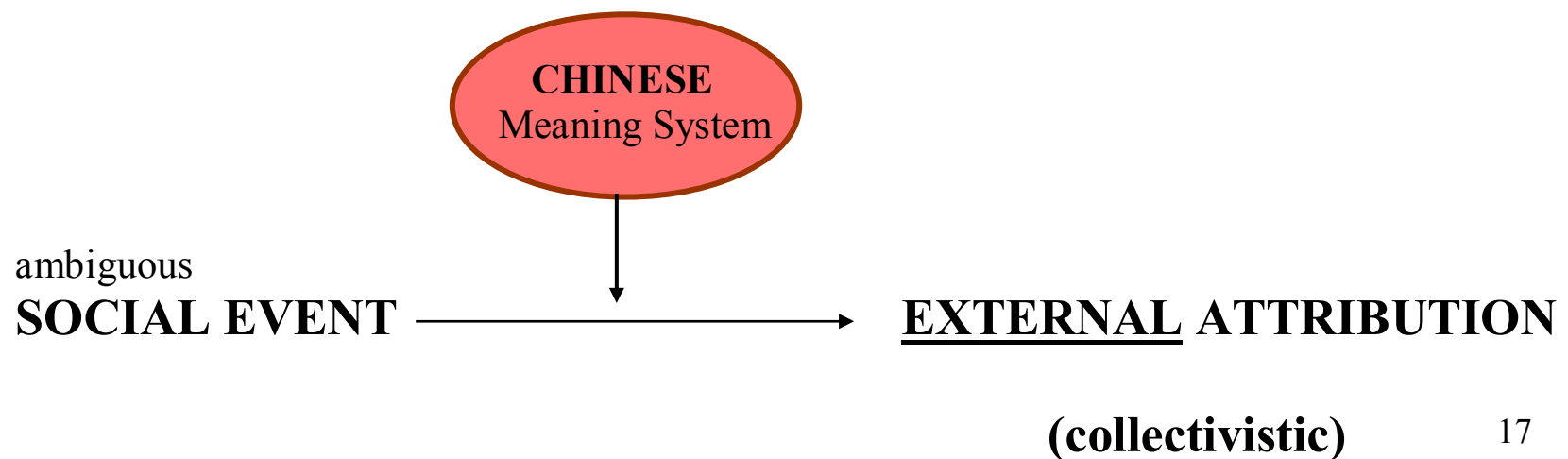
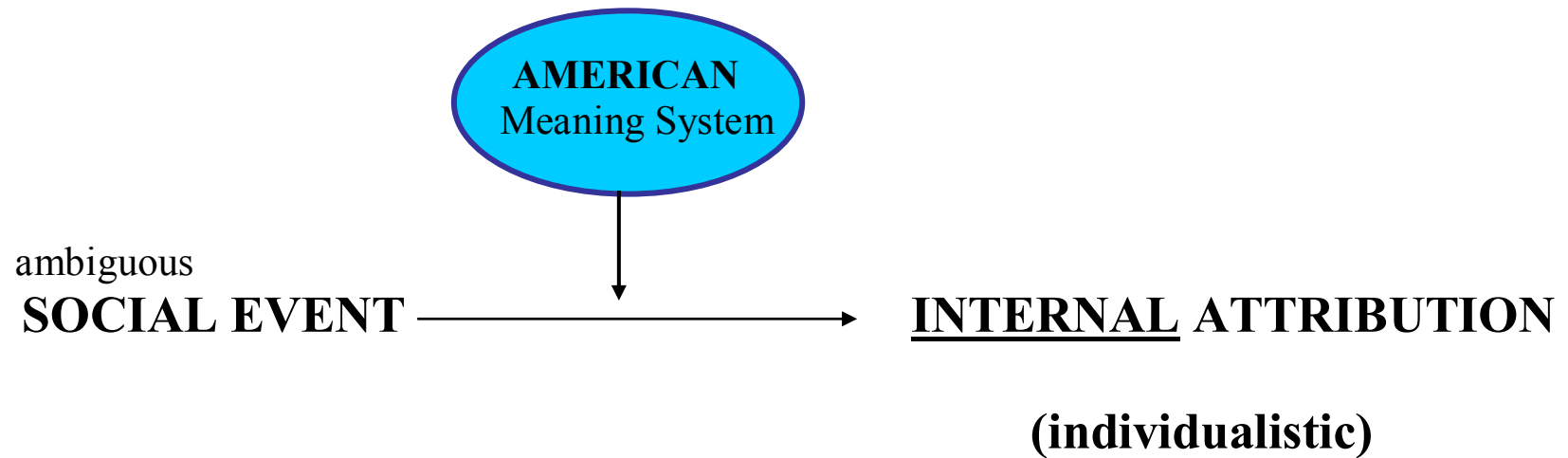
Research Question:

Do bicultural individuals *average* across their different cultural orientations? *Switch* between them? Or eventually simply *adopt* one and *abandon* the other?

COGNITIVE PERSPECTIVE APPROACH TO CULTURE

- Culture as shared meaning-systems -- sets of ideas, values, beliefs, and emotions, organized in associative networks, schemas, and implicit theories
- Individuals can possess more than one cultural meaning-system
- Culture guides behavior only when the relevant meaning systems are cognitively *available, accessible* and also *applicable*

CULTURE AND ATTRIBUTION



Cultural Frame-Switching in Biculturals: Evidence

- 4 studies, Chinese-American bicultural samples from Hong-Kong and US

Manipulation: Activation of US or Chinese cultural meaning system through priming

Dependent Variable: internal (individualistic) vs. external (collectivistic) explanations for an *ambiguous* social event

CHINESE CONDITION







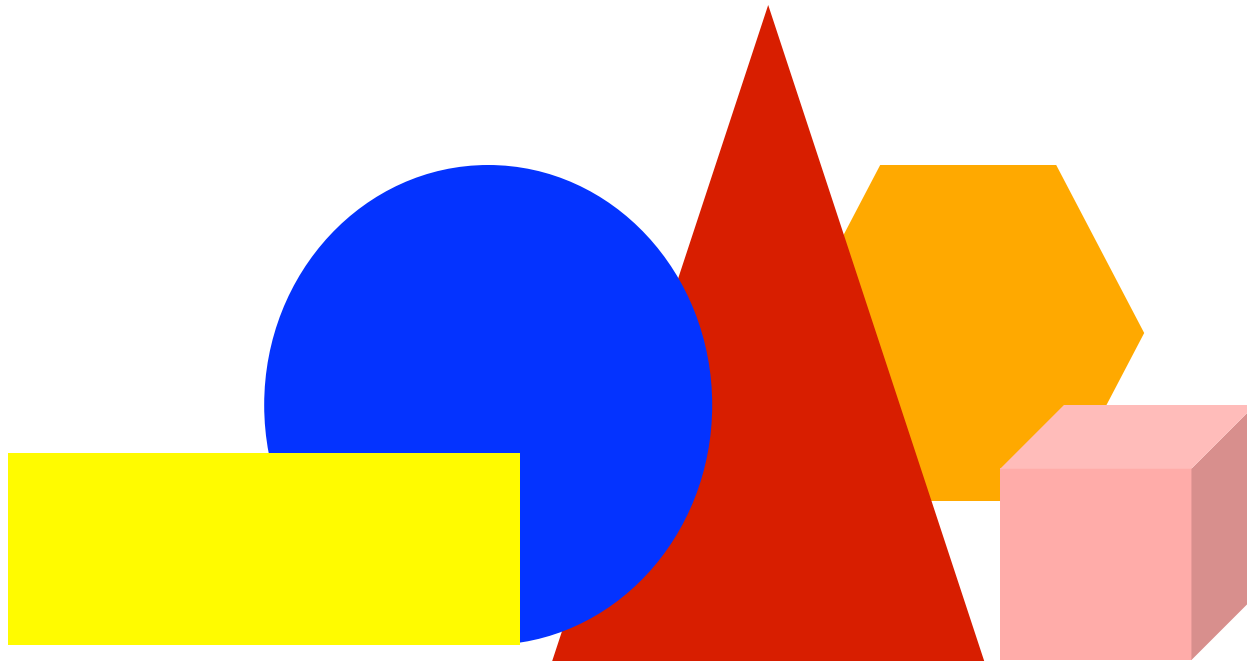
AMERICAN CONDITION







NEUTRAL CONDITION



geometric figures or landscapes

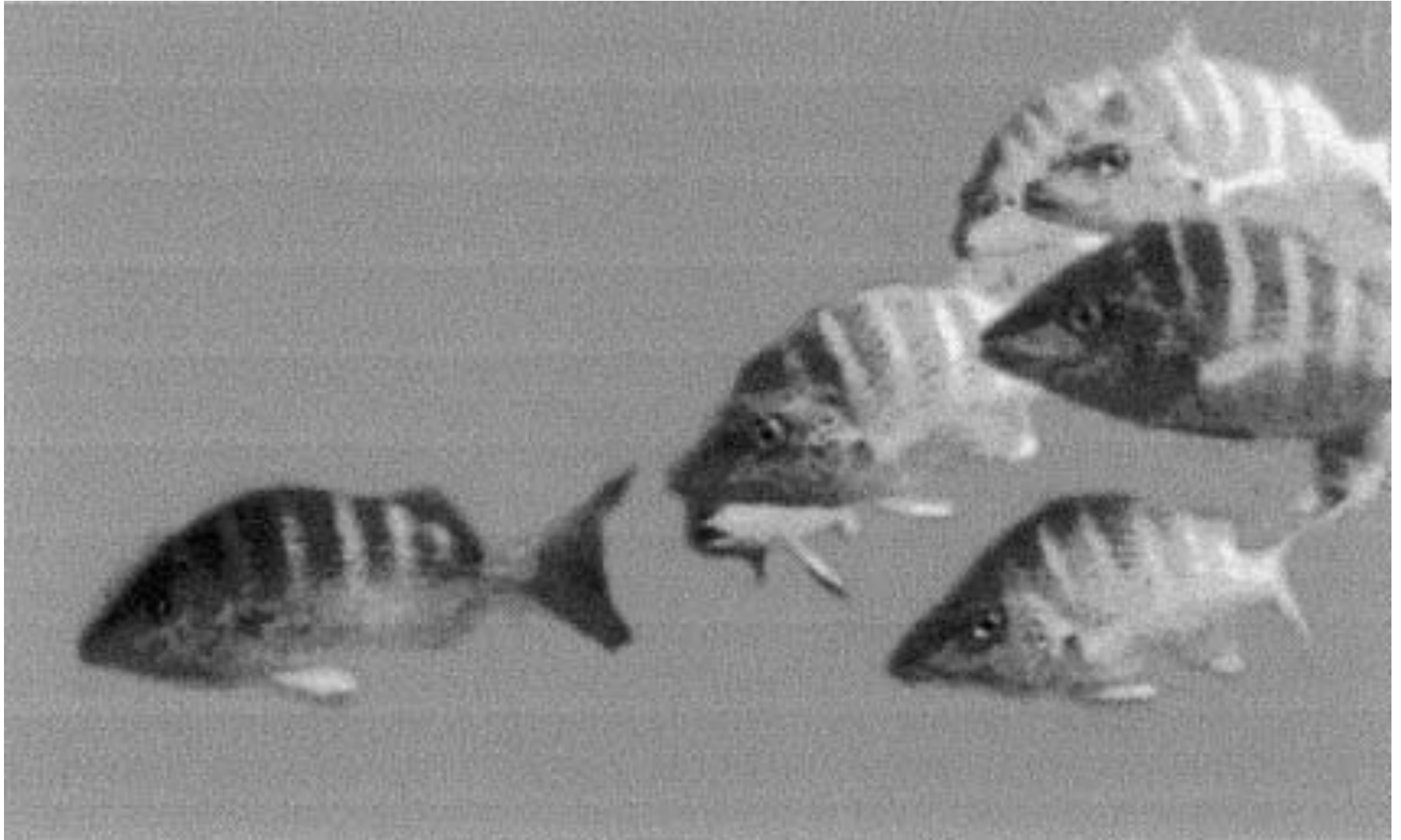
AFTER PICTURES:

“WRITE AN ESSAY ABOUT CHINESE (or AMERICAN) CULTURE”

→ to ensure activation of their Chinese or American cultural meaning system

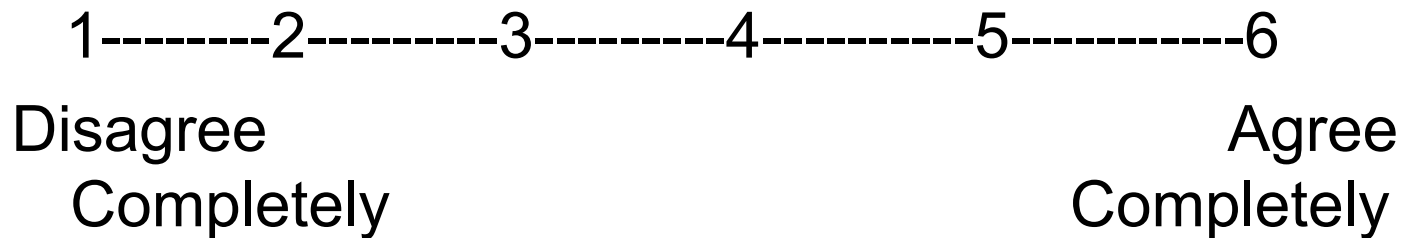
-also, to facilitate *accessibility* of culture schemas

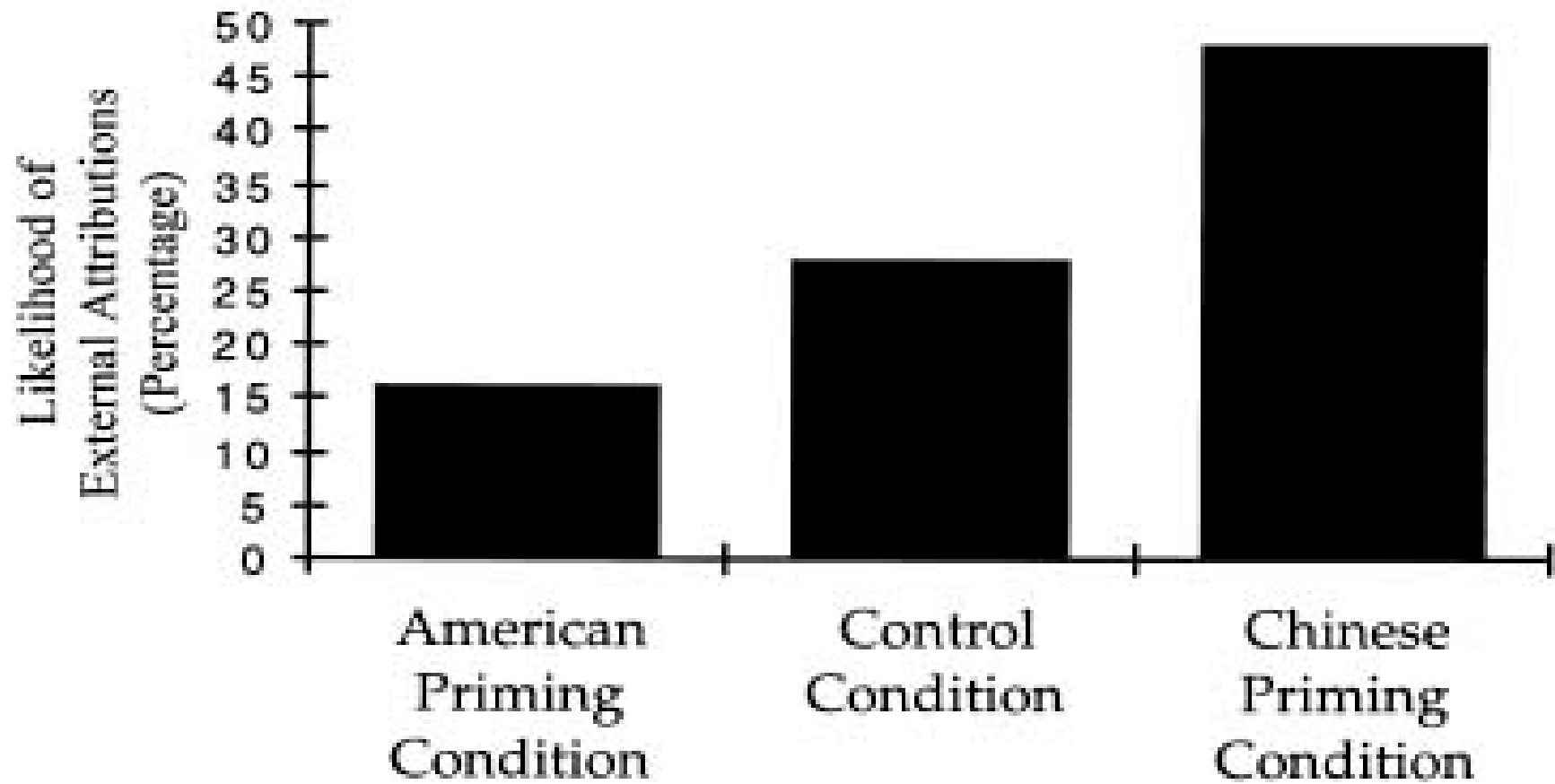
Explanation Task (ambiguous social event)



Explanation for Ambiguous Situation

- The one fish is being somehow influenced by the group (e.g., is being chased, teased, or pressured by the others).





SUMMARY:

→ **biculturals** have *multiple* cultural meaning systems and can *move between them* in response to cultural cues

Real-World Outcomes of Personality

Personality and Health

Which Big Five Dimension is Most Strongly Related to Health?

- Answer: Conscientiousness
 - Careful; methodical; task-focused
 - Not easily distracted; not impulsive

Low Conscientiousness Predicts...

- Heavy drinking and tobacco use
- Marijuana and heroin use
- Eating junk food
- Obesity
- Drunk driving & speeding
- Risky sexual behavior

The Big Five and Development of Health Behaviors

- 1999 study assessed 963 adults
- Originally studied in 1959-1967, as children
 - Childhood personality rated by teachers
- Findings
 - Less agreeable girls → adult smokers
 - Emotionally unstable children → adult drinkers
 - Less agreeable children → higher BMI
 - Unconscientious girls → higher BMI

Personality and Work Outcomes

Personality and Work Outcomes

- Large percentage of American corporations use personality tests as part of the hiring and promotion process
 - Personality testing is a \$400 million a year industry
- Most popular personality test is the Myers-Briggs Type Indicator (MBTI)
 - Used by 89% of Fortune 100 companies
 - 2.5 million Americans take the test each year
 - It's one of the worst personality measures ever developed

Personality and Work Outcomes

- Which traits predict work success?
- Conscientiousness predicts job performance across all types of jobs
 - Conscientious adolescents attain higher levels of occupational success by age 50
- Extraversion predicts performance in sales jobs
 - Hiring “greeters” at The Gap

Personality and Crime

Which traits predict criminality?

Personality Correlates of Crime and Delinquency

<u>Trait</u>	<u>Correlation</u>	<u>Number of Studies</u>	<u>Number of Participants</u>
Extraversion	.00	14	4,584
Agreeableness	<u>-.41</u>	15	4,673
Conscientiousness	<u>-.25</u>	14	4,584
Neuroticism	.12	14	4,584
Openness	-.03	14	4,584

Overview of Course

- Personality addresses critical questions about human behavior
 - Why do people act consistently across situations and over time?
 - What drives human behavior?

Why do we act consistently? What drives behavior?

- Psychodynamic
 - Defense mechanisms
 - Instinctual drives (basic instincts)
- Phenomenological/Humanistic
 - Self-concept; identity, striving to self-actualize
- Trait/biological
 - Traits (stable dispositions)
 - Genes, physiology
- Learning/behaviorist
 - Learned stimulus-response patterns, reinforcement, modeling
- Cognitive
 - Personal constructs; explanatory style, schemas

Which Perspective is Correct?

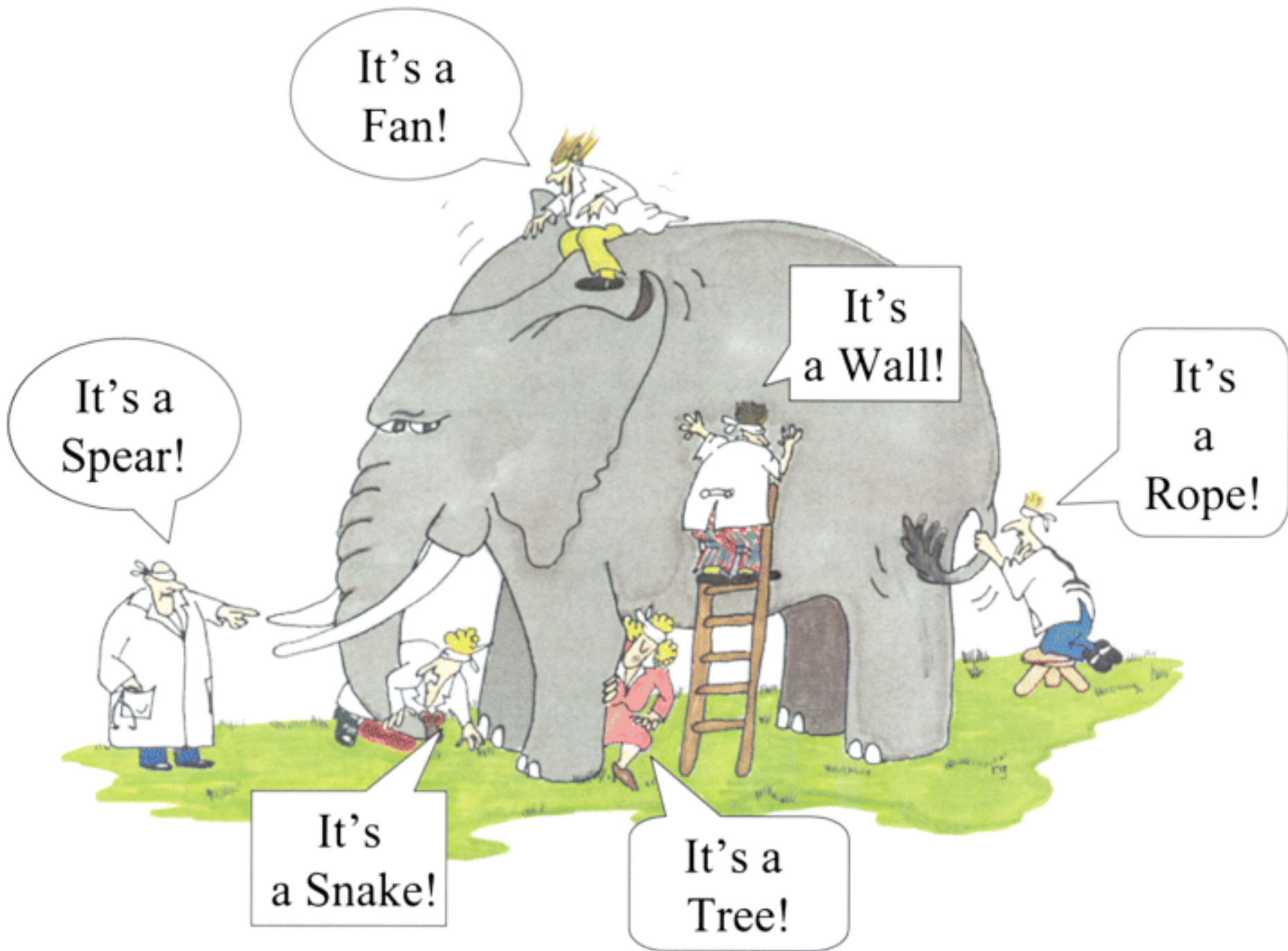
Domains of Knowledge

- Personality psychology is typically divided into major theories, perspectives, or “domains of knowledge”
- These differ in
 - theoretical approaches
 - research methods
 - Beliefs about the causes of personality
- But, each domain provides a piece of the puzzle

Multiple Perspectives: A Hindu Fable

- “Six blind men from Indostan heard of a creature called an elephant, and they went to study it, to determine its nature. One bumped into the elephant’s side, and concluded that elephants are much like walls. The second encountered a tusk, and decided that elephants resemble spears. The third, grasping the wriggling trunk, decided that elephants are like large snakes. Placing his arms around one of its legs, the fourth man concluded that elephants resemble trees. The fifth felt a floppy ear, and surmised that elephants are a type of fan. Grasping its tail, the sixth decided that elephants are like ropes.

Each of these men was sure his investigation led him to the truth. And indeed each of them was partly right. But all were partly wrong.



It's a Fan!

It's a Snake!

It's a Wall!

It's a Rope!

It's a Snake!

It's a Tree!

Multiple Perspectives

- Each perspective provides a different but complementary view of human nature
- “There is no need to choose a single lens for personality when we can enjoy a kaleidoscope of perspectives.”
 - Gordon Allport
- Best approach is to choose the perspective that best fits the question you want to ask

That' s it!

GOOD LUCK on Exam 6!

And, thanks for taking this class.