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Behaviorist theory pdf

Harvard Women's Health Watch Freud's ideas about treating the troubled mind continue to influence our thinking about human behavior. Sigmund Freud was born in 1856, and his contributions are debated, discussed and celebrated from Vienna to New York at conferences and in publications ranging from newspapers to scientific journals. Freud's writings on psychoanalysis helped define the field of psychology in the 20th century and are study subjects in fields as diverse as literature, intellectual history and history of science. Repression, denial, dream analysis—these are all familiar concepts, thanks to Freud and his contribution to our view of human nature. Workplaces consist of individuals, and personality can be the glue that holds them together or the chisel that rips them apart. Understanding personality has proven to be a difficult and challenging task for psychologists, and no single theory can provide all answers. However, there are four broad categories of personality theory that give most of our understanding of how personality works. There are four major theoretical approaches to the study of personality. Psychologists call them psychoanalytic, trait, humanistic and social cognition methods. While we talk about personality all the time (she has such a friendly personality), putting a definition into words is actually quite challenging. Psychologists have been trying for years to come up with a single scientific definition. So far, they have failed. Basically, we can understand personality as the pattern of thoughts, feelings and behaviors that make each person unique. Quite simply, it's all the qualities that make you who you are – your character, temperament and nature. Some people believe that personality is biological or genetic in nature and thus remains constant throughout life. Others believe in a dynamic system where personality changes due to external factors such as our life experiences, environment and culture. This debate is known as nature versus nurture. Whatever you think, the fact that there are so many theories about personality shows that capturing the unique essence of a person is not the easiest thing in the world. Psychoanalytic, also called psychodynamic Trait Humanistic Social Cognition : Sigmund Freud believed that personality is created by three components. Id is our impulse energy. It is responsible for all our needs (nourishment, appreciation) and urges (sexual instinct, hatred, love and envy). According to Freud, id seeks instant gratification of our needs without referring to logic or morality. It is demanding, impulsive, blind, irrational, antisocial, selfish and lust oriented – our most primal instinct. Superego, or conscience, represents morality as well as norms in society. It contains all the ideals that an individual strives for and makes us feel guilty if we fall short of these standards. Superego is essentially our perfection – the person we want to be. While the id strives for pleasure and superego for perfection, the ego seems to moderate the two. It works on the reality principle, mediating competing requirements in id and superego and choosing the most realistic solution in the long term. Suppose, for example, that you had a desire to splurge your salary on drinks and party. That's your id-talking. Superego would scream that your idea is stupid and immoral, and you are a bad person to even think it. The ego will balance your desire for instant gratification and your desire for responsibility by figuring out a sensible, rainy day savings plan with enough left over for some fun on the weekend. Freud also stressed the importance of early childhood experiences about the development of personality. He believed that analyzing the damage from the past could unlock a person's development in the future. The injuries, Freud believed, were mostly caused by parents during the person's childhood. Freud's views do not meet absolute approval, and many critics have questioned the scientific basis for his work. However, it is still a foundation for modern psychoanalysis, where people go back or go deeper into their unconscious personality to resolve the conflicts they face. Transparency, or how open-minded you are and how much you like to try new things. Conscientiousness, or how reliable, organized and diligent you are. Extraversion (this is spelled with an a in personality psychology), or if you draw energy from interaction with others. People who score low on the extraversion (introverts) get energy from within themselves. Extraverts get energy from people. They tend to be firm and have the gift of gab. Pleasantness, or how kind, tolerant and compassionate you are. Neuroticism, which refers to emotional instability and the level of negative emotions a person has. People with high levels of neuroticism tend to be moody and tense. : The key instrument of the humanist movement is Abraham Maslow. Maslow believed that personality was not a matter of nature or nurturing without personal choices. Specifically, he suggested that people have free will and are motivated to pursue the things that help them reach their full potential as human beings. Maslow developed a hierarchy of needs that usually appears as a pyramid. The bottom layer of the pyramid consists of the most basic needs: food, water, sleep and protection. These needs are so important that people act to meet them before doing anything else. Once these needs are met, people can move through the other levels of the pyramid, meeting the needs of security, belonging and self-esteem until they reach the final level: self-loathing. Self-glorification is the process of developing and growing to reach your true potential. This, Maslow said, is a key driver of human behavior. The humanist perspective stressed the importance of using free will to the best person a person could possibly be. It is different from the other theories to believe that people are basically good. People are always looking for new ways to improve, learn and grow, say the humanists, and it is these choices that determine our personality and behavior. The social cognitive theory sees the personality through the lens of our social interactions, so instead of evolving in a black box, our personality traits interact with our environment to influence behavior. This gives a much clearer picture of the effect that other people have on our personalities. The pioneer of social cognitive theory is a researcher named Albert Bandura. He argued that when people see someone benefit from a particular behavior, they copy that behavior to earn a similar reward. His famous experiment saw a child rewarded with a doll for punching a doll. When other children were shown the video, they acted in a similarly aggressive way to earn a reward. Thus, personality traits (in this case aggression) can be learned. The social cognitive theory has a lot of traction in public health circles where it is used to explain how past experiences can create and amplify behavior in the present. For example, a child raised in an abusive home can model bullying and aggressive behaviors himself. This child may also have an expectation of further abuse because that is all he has felt. Bandura called this the principle of mutual determinism – the idea that traits, environment and behavior all interact and affect each other. If there is a problem with the social cognition theory, it is the assumption that changing the environment will necessarily lead to changes in the person. Research tells us that this is not always true. Factors such as biology and hormones can also affect personality and behavior. By ignoring these factors, the social cognition strategy fails. You may have interviewed someone and thought, His personality is perfect for this job or I'm just not sure she will gel with the team. Personality makes us who we are, and so, by extension, it makes us who we are at work. This means that you can use the different personality theories to get a richer understanding of your co-workers and what it is that makes them tick. The following are a handful of situations where you may find it helpful to understand someone's personality. Know What Motivates an Individual Personality Tests can provide clues about the things that people love to do that will motivate them to perform to their maximum ability. Some workers are motivated by rank, power and leadership, for example, while others are motivated to do their best for the team. When you figure out how to motivate your staff, look at their personality factors to see what impresses or demoralizes them. Understand how someone will fulfill a role What is this person's communication style? How will she lead others? How does she resolve conflict? to understand understanding personality, you can make the right hires for the right positions to ensure maximum productivity and quality of service delivery. Know how to organize your teams We all know that some people knock it off, while others lock horns like rutting deer. Personality can help unlock the mystery of why some people get along while others argue and collide. Are you experiencing too much conflict in the office? Is your team good at coming up with ideas but terrible at implementing them? Personality assessment can help ensure you have the right mix of people in your teams. Creating a healthier work environment There is evidence to suggest that staff who continuously work outside their personality comfort zones experience burnout and stress. For example, someone with a high degree of kindness who does everything he can to avoid conflict will be very anxious if you instruct him to discipline and fire staff. Personality can start an important conversation about how to create a healthier workplace. Employees tend to be happier and more motivated when they are built for the job they are in and have the potential to succeed. A happy staff provides greater productivity and less turnover. Influence Consumer Behavior The most basic prerequisite for personality is that it causes behaviors to happen because we react to situations based on our personality. This has huge repercussions in consumer shopping behaviour, and marketers often try to appeal to consumers when it comes to their personality traits. Knowing how your people are likely to react in different situations allows you to use their strengths, minimize their weaknesses and put them in positions where they are primed to succeed. Succeed.

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