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Photo 7.1 In Stevenson's book, Dr. Jekyll had good traits, while Mr. Hyde had evil ones. Yet in reality, can a "bad" person still have several good traits?

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SELF-REFLECTION

Meyer Friedman and his coworkers (Friedman & Ulmer, 1984) defined what they called Type A and Type B patterns. Type A traits include impatience and assertive competitiveness; people with them tend to challenge other people. They are intense and hard driving and do not mind engaging in conflicts. Type B people, on the other hand, tend to be patient and less competitive, possessing traits that help them be kind to others. They are not intense and prefer to avoid conflicts. There was also a Type AB, which is a mixed profile of traits that are between the Types A and Type B. Type AB people are likely to be intense and hard driving in some situations and less intense in others.

Questions

Which type of traits are you likely to have: A, B, or AB? How do you know that? Would you like to change these traits in yourself? Why or why not?

Photo 7.2 The German psychologist Wilhelm Wundt (1832–1920), one of the founders of experimental psychology, believed that language had a big role in forming individual traits.



CHECK AND APPLY YOUR KNOWLEDGE

1. Define *traits*.
2. What are taxonomies?
3. Who were lunatics, and why were they called this?
4. Find any astrological horoscope online. What does the horoscope tell you about your personality traits? How accurate or inaccurate is the description of your traits? Is the description equally accurate in describing other people, such as your friends?

TABLE 7.1 ● Gordon Allport's Classification of Personality Traits

Column I	Column II	Column III	Column IV
Descriptions of seemingly stable personality traits such as polite, extroverted, assertive, aggressive, kind, and so on	Descriptions of passing emotional states, and attitudes such as frantic, calm, and so on	Reflections of other people regarding an individual's character, such as valuable, respectable, and the like	Important personality descriptive terms that did not fit into the other three columns, such as physical abilities or skills

TABLE 7.2 ● Sixteen-Factor Structure of Personality by Raymond Cattell (1965)

Factor	High-Degree Manifestations	Low-Degree Manifestations
Warmth	Outgoing	Reserved
Reasoning	Abstract	Concrete
Emotional stability	Stable	Volatile
Dominance	Forceful	Submissive
Liveliness	Spontaneous	Restrained
Rule-Consciousness	Conforming	Nonconforming
Social boldness	Uninhibited	Shy
Sensitivity	Sensitive	Tough-Minded
Vigilance	Suspicious	Trusting
Abstractedness	Imaginative	Practical
Privateness	Discrete	Open
Apprehension	Anxious	Confident
Openness to change	Flexible	Inflexible
Self-Reliance	Self-Sufficient	Dependent
Perfectionism	Controlled	Undisciplined
Tension	Impatient	Relaxed

TABLE 7.3 • Extroversion–Introversion and Emotional Stability–Instability, According to Eysenck (1948)

Extroversion	High Neuroticism	Low Neuroticism
High	Tend to be quick-tempered, restless, edgy, changeable, impulsive, irresponsible	Tend to be outgoing, talkative, responsible, friendly, carefree, and display leadership
Low	Tend to be quiet, reserved, pessimistic, solemn, rigid, anxious, and often moody	Tend to be calm, even-tempered, consistent, controlled, peaceful, thoughtful, careful, and passive

CHECK AND APPLY YOUR KNOWLEDGE

1. Explain Gordon Allport's four columns.
2. Where did Gordon Allport obtain significant empirical data for his research into personality?
3. What are cardinal, central, and secondary traits? What would be your cardinal trait or traits? What traits would you like other people recognize in you?
4. What is factor analysis?
5. What is 16PF?
6. Describe briefly Eysenck's E and N.
7. Define *sensation seeking*. Suggest two situations in which sensation seeking has (a) a negative impact on the individual life and education and (b) a positive impact.

FIGURE 7.1 ● The Big Five Approach to Personality

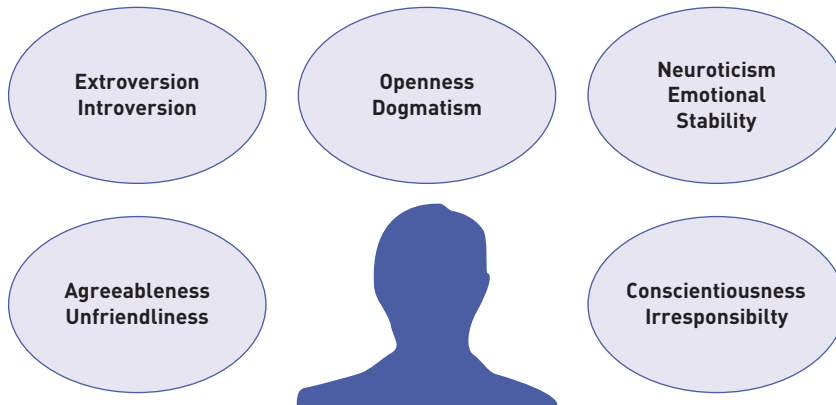


Photo 7.3 Which specific personality traits would you like to develop in yourself to be more competitive in the job market?

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CHECK AND APPLY YOUR KNOWLEDGE

1. Why is the theory of personality called the Big Five?
2. Pick any trait from the list of the Big Five and describe yourself from the view of this trait.
3. Briefly explain why the Big Five model does not adequately explain the personalities of Dr. Jekyll and Mr. Hyde.

CHECK AND APPLY YOUR KNOWLEDGE

1. Describe the most common personality traits of saints.
2. What are the Eastern and Western types of traits, according to Jung?

TABLE 7.4 ● Studies of Traits Related to Political Behavior

Research	Interpretation	Validation
Radicalism (R-factor) and tender-mindedness (T-factor)	People are likely to be divided into political categories based on their acceptance of toughness and force, on the one hand, and tolerance and consensus, on the other.	Partial support has been found.
Psychoticism, social desirability, and neuroticism	Psychoticism is substantially correlated with conservative military and social attitudes; social desirability (a tendency to respond in a manner consistent with perceived social norms) is related to liberal social attitudes; and neuroticism is related to liberal economic attitudes.	Limited evidence has been found.
Authoritarian personality	Some people develop a set of corresponding traits such as intolerance, obedience to authority, mystical view of life, rejection of new experiences, superstition, and propensity for violence.	Limited evidence has been found. New research continues to study terrorism.
Openness to experience, emotional stability, extroversion, and conscientiousness	Openness to experience may be related to liberal political views; emotional stability is correlated with conservative views in some studies but not in others; conscientiousness is negatively correlated with liberalism; and extroversion is not correlated with conservatism or liberalism.	Further supporting evidence has been found in cross-national studies.
Political preferences	Political preferences develop in childhood and are influenced by genetic factors, which means an individual has certain predispositions to be either liberal or conservative.	Limited evidence has been found.

Sources: Eysenck, 1956; Gerber et al., 2010; Mondak et al., 2010; Verhulst, Hatemi, and Martin, 2010.

TABLE 7.5 ● Traits in Relation to Criminal Behavior

Personality Traits	Links to Criminal Behavior
Agreeableness	Low scores associated with criminality
Conscientiousness	Low scores associated with criminality
Self-control and impulsivity	Lack of self-control associated with criminality
Novelty-seeking	High scores associated with criminality
Empathy and propensity to be remorseful	Research evidence inconclusive
Reward dependence	Research evidence inconclusive

Sources: Gottfredson, 2007; Kenny, 2015; Miller and Lynam, 2001; Reid, 2011.

Visual Review

