

## Personality 101: The Psychology of Individual Differences

### Program Overview

Ever heard of Cambridge Analytica? Taken any Facebook quizzes? Have been requested to do a questionnaire for a potential promotion? If yes, you have been encountered with personality science. Personality science has become one of the hottest topics in the past few years. It has been claimed to affect the American elections if you have been following. In this program, you will understand more about personality, how it is measured, different theories about personality and personality application in organizations. "Personality 101" is intended for to give an introduction for HR professionals, psychometric assessors, coaches, human performance professionals, OD professionals and psychology enthusiasts on the basic theories of personality and their applications on individual differences.

In order to offer you this course, we have revisited six text books on personality psychology, personality course syllabi from top universities and tens of journal articles.

### Program Objectives

By the end of this program, participants will be able to:

1. Observe simple human behavior and describe it
2. Differentiate between different aspects of personality (personality theories).
3. Explain basic concepts in different aspects of personality.
4. Recognize different behavioral patterns among individuals.

What you will **not** learn in this course:

1. Abnormal Psychology
2. Personality Disorders

### Learning Outcomes

After successfully completing this course you should be able to:

1. Explain and apply key concepts, issues, and methods in personality research
2. Evaluate and compare the main theoretical approaches to the study of personality
3. Critically apply personality theory to a specific context
4. Evaluate contemporary research relevant to personality psychology

### Course Outline

#### Personality Theories

What is a Theory?

What makes a theory useful?

Personality Defined

Clues to Personality

#### A Brief History

Theatre and self-presentation

The Lexical Hypothesis

## The Personality Puzzle: Different Aspects of Personality

Psycho-analytic Aspect	Operant Conditioning
Personality Structure	Applications of Behaviorist Aspect
Levels of Consciousness	Cognitive and Learning Aspect
Defense Mechanisms	The Gestalt Approach and Field Theory
Neo-analytic Aspects of Personality	Cognitive and Perceptual Mechanisms
Levels of Conscious	Social Intelligence
Archetypes	Explanatory Style as a Personality Variable
Functions and Attitudes	Optimism and Pessimism
Individual Psychology	Locus of Control
The Role of Birth Order	The Role of Reinforcements
Striving for Perfection	Social Learning Theory
Basic Anxiety	Self-Efficacy
The Role of Goals and Life Tasks	Self-Regulation
Biological Aspect: My genes made me do it!	Trait Aspects of Personality
Charles Darwin	What is a Trait?
Behavioral Genomics	Situational Specificity
The Four Temperaments	How Many Traits are There?
The Concept of Heritability	Factor Analysis and Personality
Twin Studies	The Big Five
Biological Contributions to Personality	Can We Change Personality?
Behaviorist and Learning Aspect: My environment made me do it!	Existential Aspect of Personality
Classical Conditioning	Interactionist Aspect of Personality

## Program Format

This program is highly interactive, science-based and includes pre and post coursework.

### What to expect:

You will be reading articles, engage in hot discussions, get the chance to further understand human behavior.

## Main References

Friedman, H. S., & Schustack, M. W. (2006). *Personality: Classic theories and modern research*. Boston: Pearson/Allyn and Bacon.

Feist, J., Feist, G. J., & Roberts, T.-A. (2013). *Theories of personality*. New York: McGraw-Hill.

Brody, N., & Ehrlichman, H. (1998). *Personality psychology: The science of individuality*. Upper Saddle River, N.J: Prentice Hall.

Funder, D. (2016). *The Personality Puzzle (7th ed.)*. New York: W.W. Norton.