Behaviorism

- Though Freud was famous and exalted with his theory dominating much of psychology an undercurrent of behaviorism was also developing
- Avoiding hypothetical constructs and focusing on behavior led to many areas of discovery
- Still, studying personality required more than just what behavior wrists could focus on so outshoots of other lines of thinking proliferated during the 40's 50's &60's

Humanistic

- One of the offshoots was a reaction, perhaps compensation, to the mechanical and inhumane approach to studying people
- Humanistic psychology is considered the “third force” in the history of psych
- Abraham Maslow is given credit for this third force moniker but has an interesting history

Maslow

- Began studying classical conditioning, having swallowed the kool aid of John Watson that pronounced everything could be explained by classical conditioning
- Why did he move away from behavior is on?
- He was exposed to a psychologist named Harlow, who studied monkeys and attachment.
- And his daughter was born, at which point he realized behaviorism was simply too simple.

Hierarchy of needs

- Maslow incorporated behaviorism but recognize that it was on a lower level of explanation and the grand scheme of things
- He proposed a hierarchy of needs that stated lower needs must first be satisfied before attempting to satisfy higher needs
- Maslow recognized if somebody was starving moral behavior would be less important.

Maslow, Rogers

- Peak experiences
- Deficiency orientation
- B values

- Carl Rogers wrote a well known book titled becoming a person
- He is given credit for humanistic psychotherapy

Rogers

- Actualizing tendency
  – Think of this as a motivational explanation (be all you can be)
- Conditions of worth
  – Hurdles which must be overcome in order to obtain love and approval
- Unconditional love
  – Acceptance of a person without judgment on basic worth
- Self concept and integration
  – Common elements of an integrated person fully functioning person
### Existential

- A branch of the humanistic psychology
- Humanism may be criticized for being too naïve or warm and fuzzy
- Existentialism has many of the same assumptions as humanistic psychology but embraces the dark side of humanity
- This branch stems from existential philosophy which originates in Europe a bit before Freud

### Existential

- There are many existential psychologists
- Irvin Yalom is one who basically said psychoanalysis is right about a lot of things except what causes anxiety: existential threat
- The following are unconsciously processed threats to existence:
  - We will die
  - We are fundamentally alone
  - Life has no inherent meaning without choice
  - We have freedom to choose

### Existential

- So, our defense mechanisms still work by preventing us being aware of these existential truths
- Yalom worked with terminally ill patients in applied psychoanalysis induce existential context to help people within weeks rather than years

### Trait approach

- Trait theory developed in parallel with other theories
- Some basic assumptions:
  - Traits are stable across time
  - Traits are stable across situations
  - People have more or less of a trait
- Basically, traits can be thought as simple as adjectives describing behavior, or as complex as indicating the existence of some internal causal mechanism

### Big 5

- This approach is a recently discovered phenomenon
- It is based on a statistical technique called factor analysis and before powerful computing we could not calculate all of the necessary calculations for it to work
- Essentially, hundreds of questionnaires had their individual items correlated with all of the other items

### Big 5

- Imagine a massively large spreadsheet where the columns represent questions in questionnaires while the rows represent individual subjects
- Factor analysis combines groups of correlated questions to find the fewest number of these groupings, with possible tweaking based on theoretical predictions
Big 5

- What they found is that five factors stood out, at which point they looked at the questions themselves to see the content.
- The five factors are named:
  - Openness to experience
  - Conscientiousness
  - Extroversion/introversion
  - Agreeableness
  - Neuroticism

Big five/traits

- Trait theories are good at description
- Some can be used in explanation but most trait theories have a weakness in explanations
- Combining trait theories with genetics, one can have a nice synergy; traits describe, DNA explains