

Personality: patterning of Affect, Behavior, Cognition, and Desires

Meta questions of Organization,
Stability and Change

The ABCDs of personality

Affect	What we feel
Behavior	What we do
Cognition	What we think
Desire	What we want
Environment	Where we are

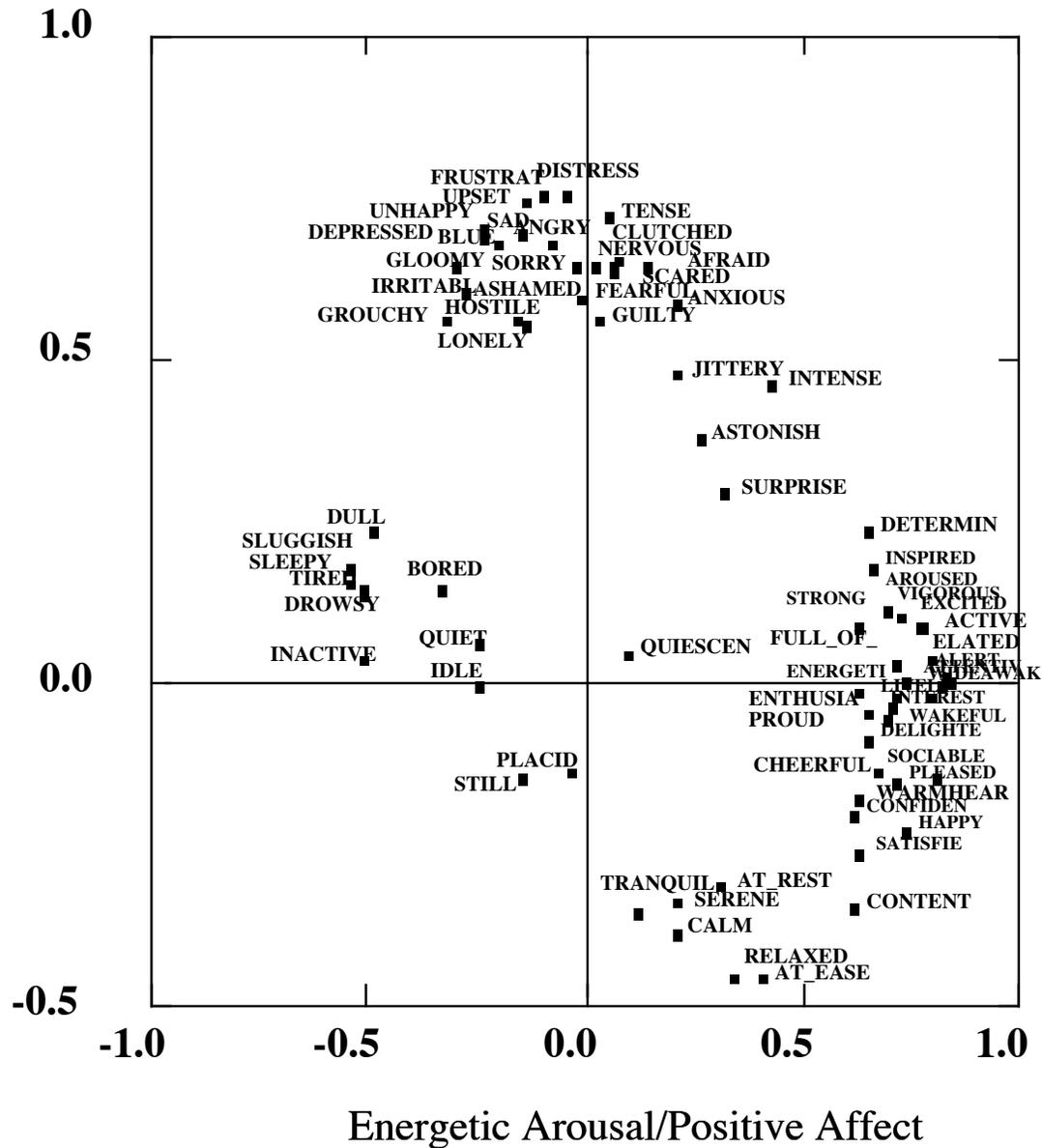
Dimensional models of affect and emotion

- “Primary” Emotions?
 - Fear, Anger, Joy, Sadness, Disgust
- Secondary Emotions
 - Shame, guilt
- Dimensional representations of primary emotions

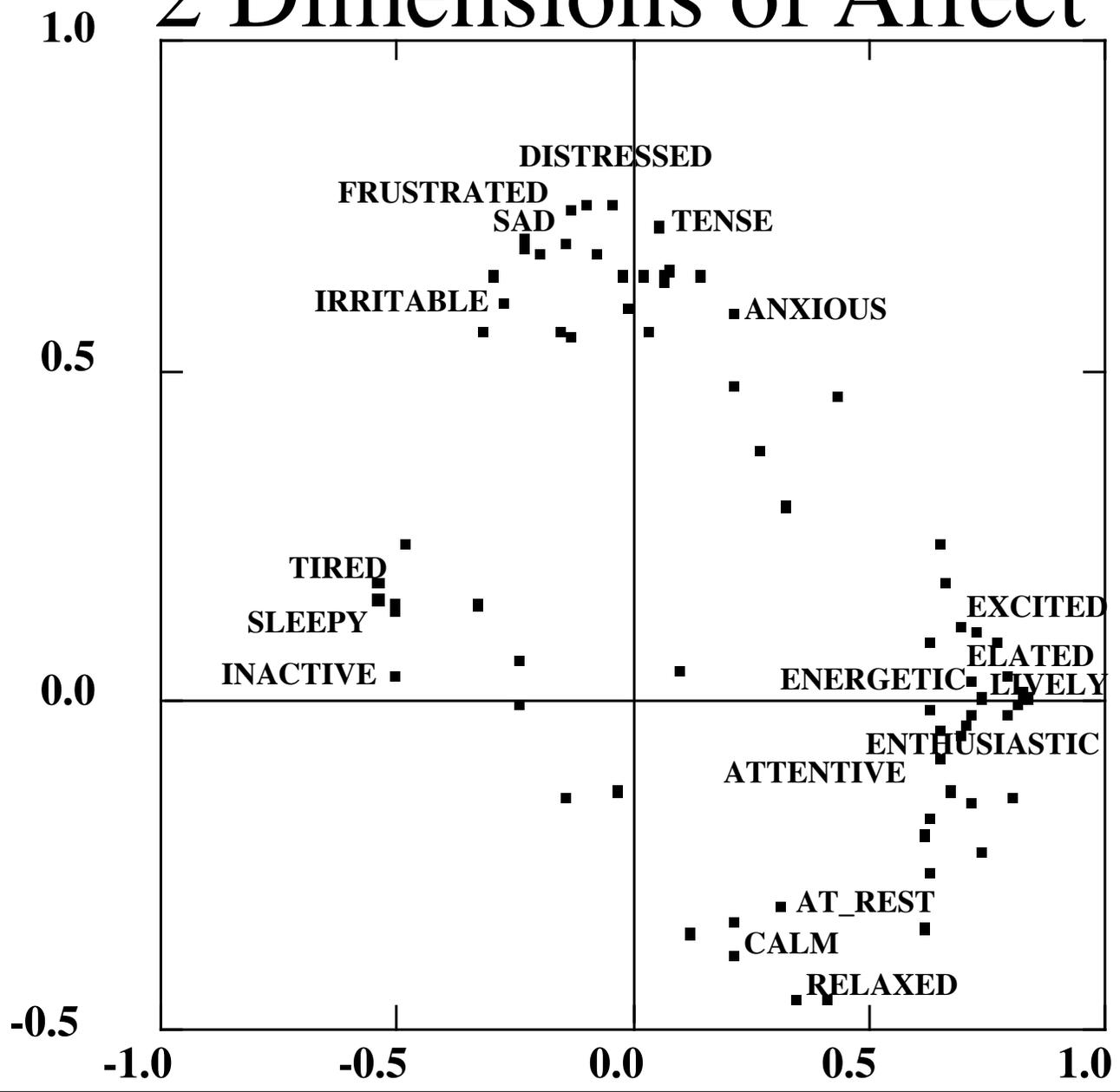
Multiple formulations of the measurement of affect

- Two dimensional models
 - Affective Valence and Arousal as “Core Affect” (Russell et al.)
 - Positive and Negative Affect (Tellegen, Watson & Clark)
 - Energetic and Tense Arousal (Thayer)
- Multidimensional models
 - Pleasantness-unpleasantness, rest-activation, relaxation-attention (Wundt)
 - Energetic Arousal, Tense Arousal, and Hedonic Tone (Matthews)
 - Hierarchical models (Watson and Tellegen)

2 Dimensions of Affect



2 Dimensions of Affect



Dimensions of Behavior

- Approach, Action
- Inhibition, Inaction
- Fighting/Fleeing

- Direction
 - Approach, Withdrawal
- Intensity

Dimensions of Cognition

- Broad vs. Narrow focus
 - (“Forest vs. Trees”)
- Resource Availability
 - Attention
 - Working Memory
 - Long Term Memory
 - Semantic
 - Episodic

Dimension of Desires/Goals

- Promotion Focus
 - Emphasis upon gains
- Prevention Focus
 - Emphasis upon preventing losses
- Immediate vs. Long term perspective
 - “discount rate”

Traditional personality traits and the ABCDs

- Extraversion
 - Positive Affect
 - Approach Behavior
 - Broad focus
 - Promotion Focus
- Neuroticism/Anxiety/Emotional (In)Stability
 - Negative Affect
 - Inhibition of Behavior
 - Narrow Focus
 - Prevention Focus

Traditional personality traits and the ABCDs

- Achievement Motivation (vs. fear of failure)
 - Joy of Success vs. Pain of Failure
 - Tendency to Approach to achieve success vs. Tendency to Avoid Failure
 - Long term focus on achieving goals

Extraversion: from descriptive theory to causal models

- Hans Eysenck as an example of programmatic research
 - Descriptive model of individual differences
 - Applied best general theory of behavior available at time to these individual differences
 - Originally models of conditioning
 - Then models of arousal
 - Final models were models of neurotransmitter systems