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

Meta questions of Organization, Stability and Change
# The ABCDs of personality

<table>
<thead>
<tr>
<th>Affect</th>
<th>What we feel</th>
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<tbody>
<tr>
<td>Behavior</td>
<td>What we do</td>
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<td>Cognition</td>
<td>What we think</td>
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<td>Desire</td>
<td>What we want</td>
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<tr>
<td>Environment</td>
<td>Where we are</td>
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</tbody>
</table>
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

Energetic Arousal/Positive Affect
2 Dimensions of Affect

- TENSE
- DISTRESSED
- ANXIOUS
- SAD
- FRUSTRATED

- INACTIVE
- TIRED
- SLEEPY
- IRITABLE

- ATTENTIVE
- ENTHUSIASTIC
- ELATED
- EXCITED

- CALM
- RELAXED
- AT_REST

- ENERGETIC
- LIVELY
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