

## Module 8: Personality

### Topic 3 Content: Contemporary Research on Personality Traits

#### Personality Traits Menu

# Personality Traits Menu



Click on each picture to learn more about various personality traits as defined by contemporary research.

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#### Individualism vs. Collectivism

# INDIVIDUALISM vs. COLLECTIVISM



## Description

**Individualism:** focused on personal goals; identity is based on personal accomplishments

**Collectivism:** focused on relationships with others; identity is based on a role within the group (family, culture, political beliefs, etc.)



## Behavior

**Individualism:** prefer to stand out; value personal choice and freedom

**Collectivism:** prefer to engage in behavior that supports the group

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Individualism is described as the tendency to focus on personal goals. Identity is based on personal accomplishments.

Collectivism is the opposite of individualism. It tends to focus on relations with others, and identity is related to a role within the group. This group could be based on family, culture, or political beliefs.

Individualists prefer to engage in behaviors that make them stand out. They view personal choice and freedom as important. Collectivists prefer to engage in behaviors that support the group.

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#### Locus of Control

## INTERNAL VERSUS EXTERNAL LOCUS OF CONTROL



### Description

**Internal Locus:** more likely to believe life events are due to personal efforts and characteristics

**External Locus:** generally sees life as lucky or unlucky and does not feel in control

### Behavior

**Internal Locus:** feel happier, less depressed, and healthier

**External Locus:** feel less happy, more depressed, and less healthy

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A person with an internal locus of control is more likely to believe life events are due largely to personal efforts and characteristics.

Someone with an external locus of control generally sees life as lucky or unlucky, and does not feel he or she has control over what happens.

Individuals with a higher internal locus of control feel happier, less depressed, and healthier compared to those with an external locus of control.

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#### Need for Achievement

# NEED FOR ACHIEVEMENT



## Description

Desire to make significant accomplishments by mastering skills and meeting high standards

## Behavior

**High achievers:** select moderately difficult tasks that are challenging but reasonable

**Low achievers:** select goals that are unrealistic or very easy

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This need for achievement describes the desire to make significant accomplishments by mastering skills or meeting high standards.

People who possess this personality trait typically select moderately difficult tasks. They attempt to achieve challenging, but reasonable goals. In contrast, low achievers choose either unrealistic goals that are overly difficult, or extremely easy goals.



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#### Need for Cognition

# NEED FOR COGNITION



### Description

Compelled to engage in and enjoy effortful cognitive and mental activities

### Behavior

Choose tasks and jobs that require challenging, but interesting mental activities

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This personality trait describes people who are compelled to engage in and enjoy effortful cognitive and mental activities.

Those in need of cognition choose tasks and jobs that require challenging, but interesting mental activities.

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#### Self-Consciousness

## SELF-CONSCIOUSNESS



### Description

Have a tendency to introspect, or look within and examine their inner self and feelings

### Behavior

Spend more time preparing hair and makeup before leaving the house

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Self-conscious people have the tendency to introspect, or look within and examine their inner self and feelings.


People who are high in self-consciousness spend more time preparing hair and makeup before leaving the house.

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#### Self-Esteem

# SELF-ESTEEM



## Description

**High Self-Esteem:** having a positive attitude about yourself and your capabilities

**Low Self-Esteem:** having a negative attitude about yourself and your capabilities

## Behavior

Higher self-esteem is generally associated with more positive psychological and health outcomes

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High self-esteem means having a positive attitude about yourself and your capabilities. Low self-esteem means having a negative attitude about yourself and your capabilities.

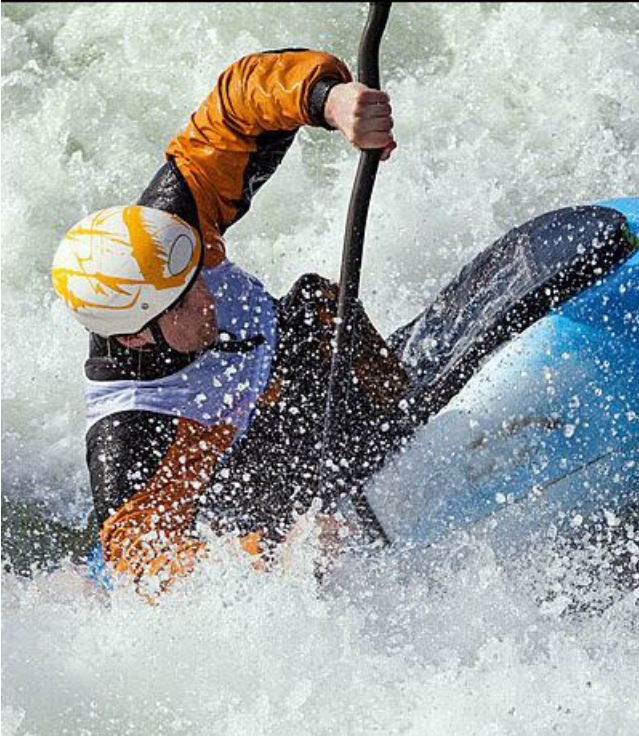
High self-esteem is generally associated with a variety of positive psychological and health outcomes, including less depression and a quicker recovery from physical problems.

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#### Sensation Seeking

# SENSATION SEEKING



**Description**  
Are motivated to engage in extreme and risky behaviors

**Behavior**  
More likely to engage in extreme or dangerous sports, substance abuse, unsafe sex, and crime

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Those with a sensation seeking personality have the motivation to engage in extreme and risky behaviors.

Sensation seekers are more likely to engage in risky behaviors like extreme or dangerous sports, substance abuse, unsafe sex, and crime.